CHAPTER VII

DISCUSSION

The aim of the present research was to explore the role of self-esteem, social anxiety, locus of control and vanity as moderators in the relationship between peer pressure and materialism. The research also took into consideration as to how these psychological variables differed across gender and socioeconomic status differences.

For the present research, around 2000 adolescents from Government schools of Chandigarh were contacted after taking permission from the concerned authorities. Out of these, around 800 who met the inclusion criteria were identified. 330 adolescents were shortlisted for the present research to keep an extra sample by taking the drop outs (not being interested to participate anymore, not feeling well, prolonged absence from school and incomplete questionnaires) into consideration. Thus, the final sample comprised of 300 adolescents with equal number of males and females (150 each). The sample was further divided into two socio-economic status groups’ namely low socio-economic status group and middle socio-economic status group (75 adolescents in each group respectively).

The scoring for all questionnaires was done as per the instructions given in the scoring manuals. The normality of the data was assessed before conducting the statistical analysis. Keeping in view the objectives of the proposed study, the statistical analysis was applied, that is, mean, standard deviation, correlation, 2 x 2 ANOVA and hierarchical moderated regression analysis was used for data analysis. Also, t-test was applied as post-hoc analysis.

Correlation analysis

The correlation analysis was applied to assess the relationship between peer pressure, self-esteem, social anxiety, locus of control, vanity and materialism. The analysis was conducted on the overall sample of adolescents and also on the various groups namely male adolescents, female adolescents, low SES male adolescents, low SES female adolescents, middle SES male adolescents and middle SES female adolescents.
Hierarchical Moderated Regression Analysis

The hierarchical moderated regression analysis was applied to assess the role of moderators viz. self-esteem, social anxiety, locus of control and vanity in the relationship between peer pressure and materialism. Peer pressure was the independent variable and materialism was the dependant variable. Self-esteem, social anxiety, locus of control and vanity were studied as moderators in adolescents.

Correlation analysis of Materialism with other variables

(i) **Peer Pressure**

In the present study, significant positive correlations were found between peer pressure and materialism in all the groups except low SES female group. Thus, the results of the present study partially supported the hypothesis (H1a) which stated that there would be a positive relationship between peer pressure and materialism in all the groups.

Positive relationship of peer pressure and materialism has been supported by several studies. Peer influence plays a major role in inclining one towards materialistic orientations (Banerjee & Dittmar, 2008). Roberts et al. (2008) stated that peers play an important in shaping the consumer behaviour in adolescents. Thus, peers assume a significant normative function in influencing the levels of materialism in adolescents.

Peer pressure is commonly regarded as a dominant force behind young people's acquisition of materialistic values (Chaplin & John, 2010). Sutton (2013) investigated the impact of peer relationships on adolescent materialism and wellbeing and found that higher materialism of peers was associated with increase in adolescent materialism.

The plausible reason for the positive correlation between peer pressure and materialism could be attributed to the fact that peers play an important role in the development of young consumers’ choices for brands. For adolescents, peers are important reference sources for selecting products (Mangleburg, Doney, & Bristol, 2004).

The findings are consistent with the prediction of traditional psychoanalytical theory (Erikson, 1963). His theory suggested that peer pressure is a key event during
the adolescent’s related stage of psychosocial development. According to his theory, adolescents form new ties with peers in the fifth stage of psychosocial development, that is, identity versus role confusion. This stage includes adolescents from 13 to 19 years. In this stage, adolescents start to develop close relationships with their peers. Peers provide the standards by which adolescents evaluate themselves (Akerlof & Kranton, 2002; Giordano, 2003).

The socialization pathway of materialism (Kasser et al., 2004) explains the social pressure to consume. The socialization pathway states that an individual develops materialistic values when he/she is exposed to materialistic models from an early age. This social pressure to consume drives the male SES middle adolescents and middle SES female adolescents to high consumption behaviour and materialistic tendencies. Interaction with parental figures and peers who lead a materialistic lifestyle influences these middle SES adolescents to focus more on material acquisitions as a way to fit in. The media constantly bombards adolescents with information about trending brands, resulting in increasing brand consciousness in the adolescents (Achenreiner & John, 2003; Nelson & McLeod, 2005).

In the present research, the low SES male adolescents are found to be high on both peer pressure and materialism as compared to their low SES female counterparts. The low SES males have strong peer associations and become more susceptible to interpersonal influence. These low SES male adolescents have high sense of economic insecurities. They get trapped into the habit of acquiring possessions in order to confront and prevail over feeling mediocrity and to restore their self-esteem (Batra & Sinha, 2000).

However, the correlation between peer pressure and materialism has not revealed significant results in low SES female adolescents group. This may be because they must be having peers who are comparatively less informed about the latest brands and trending consumer culture. Females belonging to low socioeconomic strata are conditioned to do household chores and their peers are also restricted by their parents. These females may be reared up by parents who keep them under constant supervision and vigil to take independent decisions.
Adolescents experiencing imposition of parental discipline become resilient to peer influence (Marshal & Chassin, 2000). Sumpter, Bokhorst, Steinberg, and Westenberg (2009) stated that higher the adolescent’s independence from the peer group, the higher his/her resilience against the peer influence.

Even if these low SES female adolescents interact with their peers, they empathize with each other as their day to day sufferings are the same. Such adolescents are struggling to fulfill their basic needs on priority basis. For them, interaction with peers acts as an outlet to compensate their sufferings for striving for basic needs. So, they do not have much influential peer pressure to indulge in materialistic tendencies as they do not look forward to prove something to their peers.

Adolescent females are high on social-evaluative concerns. Rudolph and Conley (2005) suggested that social-evaluative concerns provide a source of self-worth and self-evaluation. They are more accustomed to the benefits of peer conformity for the aims of popularity, acceptance, and likability. Furthermore, the interpersonal relationships theory (Sullivan, 1953) ascertained that friendships and peer groups strengthen feelings of self-worth and give consensual validation. Thus, these female low adolescents did not succumb to peer pressure resulting in less materialistic orientations in them.

(ii) Social Anxiety

Another variable which is closely related to materialism is social anxiety. Significant positive correlations were found between social anxiety and materialism in all groups except female adolescents group, low SES female group and middle SES female group. Thus, the hypothesis (H1b) which stated that there would be a positive relationship between social anxiety and materialism was partially supported.

Social anxiety includes fear of negative evaluation from others as one of its major dimensions. The positive correlation between social anxiety and materialism has been supported by previous studies. Christopher and Schlenker (2004) showed that relationship between materialism negative affect exists because of constant fear of negative evaluation. Possessions serve as symbols that indicate one’s social status. Materialistic people are ridden with anxiety. They experience social disengagement and
show problematic patterns in their wellbeing. Materialism is affected by the power-prestige and anxiety dimensions (Durvasula & Lyonski, 2010).

Contingent self-esteem was positively related to compulsive buying and that this relationship was mediated by social identity concern and fear of negative evaluation (Roberts, Manolis, & Pullig, 2014). Thus, social anxiety leads to materialistic orientations in adolescents. The fear of negative evaluation led to increase in materialistic orientations and compulsive buying (Biolcati, 2017). People fear cut off from others, thus attach themselves more to possessions.

One plausible explanation for positive correlation between social anxiety and materialism could also be that male adolescents have more outdoor social interactions. In such a set up, they are exposed to more social comparisons. This includes apprehension about others’ evaluation; desire to seek social approval and to avoid disapproval and distress over their negative evaluations. As per the sociometer theory (Baumeister & Leary, 1995), people feel socially anxious when they believe that their impressions will not make them valued as much as they desire. According to Hudders and Pandelaere (2012), materialism plays a significant role in maintaining and restoring social support networks.

Consumers possess material goods to enhance their appeal, make them more wanted and fit in better with others (Belk, 2010). Also, social anxiety is correlated with less social support received from the peers (Torgrud et al., 2004). So, male adolescents, low SES male adolescents and middle SES male adolescents who had more peer pressure were prone to greater social anxiety.

Festinger (1954) proposed the social comparison theory which suggests that individuals have a drive to appraise themselves by comparison with others in absence of objective means for comparisons. The consumers compare and contrast their social and material standing with others on a continuous basis; engaging in luxury consumption brings happiness. Individuals compare themselves with others to boost their self-esteem (Schiffman & Kanuk, 2004).

When adolescents feel inferior in terms of social comparison, it leads to social anxiety in them, indirectly increasing their desire for indulging in more materialistic
pursuits. Thus, materialists use the symbolic qualities of the products purchased to enhance their self for achieving greater social status and acceptance (Harnish & Bridges, 2015). According to evaluation-apprehension theory (Cottrell et al., 1968), the concern to be positively evaluated from significant others leads to anxiety and an individual strives for more materialistic possessions to keep away from providing reasons for a negative evaluation.

However, the reason for insignificant correlations between social anxiety and materialism in female adolescents group and low SES female adolescents group could be because these females tend to have less social interactions as compared to their male counterparts because of the upbringing which keeps in consideration the traditional gender roles of a female. Since they are females, they are conditioned that they should adjust more, demand less and should be able to contribute to the enrichment and growth of the family (Eagly, 2009). Also, they have less outdoor exposures making them less prone to social comparisons which lead to less social anxiety. Their life in adolescence phase is evaluated in terms of how good they manage their studies and household chores rather than how much materialistic belongings they possess.

Another reason could be that even if they have less social interactions, they develop good social support and healthy social relationships with those few of them. So, female adolescents tend to be in a company of safe and secure social environment. Kraus (2006) found out that low social anxiety was related to more social support networks. Thus, healthy social relationships helped such females to stay away from fear of negative evaluations so that they were not being judged by others.

However, a negative relationship, even though not significant, was found between social anxiety and materialism was found in the middle SES female adolescents. These females could be more expressive and were able to express their emotions with their closed ones that led to decrease in their materialistic orientations as compared to their low SES counterparts. They were able to effectively cope with their social anxiety. People with social anxiety demonstrate lower levels of interpersonal emotional intelligence (de Araujo, 2017). Such adolescents use avoidant coping strategies to deal with social anxiety. They avoid going to places where social
interactions can take place as they fear negative evaluation by others. Thus, they are not motivated to indulge in materialistic pursuits.

iii) **Locus of control**

The findings of the present study revealed insignificant results in all the groups. Thus, the hypothesis (H1c) which stated that a positive relationship would emerge between locus of control and materialism did not receive empirical support for the present study and was not supported. The review of literature suggests that there exists a connection between locus of control and materialism. It was found out that materialism was related to external locus of control (Hunt, Kernan, Chatterjee, & Florsheim, 1990). Furthermore, materialism was also found to be associated with a weak self-image which is characterized by extreme self-control and regulation (Zhou & Gao, 2008).

As the consumer exhibits a lower level of self-concept and self-efficacy, with an external locus of control, they show higher levels of materialism which aids in self-enhancement (Watson, 2014).

However, in the present study, the results revealed no significant correlations between locus of control and materialism in all the groups. This means that the present sample of adolescents did not associate their control outcomes and attributions with being inclined towards materialistic pursuits. One’s perceived control over their environment (and presumably the responsibility they took for their own learning) had no bearing upon their materialistic tendencies. According to Rotter (1966), locus of control falls on a continuum, and people can even have a strong internal locus of control in one area and an external locus of control in another. Whatever was the cause of outcomes in these adolescents, internal or external; it was not found to be related with their materialistic orientations. During adolescence, many cognitive, physical, personality and social changes happen and the locus of control is not well defined in this transitional period. Materialistic individuals believe that they are neither able to influence their outcome nor can they exert control over the outcomes that affect them (Christopher, Saliba, & Deadmarsh, 2009). There has been limited research in the area of locus of control and materialism. Thus, more extensive and detailed exploration is needed to investigate the relationship between locus of control and materialism.
(iv) Vanity

The present study revealed significant positive correlations between physical vanity and materialism in the total sample of adolescents, male adolescents group and middle SES male group. Insignificant results were found in female adolescents group, low SES male group, low SES female group and middle SES female group. Thus, hypothesis (H1d) which stated that there would be a positive relationship between physical vanity and materialism gained partial support. The positive relationship between physical vanity and materialism has been supported by several studies in the review of literature.

Ramanathan and McGill (2007) found that when one is surrounded by peers who maintain high consumption habits, then there is a lot of pressure to follow the same habits. Dittmar et al. (2007) stated that concern for physical appearance gives rise to emotional and identity buying motives which further motivates people towards an elevated mood and identity.

Appearance internalization deals with the active endorsement of the body perfect ideal that dictates an individual’s attitude and behaviour both (Bell & Dittmar, 2011). Wiedmann, Hennigs, Siebels, and Bachmann (2015) conducted a study in which high correlations between physical vanity and materialism were obtained.

The reason for these positive correlations is the need to present themselves in the best possible way to others in terms of appearance. This is very obvious in male middle adolescents, as they cannot resist peer influence and are also high on social anxiety. The theory of symbolic self-completion (Gollwitzer et al., 1982) states that an individual who engages in behaviours that are associated with symbols are in a better position to convince others and they tend to possess a greater desire for self-definition and materialistic desires. Vanity is influenced by one’s environment including both economic and social conditions (Mason, 1981). These middle SES male adolescents come from a financially comfortable background as compared to their low SES counterparts. So, they can spend more time, effort and money in enhancing their physical appearance. Furthermore, the concept of social referential comparison (Bandura & Jourden, 1991) which refers to one’s adequacy within a certain domain in context of physical appearance further justifies the same.
Insignificant results in low SES male and low SES female group may be because they lack resources and face economic deprivation since their childhood. Even if they want to focus on their appearance, they do not have surplus money to spend on the trending brands, cosmetics and accessories. This deprivation makes them resistant to materialistic orientations. In case of middle SES female group, insignificant results can be attributed to their high sense of self-worth. Their self-esteem is not entirely dependent on their physical attractiveness and materialistic possessions.

Results further indicated that significant positive associations were found between achievement vanity and materialism in male adolescents group and low SES male adolescents group, thus, hypothesis (H1e) which stated that there would be a positive relationship between achievement vanity and materialism received partial empirical support to the hypothesis. Asians express more concerns about their personal achievements to leave a desirable impression on others (Durvasula & Lysonski, 2008). Boys mould their behaviours to maintain their social status in the peer networks (Giordano, 2003). Individuals concerned about achievement also cared about their clothing and social status and paid more attention to expensive goods in order to achieve acceptance by others (Chang et al., 2008).

Claassen (2008) highlighted the fact that individuals are caught in the web of competition seeking for status goods. An individual engages in consumption patterns just for social gains and social esteem (Shukla, 2010). Adolescent males focus on dominance hierarchies and are more likely to prioritize status goals (Rose & Rudolph, 2006).

Furthermore, money is considered to be a symbol of success and status. A high social status stimulates excessive spending (Saad & Vongas, 2009). Karabati and Cemalcilar (2010) found that self-enhancement values such as achievement predict materialism. Evelin (2015) conducted a study on adolescents to investigate the impact of attitudes towards money on their level of materialism and achievement vanity. The findings indicated that there is a positive impact of power prestige dimension on achievement vanity. Furthermore, Teimourpour and Hanzae (2011) stated that these possessions helped individuals to portray impressions of who they are and what their status or position is.
The reason for this positive correlation in low SES male adolescents can be attributed to their deprivations leading to motivations and social comparisons. The low SES male adolescents face a lot of hardships and economic struggles since their early years. It is a challenge for them to fulfill their basic needs. So, they are constantly striving to work hard and enhance their accomplishments. According to Adler’s (1979) personality theory, inferiority complex which develops in childhood pushes one to strive for superiority. These low SES male adolescents use compensation as a defense mechanism. Thus, they are achievement driven and tend to be more materialistic to create a place for themselves in the society. They are under more pressure to achieve as they are the bread winners of the family. The self-schema theory further justifies that the cognitive generalizations of these low SES male adolescents about their self further motivated them to derive more accomplishments and achievements to improve their status in the society (Markus, 1977).

The plausible explanation for insignificant results in middle SES adolescents can be attributed to their less achievement motivation. Gender roles in our Indian scenario are defined in a way that males are conditioned more to strive for achievement and establish their own reputation and worth. Thus, they are under more pressure to strive for accomplishments and indulge in materialistic pursuits. However, the females are conditioned to get married as soon as possible. In case of low SES female adolescents, insignificant negative relationship emerged, stating that achievement vanity was inversely related to materialism. The more importance they gave to achievements, the less materialistic they were. This indicated that achievements were enough to satisfy their ego; not being entirely dependent on materialistic possessions.

In case of middle SES male adolescents, the reason for insignificant relationship between achievement vanity and materialism is because their basic needs are fulfilled as their socioeconomic background is not too uncomfortable as compared to their low SES counterparts. From childhood till adolescence, their parents provide them with basic comforts of life. Their wishes and desires are fulfilled as compared to their low SES counterparts. So, their need for attaining more achievements is less which makes them less materialistic also compared to low SES adolescents.
Self-esteem

A very important psychological variable studied in relation to materialism in the present study is self-esteem. The findings of this study revealed significant negative correlation between self-esteem and materialism among all groups except middle male SES group. Thus, hypothesis (H2a) which stated that a negative relationship was expected between self-esteem and materialism in all the groups was partially supported in the present study. Negative correlation between self-esteem and materialism has been supported by several studies. Self-esteem is an essential need and a strong negative association was found between self-esteem and materialism (Kasser, 2002).

Children become materialistic as they evolve. When they grow older and become adolescents, they start to attach more meaning to possessions and aspire for high paying jobs (Goldberg et al., 2003). Individuals with low self-esteem engage in high consumption, compulsive buying and uncontrolled shopping (Moskalento & Heine, 2003).

Researchers suggest that acquisition of material possessions improve self-esteem by flattering one's ego and self-worth (Arndt et al., 2004). Alvandi, Fazli, and Najafi (2013) found out that there is a negative relationship between self concept and social consumption motivation. Vinayak and Arora (2018b) conducted a study to see if self-esteem and physical vanity emerged as predictors of materialism among female adolescents. Their findings also showed a negative correlation between self-esteem and materialism.

The plausible reason for significant negative correlations between self-esteem and materialism, particularly in low SES female and low SES male adolescents could be attributed to the self-esteem repair pathway proposed by Kasser et al. (2004). In this, the feelings of insecurity are produced when experiences of life do not offer an individual with feelings of autonomy, competence, and connectedness with social others. Thus, individuals turn to materialism to fill the void created by low self-esteem and materialism is viewed as a compensatory strategy (Reeves, Baker, & Truluck, 2012).
According to the self determination theory (Ryan & Deci, 2004), human beings have three basic psychological needs – the needs for competence, autonomy, and relatedness, which are essential nutrients for wellness and effective functioning. These needs motivate an individual to strive for more materialistic possessions. As per the terror management theory (Greenberg et al., 1986), the fear of death makes people look for security in the socially sanctioned norms. Thus, one indulges in more consumption to overcome existential insecurity (Arndt et al., 2004). Getting rewards enhance self-affirmation and increases self-esteem in individuals and feelings of self-doubt leads to increase in materialistic tendencies (Sivanathan & Pettit, 2010).

Individuals with low self-esteem are more prone to adopt risky and get-rich-quick schemes to obtain admiration from others (Baumeister & Leary, 1995; Deci & Ryan, 2000; Crocker & Park, 2004; Zywica & Danowski, 2008). Money is used to boost up the self esteem and to reflect its symbolic ability to enhance status (Oleson, 2004).

The middle SES male group did not reveal a significant negative correlation between self-esteem and materialism; rather a positive correlation came between self-esteem and materialism. Higher self-esteem leads to increase in expressions of materialism. Males belonging to middle SES in India are on a better platform as compared to their low SES counterparts. Their parents are supportive; they live in comfort zone as they do not struggle for basic amenities. These adolescents buy materialistic goods for more and more self-enhancing benefits and for self-enhancement motives (Park & John, 2011). Individuals with fragile high self-esteem are susceptible to materialism because they seek extrinsic values to compensate for a fragile sense of self-esteem.

**Correlation Analysis of Peer Pressure with other variables**

(i) **Social Anxiety**

In the present study, significant positive correlations emerged between peer pressure and social anxiety in the total sample of adolescents, male adolescents group, low SES male group and middle SES male group lending partial support to the hypothesis (H1f) that stated that there would be a positive relationship between peer
pressure and social anxiety. Adolescents who feared negative evaluations were more susceptible to peers influence (Blote et al., 2016). Socially anxious adolescents exhibit non-adaptable conformity behaviours and indulge in peer pressures (Terlecki & Buckner, 2015).

The reason for significant results could be explained in light of the self-presentation theory (Leary, 1995). This theory proposed that individuals become socially anxious when they worry about making a desirable impression on others but they doubt that they will successfully be able to do so. Our peers contribute to our sense of belonging and our feelings of self worth and an individual seeks peer approval to feel accepted in the society (Chirban, 2014). Tarrant (2002) further purports that peer group membership plays an important role in self-appraisals and attain a positive identity.

Insignificant results were found for the relationship between peer pressure and social anxiety in female adolescents group, low SES group female and middle SES female group. In the present research, even though significant gender differences did not emerge on self-esteem; the direction of the means scores indicated that female adolescents are slightly higher on self esteem as compared to their male counterparts. Previous studies have shown the importance of low self-esteem on the induction and persistence of social anxiety (de Jong, 2002; Glashouwer, Vroling, de Jong, Lange, & de Keijser, 2013; Sowislo & Orth, 2013). Indeed, lower self-esteem further leads to higher levels of social anxiety. Thus, female adolescents having a good feeling about them and having a better self-esteem are less prone to social anxiety. The social supports networks in women’s lives enhance their mental health (Kawachi & Berkman, 2001). These networks and social ties keep them psychologically healthy. These female adolescents have less peer pressure; they share good and healthy bonds with their peers; all this acts as a protective factor against social anxiety.

**Locus of control**

In the present study, no significant positive correlations existed between peer pressure and locus of control was found. The results lent no empirical support to the hypothesis (H1g) which stated that there would be a positive correlation between peer
pressure and locus of control. Thus, the hypothesis was not supported by our results obtained. Rather, a significant negative relationship between peer pressure and locus of control was found in male low SES adolescents. The cited explanations could be attributed to the fact that even though low SES male adolescents are self-driven and self-motivated and are relatively in a better position to control the actions and behaviours in their lives. They held themselves responsible for their actions. They believed that no miracle would happen and they need to work hard to attain their goals and attain success. Therefore, it reduces their chances of dependency on significant others and destiny. No significant relationship was found between peer pressure and locus of control in rest of the groups. This is because other factors come into play such as ability, family, persistence and self-esteem in determining the locus of control other than peers.

(iii) Vanity

In the present study, significant positive correlations between peer pressure and physical vanity emerged in the total sample of adolescents, male adolescents and female adolescents. Thus, hypothesis (H1h) stating that there would be positive relationship between peer pressure and physical vanity in all the groups was partially supported. It has been found that social pressures effects physical vanity (Durvasula et al., 2001). Workman and Lee (2011) suggested that the view of others on one’s vanity can be influenced by comparing with one’s peers. Adolescent females engage in social comparisons and equate thinness to beauty (Presnell, Bearman, & Stice, 2004; Ricciardelli, McCabe, & Ridge, 2006).

Peers encourage the building of beauty standards and highlight the importance of appearance. According to Jones et al. (2004), peer interactions about appearance are very influential. Dohnt and Tiggemann (2005) concluded that peer perception tends to be the strongest predictor of body dissatisfaction among girls. Adolescents conform to the group’s attitudes and dress code to feel accepted by others (Chirban, 2014).

Both male adolescents and female adolescents get influenced by social pressures and try to look good to be accepted by others. Kelman (1958) identified 3 types of social influence- compliance, internalisation and identification. These social
influences promote physical vanity. The social learning theory (Bandura, 1977) suggests that an individual’s behaviour is learned through the process of observational learning. These adolescents observe and imitate the behaviour of others and focus more on their physical looks.

No statistically significant correlations were found in low SES male adolescents and middle SES male adolescents, low SES female adolescents and middle SES female adolescents, but as discussed above, significant correlations were found in males and females. This indicates a picture that this relationship is affected by the SES differences in peer pressure and physical vanity. This is because when low SES male adolescents and middle SES male adolescents were taken together in context of a gender (males), then results were significant. However, the correlations were not significant when low SES male and middle SES male were taken separately.

Also, significant positive correlations between peer pressure and achievement vanity emerged in all the groups except male adolescents group and middle SES male adolescents. Thus, hypothesis (H1i) which stated that there would be a positive relationship between peer pressure and achievement vanity was partially supported. Social pressure influences vanity (Durvasula et al., 2001).

The reason for positive correlation between peer pressure and achievement vanity in low SES male adolescents and low SES female adolescents is that these adolescents strive to excel more and more because of social comparisons and social influences. They are driven to accomplish more status, power and prestige. Individual attains self-improvement by making upward comparisons, that is, by comparing with others who are better-off as compared to them (Seltzer, 1980).

As per the looking- glass self concept (Cooley, 1902); individuals learn through social interactions to differentiate the self from others and see their own self as reflected in the eyes of others. This leads an individual to struggle for more achievement vanity when there is a lot of peer pressure. In case of middle SES female adolescents, the reason for positive correlation is that these adolescents are able to get better and meaningful guidance from their peers as compared to their low SES counterparts. They are the ones the motivated to compete with males in every aspect of
life. They are made aware about the opportunities, given the required resources and thus, are more driven towards accomplishments.

Insignificant relationship was found between peer pressure and achievement vanity in middle SES male adolescents. Rather a negative relationship, even though it did not attain a level of significance, between peer pressure and achievement vanity was found indicating the presence of negative peer pressure in their lives. The more peer pressure these middle male adolescents had, the less achievement vanity they possessed. Their peer pressure must be more destructive in nature rather than being constructive. Their peers did not encourage them to focus on accomplishments; rather this kind of peer pressure seemed to be maladaptive and tends to encourage substance abuse or other deviant behaviours. The persuasion theory suggests that an adolescent’s attitudes and behaviours can be influenced by peer interactions (Simons, 1976). In case of middle SES male adolescents, peer pressure led to a negative change in the behaviour which resulted in less achievement motivation in them.

(iv) Self-esteem

A hypothesis (H2b) for relationship between self-esteem and peer pressure was framed expecting a negative correlation between them. Significant negative correlation was found in all groups except low SES female adolescents group and middle SES male adolescents group, thus hypothesis (H2b) was partially supported. It was found that peer rejection strongly associated with low self esteem (Rigby, 2000; Damon, Lerner, & Eisenberg, 2006). Valkenburg, Peter, and Schouten (2006) investigated the effects of social networking sites on self-esteem in adolescents. The findings suggested that negative feedback decreased their self esteem. Jabbar and Zaman (2014) ascertained that a clearer self-concept results in less interpersonal pressure for consumption of goods and expensive brands.

The reason for positive correlation between self-esteem and peer pressure in low SES male adolescents is that they had more peer pressure. Competing with peers is a big challenge for low SES male adolescents. Not possessing things in comparison to their peers decreases their self-esteem. Peers act as their role models. If they lag behind their peers in anything, they develop feeling of low self-worth and their idea of self-concept also gets affected.
The Self-Affirmation Theory (Steele, 1988) suggests that when people feel uncertain in one area, they try to compensate by striving for excellence in some other area. Also, middle SES female adolescent with low self-esteem tend to get easily influenced by their peers and indulge in behaviours that increase their feelings of self-worth. Middle SES female adolescents have better resources that their counterparts, but they are not given enough freedom by their parents for exploring their life during this storm and stress phase of adolescence. Even though, in the urban set up, parents in middle SES families are becoming liberal, still these middle SES female adolescents rely on their peers for compliance and conformity. Seeking for conformity and compliance becomes detrimental for their feelings of self-worth.

In low SES female adolescents, even though the relationship between self-esteem and peer pressure could not attain a level of significance, yet the results revealed a negative relationship between the two. This could be attributed to the fact that in the changing scenario of empowerment, females are more aware and assertive about their rights and responsibilities, leading to enhancement in their self-esteem, thus reducing their dependency on peer influences. In case of middle SES male adolescents, their self-esteem is not so low because of their comfortable socioeconomic environment and healthy parenting styles. So, they succumb to less peer pressure relatively.

**Correlation Analysis of Social Anxiety with other variables**

(i) **Locus of control**

In the present study, significant positive correlations between social anxiety and locus of control emerged in all the groups except low SES male adolescents. Thus, hypothesis (H1j) which stated that there would be a positive relationship between social anxiety and locus of control was partially supported. Spokas and Heimberg (2009) found that external locus of control partially mediated the relationship between overprotective parenting and social anxiety. Kallmen (2000) revealed a significant positive relationship between external locus of control and social phobia. There was no significant association between anxiety and social phobia with internal locus of control. According to their research, we can say that belief in external factors and chance
person believes their decisions and life are controlled by environmental factors which they cannot influence) causes social anxiety.

Farahati, Tehrani, and Khoshro (2014) investigated carried out a study on female adolescents and found that external locus of control and social anxiety was positively correlated with each other.

Individuals with internal locus of control consider rewards as reinforcements of their own actions, thoughts and behaviour. Individuals with external locus of control view environment, luck or fate as cause of their own actions. Thus, adolescents who are socially anxious have an external locus of control as their actions are determined by evaluations and judgements of others. Their social environment and social influences leads to social anxiety in them.

However, insignificant results were found in low SES male adolescents. Rather, an insignificant negative relationship was found between social anxiety and locus of control. Those with an internal locus of control were high in social anxiety.

These low SES male adolescents tend to be high on self efficacy. Bandura (1982) defined self-efficacy as an individual’s belief in his or her innate ability to achieve goals. Thus, the low SES male adolescents are aware of their hardships and economic backgrounds. They are aware of the fact that to change their present conditions, they need to be high on achievement motivation and self-efficacy. Their present conditions and deprivations cannot be altered by blaming fate and bad luck. So, they want to achieve more in less time to come into the mainstream and improve their social status in the society. These low SES male adolescents have a lot of societal pressures as they have to become the future breadwinners of their families. So they are constantly made to realize the need to be responsible for their own actions and work hard to prove themselves to others in the society in which they live. This pressure to prove others and create a place for them in the society makes them socially anxious.

(ii) Vanity

Significant positive relationships between social anxiety and physical vanity emerged only in total sample of adolescents, male adolescents and middle SES male adolescents. Thus, hypothesis H1m which stated that there would be a positive
relationship between social anxiety and physical vanity is partially supported. The previous studies explored in the review of literature are in line with the hypothesis. Sarwer, Gibbons, and Crerand (2004) ascertained that negative cognitions about oneself results in anxiety. Thus, an anxious person seeks to alleviate the distress through camouflaging their shortcomings with makeup or possessing expensive brands.

LeBel (2003) found that negative physical and mental consequences like social anxiety occurs due to one’s vanity motivated behaviours. Park (2007) found out that participants who were considered high in appearance rejection sensitivity were those who were high on anxiety too. Research has indicated that the level of appearance investment is associated with social anxiety and depression (Spoor, Bekker, Van Heck, Croon, & Van Strien, 2005; Forand, Gunthert, German, & Wenze, 2010).

The reason for this relationship in male and middle SES male adolescents is that they under constant pressure to impress others. If they feel they are being judged by others, they try to work on their physical appearance. Vanity is more broadly defined as over-emphasizing one’s positive self perceptions and these self-perceptions are based on social comparisons. Looking good seems to be a shortcut for social acceptance. They feel that just by changing their looks, they can easily impress others in the society and achieve sense of acceptance easily.

Roberts and Gettman (2004) stated that inducing self-objectification led to higher levels of appearance anxiety in individuals. This finding extends empirical support for the predictions of objectification theory (Fredrickson & Roberts, 1997). If a state of self objectification leads to a highly self-conscious state of mind, then anxiety about one’s own appearance is likely to follow.

Secord and Jourard (1953) recognised a term called body cathexis which is defined as the degree of satisfaction or dissatisfaction an individual feels towards various aspects of his or her own body. An individual’s evaluation of his or her own body tends to influence various behaviours, including clothing choices and weight management. These result in social anxiety, insecurity negatively impacts psychological well-being (Gill, Henwood, & McLean, 2005).

The reason for insignificant relationships between social anxiety and physical vanity in the rest of the groups could be attributed to the fact that these adolescents are
under less stress of social pressures and social influences. Females of both low SES and middle SES are less exposed to the feeling of being negatively evaluated and judged by others. Low SES male adolescents are well acquainted of their low income capacities. They are resilient and do not become socially anxious as they strive to cope with their deprivations effectively and they know that they have limited resources to enhance their physical vanity.

In the present study, significant correlations have been found between social anxiety and achievement vanity in total sample of adolescents, male adolescents and male low adolescents. Thus, hypothesis (H1n) which stated that a positive relationship would emerge between social anxiety and physical vanity was accepted.

Lee and Workman (2014) found that participants who scored high in public self-consciousness scored higher on both dimensions of vanity- physical vanity and achievement vanity. People with greater social anxiety are extremely reactive to social threat cues (Stein et al., 2002).

The reason for positive correlations between social anxiety and achievement vanity in low SES male adolescents could be because they want to prove something in life. They have been facing inferiority complex since their childhood. Adler (1979) stated that an individual strives to compensate feelings of inferiority and continuously strives for superiority. They try to compensate their feelings of inferiority by working hard on their accomplishments to derive status and power. For them, achievement vanity becomes a means for survival and for upgrading their status in the society. To conquer feelings of negative evaluations, they feel that their only resort is to work on their achievement vanity and possess status, power and prestige.

Cognitive behavioural theory stated that fear of negative evaluation is a core characteristic of social anxiety (Rapee & Heimberg, 1997; Coles et al., 2001; Horley et al., 2004). The thoughts and belief patterns of these male low SES adolescents is that they need to possess high status to be able to equate with those with whom they make comparisons. People believe that making money and obtaining material possessions will improve their lives (Kasser, Cohn, Kanner, & Ryan, 2007).

Insignificant results in the low SES female adolescents group is could be attributed to the fact that these groups are not high on achievement motivation. In India,
females are conditioned to work on their looks to get married and settled soon rather than work on their achievements. Even though, the trend is changing but still the ideology of women empowerment needs a lot of acceptance. So, the female adolescents belonging to low SES are less achievement driven. They have less parental support, less resources and guidance to work towards their accomplishments. In case of middle SES female adolescents, the reason for insignificant results can be attributed to the fact that their concept of achievement is limited. They are socialized in a way that they do not have to be too ambitious because of their restricted environment. So even if they are socially anxious, their social anxiety does not manifest in the desire for possessing more accomplishments.

Self-esteem

No significant correlations emerged between self-esteem and social anxiety in all the groups. Thus, the hypothesis (H2c) which stated that there will be a negative relationship between self-esteem and social anxiety was not supported by the results obtained. The previous studies in the review of literature stated that there is a positive relationship between self-esteem and social anxiety. According to the multiple influence model (Wood, Michela, & Giordana, 2000), people having high self esteem tend to focus less on negative self evaluating thoughts, which in turn, lead to reduction in their negative feelings and emotions.

de Jong (2002) found out that socially anxious women reported low levels of self-esteem. Low self-esteem plays a vital role in development of social anxiety. Furthermore, Sahin, Barut, Ersanli, and Kumcagiz (2014) found a significant negative relationship between self-esteem and social appearance anxiety.

However, in the present study, this correlation has come out to be insignificant. The reasons for insignificant correlations between self-esteem and social anxiety can be attributed to the fact that all the groups have more or less the same self-esteem. No major significant differences are there in self-esteem, thus all the groups have not much variations in the level of self-esteem. Female adolescents have a slightly higher self-esteem as compared to male adolescents, as per the direction of the mean scores. The middle SES adolescents have a slightly higher self-esteem as compared to low SES
adolescents. Adolescence is a phase where there is new found independence and freedom. A lot of experimentation with life takes place. Adolescent’s self-esteem is influenced by quality of life, achievements, personal relationships, parental and peer support. Even if self-esteem is less in adolescents because of one aspect, they try to compensate it with another aspect and this protects them from social anxiety.

Social Anxiety as a Moderator in the relationship between peer pressure and materialism

The test of significance of interaction term (peer pressure × social anxiety) failed to show significant results in all the groups. Thus, the cross product term, that is, the interaction of peer pressure and social anxiety, did not explain a meaningful amount of variation in the outcome variable, materialism in all the groups. Social anxiety and peer pressure had significant positive correlations except in female adolescents, low SES female and middle SES female adolescents. Also, social anxiety and materialism had significant positive correlations except in female adolescents, low SES female adolescents and middle SES female adolescents. However, social anxiety does not moderate the relationship between peer pressure and materialism. Thus, hypothesis (H3b) which stated that social anxiety would emerge as a moderator in the relationship between peer pressure and materialism was not supported by the results obtained.

Social comparison with peers leads to social anxiety. Stewart et al. (2006) pointed out that both fear of negative evaluation and social avoidance positively related to drinking to cope with negative emotions in order to conform to peer influence. Social anxiety is a psychological variable that is less researched in the realm of materialism. There is limited research examining the link between social anxiety and materialism. When one lacks materialistic possessions as compared to their social comparisons, it leads to fear of negative evaluations leading to increase in social anxiety.

Interaction of peer pressure and social anxiety could not bring changes in the relationship between peer pressure and materialism. Social anxiety takes place because of peer pressure, as adolescents feel they will be negatively evaluated by their peers. Thus, adding social anxiety as a moderator did not affect the magnitude of the relationship between peer pressure and materialism. Since the cause of social anxiety is peers only, so peer pressure is so dominant enough to alone only influence materialistic
tendencies so strongly. Also, social anxiety can be dealt with social exclusion. When adolescents face social anxiety, they tend to avoid people and social outings. So, social anxiety aggravated in the presence of peers may not always enhance materialistic pursuits. This is because adolescents tend to deal this fear of negative evaluation by avoiding social interactions. Socially anxious adolescents avoid negative evaluations from others with stronger conformity (Zhang, Deng, Yu, Zhao, & Liu, 2016). The low SES adolescents take support of realistic thinking. They tend to be resilient and tolerate negative judgments. Thus, their social anxiety does not enhance the strength of the relationship between peer pressure and materialism.

**Correlation Analysis of Locus of control with other variables**

(i) **Vanity**

In the present study, significant positive associations emerged between locus of control and physical vanity emerged in middle male SES adolescents. Thus, hypothesis (H1k) that stated that there would be a positive relationship between locus of control and physical vanity in all the groups was partially supported. In middle SES male adolescents, higher the locus of control (external locus of control), higher is the physical vanity. Locus of control, when external, means that the cause of one’s own actions is externally influenced and the environment shapes one’s behaviour. Petrie et al. (1996) found that the media feeds the public with the beauty standards and norms.

Netemeyer et al. (1995) found out that physical vanity was positively linked with the amount of money spent on cosmetics and clothing. Thus, the reason for significant results in middle SES male adolescents is that they have good enough amount of resources and they live in more comfort zone as compared to middle SES female adolescents and their low SES male counterparts. They can afford to spend time and money to look good as compared to their low SES counterparts. Appearance based rejection sensitivity was higher among those who reported more peer influence (Webb et al., 2017). So, physical vanity is associated with the external environment, in the male middle SES adolescents.

Insignificant results were found in the rest of the groups. Rather a negative relationship, even though not significant, was found between physical vanity and locus of control in male low SES and middle SES female adolescents. Low SES male
adolescents have damaged self esteem because of their adverse conditions. So, they tend to have internal locus of control and feel that they are the ones who are responsible for their actions. They realize the fact that they need to work hard on their accomplishments and appearance both in order to come into the mainstream. They feel that possessing good looks can help them to be a part of those peer groups with whom they make upward comparisons.

In case of middle SES female adolescents, internal locus of control motivates them to make efforts to work on their physical appearance. In our Indian scenario, the society puts a lot of pressure on females to focus on looks to enhance their matrimonial value. So, these middle SES female adolescents work on their looks to enhance their self-esteem. They feel that physical concerns are important for them to be appreciated by others. So, they focus on healthy habits and beauty and feel they are only responsible for maintaining their good physical view.

In the present study, no significant positive correlations between locus of control and achievement vanity emerged. Thus, H11 which stated that there would be a positive relationship between locus of control and achievement vanity is not accepted. Every day is a new day in adolescence. It is a fast changing transition that takes place. Life is under so many experimentations and exposure. The control outcomes were not so stable and strong enough to influence achievement vanity in this tender and vulnerable adolescence age. In case of low SES male adolescents and low SES female adolescents, insignificant results came, but the results revealed a negative association between locus of control and achievement vanity. In both low SES male adolescents and low SES female adolescents, an internal locus of control would increase achievement vanity. These adolescents experience poverty as an adversity that affects their well-being. Furthermore, poverty is a reliable predictor of child abuse and neglect (Ondersma, 2002). In these economic hardships, both low SES female and low SES male adolescents feel that accomplishing status and power can help them to come into the mainstream and become socially desirable and acceptable. They attribute all their success and failures to themselves and strive to possess more achievement vanity to make their lives comfortable. In case of middle SES female adolescents, insignificant negative relationship was found between achievement vanity and locus of control,
indicating that these middle SES females wanted to prove themselves and achieve success. In today’s era of women empowerment, they knew that they need to be determined to come at par with the males in this male dominated society. They considered themselves as self-sufficient and had an internal locus of control. They were not dependant on luck or chance; rather they were aware that only their own actions can help them to obtain accomplishments.

(ii) Self-esteem

In the present study, hypothesis (H2d) which stated that negative relationship would come between self-esteem and locus of control was not supported by the results obtained. In the present study, contradictory results came. Positive correlations were found between self-esteem and locus of control instead of negative correlations. Significant positive correlations have emerged in the total sample of adolescents, male adolescents and low SES male adolescents. It has been found that locus of control positively related with self esteem and its dimensions (Tamta & Rao, 2017) and self-esteem was a significant predictor of locus of control (Kord, Khan, Sharbafshaaer, & Akhtar, 2018).

Reason for positive correlations between self-esteem and locus of control in low SES male adolescents is that during adolescents, opinions of others matter a lot. External factors play a crucial role in shaping the mindset of adolescents. Evaluations done by others, praise and appreciations by others gives a boost to the self-esteem of the adolescents. Thus, their control outcomes are determined by external factors. Appraisals and self-schemas shaped by the external environment effects self-esteem and lead to a higher sense of self-worth in adolescents. Insignificant results were found in female adolescents, low SES female adolescents and middle SES female adolescents because of the conflicting roles of females in our present society. Thus, locus of control keeps on varying and fluctuating a lot in female adolescents.

Locus of control as a Moderator in the relationship between peer pressure and materialism

Locus of control was correlated with peer pressure only in low SES male adolescents; while locus of control was not associated with materialism in all the groups. Thus, the test of significance of “interaction term” (peer pressure × locus of
control) failed to show significant results in all the groups. Thus, the cross product term, that is, the interaction of peer pressure and locus of control, did not explain a meaningful amount of variation in the outcome variable, materialism in all the groups. Therefore; locus of control did not moderate the relationship of peer pressure and materialism. Thus, hypothesis (H3c) which stated that locus of control would emerge as a moderator in the relationship between peer pressure and materialism was not supported by the results obtained.

In the present study, since the sample of the research was adolescents, their locus of control was not stable. Even though, locus of control operates on a continuum from internal to external, there was less clarity in defining their locus of control. This can be attributed to lack of identity development in adolescence. Identity development is of prime focus in adolescents (Erikson, 1968). Developing an identity structure brings stability and helps adolescents to extract meaning from their life experiences. Thus, adolescents develop a frame of reference for problem-solving and decision making (Berzonsky, Cieciuch, Duriez, & Soenens, 2011). Identity development helps the adolescent to create a balance between the self and the outside world.

Erikson (1968) stated that developing a stable identity allows individuals to make consumption based decisions confidently. However, adolescents with less developed identities are more likely to look to external sources to evaluate themselves (Marcia, 1993). Thus, locus of control did not influence the magnitude of the relationship between peer pressure and materialism because there is too much of identity and role confusion in adolescence.

Correlation analysis of Self-esteem and Vanity

The correlation between self-esteem and physical vanity is not significant in all the groups. Thus, hypothesis (H2e) that stated there would be a negative relationship between self-esteem and physical vanity is not supported. Previous studies have shown a negative relationship between self-esteem and physical vanity. Aydinoglu and Krishna (2012) demonstrated that higher physical concern was related to low self-esteem. Buhlmann, Reese, Renaud, & Wilhelm (2008) suggested that individuals identified with a weak body image are associated with depressive symptoms give
greater importance to attractiveness, and have lower self-esteem, while those who strive for muscul arity tend to score lower on appearance self-esteem, and higher on vanity.

However, a significant positive correlation was found in low SES male adolescents in the present study. The feeling of physical attractiveness results in increased self-esteem and social popularity (Jackson, Sullivan, & Hymes, 1987). Feingold (1992) stated that physically attractive people are considered to be more mentally healthy, dominant, intelligent, and socially skilled than unattractive people. In low SES male adolescents, physical vanity leads to a good sense of self-worth in them. The low SES male adolescents have their own insecurities because of their poor the socioeconomic backgrounds. To feel better and accepted by others, they strive to look good. Looking good and presentable boosts their self-esteem. When they receive positive feedback about their appearance, then they invest more time and money in physical vanity and it becomes a vicious cycle. How one appears to others is an important factor as social attractiveness leads to high self-esteem and protects from negative evaluation and rejection or criticism.

In case of middle SES male adolescents, there was an insignificant negative relationship between self-esteem and physical vanity. This is the age when opposite sex attraction takes place. The self-discrepancy theory (Higgins, 1987) states that the incongruence between the actual and ideal self lead to dissatisfaction. The wants and desires can be understood as a bridge between the ideal and the actual self of an individual. Frustration and discomfort ensue as a result of this non-fulfilment of desires and hopes. They work on their physical vanity to become closer to their ideal self and attain satisfaction in order to enhance their self-esteem.

In case of low SES female adolescents and middle SES female adolescents, the insignificant results can be attributed to the fact that they have a slightly higher self-esteem in comparison to low SES male and middle SES male adolescents as per the direction of the means scores. Their self-esteem was not so punctured that they look forward to physical vanity to become socially desirable.

It was expected that there will be a negative relationship between self-esteem and achievement vanity. However, the findings revealed insignificant correlations in all
the groups. Thus, hypothesis (H2f) which stated that there would be a negative relationship between self-esteem and achievement vanity was not accepted. The review of literature reveals that a negative relationship exists between self-esteem and achievement vanity. Concatto (2016) stated that achievement concern decreases as people age, while their self-esteem increases. There is an inverse relationship between self-esteem and achievement vanity. However, with respect to the current sample of adolescents, insignificant correlation emerged between achievement vanity and self-esteem. The plausible explanation for the same could be attributed to the fact adolescents have a fragile sense of self and it is marked by a stage of identity versus role-confusion where both the constructs of self-esteem and achievement vanity are yet to firmly grounded and stabilised. Therefore, the results did not any clear associations between the two constructs with respect to the present investigation.

**Self-esteem as a Moderator in the relationship between peer pressure and materialism**

The test of significance of interaction term (peer pressure × self-esteem) failed to show significant results in all the groups. Thus, the cross product term, that is, the interaction of peer pressure and self-esteem, did not explain a meaningful amount of variation in the outcome variable, materialism. Therefore, self-esteem does not moderate the relationship of peer pressure and materialism in all the groups. Thus, hypothesis (H3a) which stated that self-esteem would emerge as a moderator in the relationship between peer pressure and materialism was not supported by the results obtained.

Peer pressure and materialism are significantly positively related in all the groups except low SES female adolescents. Peer pressure plays a very significant role in the life of adolescents when it comes to consumer behaviour. Self-esteem and materialism showed negative correlations in all the groups except middle SES male adolescents. Self-esteem and materialism are negatively related and people with low self-esteem would be more likely to be materialistic (Kasser, 2002). Materialism and celebrity worship were significantly related to lower levels of well-being and lower self-concept clarity (Reeves et al., 2012). Self esteem and peer pressure show significant positive correlations in all the groups except low SES female and middle
SES male adolescents. Rejection by peers is strongly linked with low self esteem (Damon et al., 2006).

However, self-esteem did not emerge as a moderator in all the groups indicating that there was no significant change in the magnitude of the relationship between peer pressure and materialism at varying levels of self-esteem. In the present research, no significant gender and SES differences on self-esteem were found. Self esteem was not so strong enough a variable to strengthen the relationship between peer pressure and materialism. When self-esteem interacted with peer pressure; it could not make a difference in the materialistic levels.

Self-esteem concerns with how an individual identifies and evaluates his or her definition of self. Self-esteem is linked with identification (Chirban, 2014). In adolescents, the development of self-esteem can be attributed to various reasons. So, peer pressure is just one aspect that can influence and alter the self-esteem levels; so self esteem and peer pressure do not have a stronger interaction together to influence materialistic tendencies in the adolescents.

When the adolescent commits his or her identity to just one aspect of life, that is, having friends or materialistic possessions, then if in this case, when friends are lost or there are less materialistic belongings, esteem comes crashing down. To keep up a healthy well being through the storm and stress phase of adolescence, it is really important to have multiple pillars of self-esteem. So, the reason that self-esteem did not emerge as a moderator could be that self-esteem can be ascertained from different aspects of life for these adolescents. Adolescence is a period of life in which the sense of ‘self’ changes profoundly. Self-esteem goes through a lot of changes in adolescence. They face a lot of ups and downs. So the development of a stable self-esteem takes time. Sometimes they feel good about themselves when they feel that they are becoming adults. But, then there are phases in adolescence when they are made to feel that they are still a child and they have to be under supervised parental control.

Vanity and its dimensions viz. physical vanity and achievement vanity as a Moderator in the relationship of peer pressure and materialism

The test of significance of interaction term (peer pressure × physical vanity) showed significant results in the female adolescents group and female low SES adolescents group. Thus, the cross product term, that is, the interaction of peer pressure
and physical vanity, explained a meaningful amount of variation in the outcome variable, materialism in female adolescents group and female low SES adolescents group only. However, physical vanity did not moderate in the relationship of peer pressure and materialism in the rest of the groups. Thus, hypothesis (H3d) that supported that physical vanity would emerge as a moderator in the relationship between peer pressure and materialism was partially supported.

One important reason that deals with importance of physical vanity is the role of tradition. These days, women use physical attractiveness to demonstrate themselves as being successful. Even though, the women’s roles in today’s society have changed over the last few decades, the old stereotypes still persist. The concern for appearance is seen in women who have attained occupational success and those who have discarded traditional gender stereotypes (Lakoff & Scherr, 1984).

Advertising is a vital variable in establishing an image a brand image (Fernandez, 2009). The attractive media celebrities influence female adolescents to become more materialistic.

For adolescents who are appearance self schematics, the way one looks is a fundamental aspect in how they view themselves as well as how others view them; they are concerned with appearance-related characteristics (Jung & Lee, 2006).

Jung and Lennon (2003) found that women who were appearance self schematic revealed lower self-esteem. In the context of contemporary society, the concepts of fashion and style are becoming the dominant way of life. There is non-stop growth of the beauty market, cosmetics, adornments, and others materialistic goods. A lot of money is being spent on cosmetic surgeries, fitness, beauty, travel and entertainment just to develop a positive self-image (Durvasula & Lyonski, 2008).

Also in case of female low SES adolescents, physical vanity emerged as a significant moderator in the relationship of peer pressure and materialism. The reason for physical vanity emerging as a moderator can be also attributed to the value of attractiveness in female low SES adolescents. Low SES female adolescents strive for being attractive as a way of coming into the mainstream with their higher SES counterparts. They feel that good looks and appearance can help them fetch a good job.
Attractiveness can be used to secure social power. It was found that women select husbands that help in attaining social power and men select wives for their physical attractiveness (Buss & Barnes, 1986).

An important aspect during adolescence is appearance evaluation. Peirce (1990) suggested that appearance becomes central in an adolescents’ lifestyle because try to “fit in” according to their peer group norms.

Many previous studies showed that individuals considered prettier were seen as more successful as compared to their less attractive counterparts (Domzal & Kernan, 1993). Advertisements and social media constantly influence what is beautiful through highly enhanced and unrealistic beauty role models.

Donnelly et al. (2016) ascertained that acquiring materialistic goods transform the self into a more admired and glamorous self. Thus, a greater extent of appearance pressure is a result of the greater societal emphasis on beauty for females. Thus, the interaction of physical vanity and peer pressure was strong enough to alter the magnitude of the relationship between peer pressure and materialism.

In case of exploring achievement vanity as a moderator, the test of significance of interaction term (peer pressure × achievement vanity) failed to show significant results in all the groups. Thus, the cross product term, that is, the interaction of peer pressure and achievement vanity, failed to explain a meaningful amount of variation in the outcome variable, materialism. Thus, hypothesis (H3e) that stated that achievement vanity would emerge as a moderator in the relationship between peer pressure and materialism was not supported by the results obtained. Schiffman and Kanuk (2006) suggested that achievements are core values in our society and leads to an elevated sense of self. Adolescents with well-defined identity define themselves in terms of their popularity among peers (Berzonsky et al., 2011).

Nowadays, consumers are immersed in the pursuit of status through consumption of high-prestige products. Adolescents buy branded items because they convey status, prestige, affiliation, and wealth (O’Cass & McEwen, 2004).

Achievement vanity had significant correlations with materialism only in male adolescents and low SES male adolescents. Achievement vanity and peer pressure had
significant correlations except in male adolescents and middle SES male adolescents. However, achievement vanity did not act as a moderator in the relationship of peer pressure and materialism. These days, the main highlight of adolescence age is the concern for physical appearance. They do focus on having accomplishments but their main focus is to flaunt their looks. With puberty, they become more conscious about looks. Achievements are important but they do not hold such a strong impact, that they can stir up the relationship between peer pressure and materialism. Achievement vanity is something that follows more strongly in a later stage in life when career goals and professional set-up comes. Thus, it did not moderate the relationship between peer pressure and materialism in the present study.

**Analysis of Variance and t-test**

The 2 x 2 ANOVA was conducted to know gender and SES differences on peer pressure, self-esteem, social anxiety, locus of control and vanity to ascertain main effects of gender, main effects of SES and interaction effects of gender and SES. The t-test was also administered as a post-hoc to find out significant differences between means of various groups on the measured variables. Comparisons between groups were made on the following variables viz. materialism, peer pressure, self-esteem, social anxiety, locus of control and vanity.

**Materialism**

The outcomes of the present study revealed that there were no significant gender differences on materialism. Thus, hypothesis (H4a) that stated that there would be gender differences in materialism was not supported by the results obtained. Some previous studies have found boys to be significantly more materialistic than girls (Goldberg et al., 2003; Kilbourne & LaForge, 2010).

It is when females rummage around for identity; they situate them self higher on materialism than males (Noguti & Bokeyar, 2014). Davila, Casabay, and Singh (2017) found out that the materialism levels of boys and girls were same. No significant gender differences in materialism were found in adolescents, undergraduate students, and youth (Burroughs & Rindfleisch, 2002; Schaefer, Hermans, & Parker, 2004; Christopher et al., 2007; Cherrier et al., 2009).
Since the traditional gender roles are changing, both males and females are inclined towards materialistic possessions. As per the social expectations, females were conditioned to take care of their family. However, with increasing feminism and women empowerment; females have started taking up jobs and are becoming bread winners of the family. This economic freedom could be the reason for their increasing focus on materialistic goods. Their reasons for indulging in materialistic pursuits can be different. For the females, variety seeking influenced shopping experience satisfaction directly through hedonic shopping values. However, males possessed greater utilitarian constructs for apparel shopping satisfaction (Chang, Burns, & Francis, 2004).

In the present study, significant main effect of SES has been found on materialism. Significant differences were found between low SES female group and middle SES female groups. Low female SES adolescents were more materialistic as compared to middle SES female adolescents. Significant SES differences have not been found in case of low SES male and middle SES male adolescents. Thus, hypothesis (H5a) that stated there would be SES differences in materialism was partially supported. SES difference in materialism can be substantiated by previous studies. Children belonging to low-income households were high on materialism as compared to children coming from higher-income families (Goldberg et al., 2003).

Roper and Shah (2007) pointed that brands can cause social division. Those who do not own the right brands are being teased, bullied, develop a low self esteem and being socially excluded. Both age and socio-economic status have important influences on materialism. Adolescents from lower SES backgrounds reported higher levels of materialism than their more well-off counterparts. People with low income have a lot of inferiority complex. They feel inferior from high-income earners. They get trapped into the habit of acquiring possessions in order to confront and prevail over feeling mediocrity (Batra & Sinha, 2000).

The reason for significant SES differences on materialism could also be attributed to the fact that poverty is an important driver of economic insecurities (Kasser, Ryan, Zax, & Sameroff, 1995). Kasser et al. (2004) suggested that individuals who are socioeconomically disadvantaged compensate for their feelings of insecurity by adopting materialistic values and goals. They often adopt a variety of strategies to
reduce feelings of deprivation. Isaksen and Roper (2008) stated that branding, advertising, and consumer behaviour puts too much pressure on low-income adolescents

However, significant SES differences in materialism did not emerge in case of low SES male adolescents and middle SES male adolescent. The reason for this is that Indian parents tend to pamper male children more as compared to their female children. So, even if the male child is from low SES or middle SES, their desires are met by their parents. So if these male adolescents desire some materialistic things, their parents try their best to satisfy their children and make them happy. In case of low male SES, parents apply for loans also in order to just pacify their male children to get them what they desire. Ideas about manhood are deeply embedded in the male child. From an early age, male children may be socialized into gender roles aimed at keeping men in power and control.

Social construction feminism theory explains the social and cultural factors affecting male child preference. Social constructionism is derived from the work of Berger and Luckmann (1967). As a social institution, gender determines the allocation of economic resources, privileges and power.

Another crucial concept of the theory is the concept of ‘inequality’. Inequality according to the social construction feminists is the core of gender itself. Men and women are socially differentiated and they occupy unequal positions and this justifies the unequal treatment given to them. This inequality is the reason that males are given more resources and freedom as compared to their female counterparts. So no significant SES differences emerged in materialism between low SES male and middle SES male adolescents.

**Peer Pressure**

In the present study, significant gender differences emerged in peer pressure. The findings revealed that peer pressure was higher in male adolescents as compared to female adolescents. Thus, the hypothesis (H4b) stating that significant gender differences will emerge on peer pressure is supported by the results obtained. Adolescent males indulge in more risk-taking behaviours and have more deviant peer associations as compared to females (Svensson & Magnusson 2003).
Female adolescents were more resistant to deviant peer pressures as compared to male adolescent. Men engage in antisocial behaviours more frequently and also experience higher levels of peer pressure (Fagan, Van Horn, Hawkins, & Arthur, 2007). McCoy, Dimler, Samuels, and Natsuaki (2017) examined gender differences in peer pressure and their results revealed that adolescent males were more susceptible to peer influences that encourage risk-taking behaviours as compared to adolescent females. Male adolescents scored higher on peer pressure compared to female adolescents because they are more exposed to outdoor exposures and social interactions, are more susceptible to peer influence. In Indian scenario, males are given more freedom as compared to females, especially in the adolescence phase. Their parenting is liberal as compared to their female counterparts.

Since they do not have much parental restrictions, they spend a lot of time with their peers and it becomes difficult for them to resist peer influence. However, in case of females, there is a lot of parental pressure and they are able to resist peer pressure as compared to their male counterparts. Females have closer friendships and males tend to maintain more diffuse peer networks (Van Houtte, 2004). Social acceptance becomes vital for adolescents. Adolescence is a phase in which youth respond a lot to social cues received from their social environments (Blakemore & Mills, 2014). Therefore, male adolescents strive towards peer approval and acceptance (Gavin & Furman, 1989).

Male adolescents are more susceptible to deviant pressure because of gender socialization processes. They are more prone to risk-taking and delinquent behaviours as compared to female adolescents because their social environments offer them with more opportunities. Another reason is that male adolescents tend to be less emotionally and cognitively equipped as compared to female adolescents in context of the coping skills which helps them to effectively resist deviant peers (Steinberg & Monahan, 2007).

In case of SES differences, significant main effect of SES on peer pressure was found. The results revealed that significant SES differences existed between low SES female and middle SES female adolescents. Low SES female adolescents were higher on peer pressure as compared to middle SES female adolescents. However, no significant SES differences emerged on peer pressure between low SES male
adolescents and middle SES male adolescents. Thus, hypothesis (H5b) which stated significant SES differences in peer pressure was partially supported.

Males, whether belong to low SES or middle SES, both tend to be high on peer pressure. That is the reason that significant SES differences have not emerged in the present study. A plausible explanation for this could be attributed to the fact that male adolescents are influenced by deviant peer pressure highly as they attempt to fit traditional gender role stereotypes that link masculinity with toughness and aggressive behavior (Mahalik, Burns, & Syzdek, 2007).

Males who deviate from traditional gender expectations experience negative social consequences (Bosson, Pinel, & Vandello, 2006). Adolescents engage in risky behaviours to get peer approval and popularity (Iwamoto & Smiler, 2013). So, the male adolescents, be it from low SES or middle SES is high on peer pressure. This led to no significant SES differences in peer pressure between low SES male and middle SES male adolescents in the present research.

**Self-Esteem**

No significant differences emerged in self esteem across gender in the present study. Thus, hypothesis, (H4c) stating that significant gender differences would emerge on self-esteem was not supported by our results obtained. Similar results like the results obtained in the present study have been obtained in the previous researches.

Few researchers stated that self-esteem does not differ in terms of gender (Hampton & Marshall, 2000; Ayyash-Abdo & Alamuddin, 2007). Creed, Patton, and Bartrum (2004) found no significant gender differences on self-esteem. A study was conducted on 150 college going Indian students and their findings revealed that no significant gender differences emerged in self esteem (Jain & Dixit, 2014).

Earlier, only male adolescents had high self-esteem levels. Nowadays, girls are now gradually getting much more opportunities to step out of the house in order to get educated and explore opportunities, develop careers, resulting in a high self-esteem. There has been a gradual reduction in stringent rules for Indian women. This is happening because of the societal changes in the developing India.

Education plays a very important role also in developing a good self-esteem. Today’s educated Indian youth has a good understanding of their self-worth and they
give importance to economic independence before getting married. This change in the present Indian social set-up can be a reason for the present findings, where men and women both have almost equal levels of self esteem.

Furthermore, peer and social supports and networks enhance women's mental health and they derive greater sense of competence because of their social ties (Bultmann, Kant, Van Dan Brandt, & Kasl, 2002). In the modern era, especially in the urban world, differences in the socializing patterns for a boy and a girl are lessening. With the increasing exposure and opportunities, girls are emerging as self confident and independent beings. This growth in the psychosocial dimensions of girls may be the reason for no significant gender differences in self-esteem.

Results also revealed that there were no significant SES differences in self-esteem. Thus, hypothesis (H5c) was not supported which stated that SES differences would emerge in self-esteem. The previous studies in the review of literature show SES differences in self-esteem. In general, higher SES children report higher self-esteem than those with lower SES children (Rhodes et al., 2004). However, in the present study, no SES differences emerged. The reasons for insignificant differences in the present study are that various factors (biological, social cognitive and environmental) influence the self esteem of adolescents (Kearney-Cooke, 1999).

Self-esteem is one psychological indicator that is influenced by several socio-environmental factors. The most common measures of SES are education, occupation, and income. These adolescents derive self-esteem from different aspects of life. Success in any aspect of life, be it academics, sports, relationships or any other, may give a boost to the self-esteem in low and middle SES adolescents. The sources of good feelings about one may differ. One’s success or failure strongly affects their self-esteem (Crocker, Luhtanen, Cooper, & Bouvrette, 2003). The findings of the present study, thus, refute the SES stratification hypothesis in context of self-esteem.

**Social Anxiety**

Significant gender differences exist on social anxiety. The findings of the study revealed that social anxiety was higher in male adolescents as compared to female adolescents, thus hypothesis (H4d) which stated that gender differences would exist in social anxiety was supported.
Male adolescents are found to be high on social anxiety in the present study. Weinstock (1999) stated that gender differences in social anxiety disorder are apparent for treatment seeking and symptom clusters and the results indicated that more women suffer from social anxiety, whereas men are more likely to seek treatment. Studies show significantly higher social anxiety measures in boys than in girls (Memik et al., 2010).

The reason could be that in our Indian scenario, males are given preference over females and they are pampered. Parents are over protective about them. Overprotective parenting is linked to the development of social anxiety, of which social withdrawal is an important behavioural indicator (Manassiss & Bradley, 1994; Hudson & Rapee, 2001). Males attach more importance to social comparisons than females because of their frequent social interactions, thus they have a higher propensity towards becoming socially anxious. Only close relationships help adolescents to form secure attachments which results in high self-esteem and serves as a protective factor against social anxiety (Ahmed, 2017). However, male adolescents are more focussed on maintaining peer popularity only.

In the present study, no significant main effect of SES has been found on social anxiety. Thus, the hypothesis (H5d) which stated that significant SES differences would emerge on SES was not supported. Previous studies in the review of literature have found significant SES differences. Gallo, Smith, and Cox (2006) found out that SES relates to negative emotions and cognitions. Their environmental adversities and stress contributes to the onset of psychiatric disorders. Participants those who were physically active, or had higher socioeconomic status had lower anxiety scores (Pun et al., 2018). Socioeconomic differences existed in both, the development and the treatment of common mental disorders (Dorner & Mittendorfer-Rutz, 2017).

However, in the present research, adolescents belonging to low and middle SES both did not differ significantly on social anxiety. Rao et al. (2007) found out that adolescents have a more pervasive pattern of social dysfunction and tend to be more functionally impaired. There were no significant socioeconomic status differences in social anxiety.

The low SES adolescents face a lot of hardships and embarrassments because of their economic deprivations. Thus, they face social anxiety because of their punctured
self-esteem also. Negative parental rearing practices are one of the antecedents of anxiety disorders. These practices include anxious parenting, insensitivity, restrictiveness, control, rejection, neglect, lack of warmth or affection and behavioural rigidity (Chavira & Stein, 2005). In case of middle SES adolescents, they face issues such as overprotective parenting. Parental modelling of fear and avoidance in social situations are linked with the development of social anxiety (Lieb et al., 2000). Thus, both low and middle SES adolescents have their own reasons for becoming socially anxious and no significant SES differences emerged in social anxiety.

**Locus of control**

The findings of the study revealed no significant gender differences on locus of control, thus hypothesis (H4c) which stated that gender differences would exist in locus of control was not supported. Previous studies indicated significant gender differences on locus of control. Manger and Eikeland (2000) found out that boys were significantly more internally oriented than girls towards general belief in luck, whereas girls were significantly more internally oriented than boys on a school effort scale.

However, in the present study, no significant differences emerged on locus of control. No significant gender differences exist in locus of control (McPherson & Martin, 2017). Sherman et al. (1997) suggested that both males and females are becoming more external. Locus of control is defined as a generalized expectancy of internal or external control reinforcement (Rotter, 1966).

Adolescence is a crucial stage in which development of locus of control takes place. One learns to discern between the aspects of their lives for which they must take responsibility and issues that are beyond their control. Since development of locus of control takes place and locus of control operates on a continuum varying from one situation to another, so significant gender differences in locus of control did not emerge.

In case of SES differences on locus of control, significant SES differences came between female low SES adolescents and middle SES female adolescents. But, no statistical significant SES differences between male low SES and male middle SES adolescents emerged. Thus, hypothesis (H5e) which stated that SES differences would
emerge in locus of control is partially supported. Socioeconomic culture difference is
determined by the family which is a part of their social environment.

On locus of control, low SES female adolescents had higher mean scores as
compared to middle SES female adolescents. Socio-economic status plays a vital role
in predicting internal or external locus of control because the very exposure to the
higher or lower socio and economic status modifies the attribution and perception of its
members

Several previous studies have shown that higher SES yielded an internal locus
of control, and lower SES yielded an external locus of control (McLaughlin &
Saccuzzo, 1997). Lower socioeconomic status is also associated with more external
loci (Freed & Tompson, 2011). Externals are mostly related with lower socioeconomic
status because poor people have less control over their lives. Higher SES adolescents
feel more internal locus of control because their homes have more other cognitive
resources and also, their parents discuss school more often with them. Such adolescents
receive higher grades in middle school, they feel secure at school and their friends are
more academically oriented (Langenkamp & Shifer, 2018).

The reason for this could be attributed to the fact that middle SES adolescents
have better resources and amenities as compared to their low SES counterparts. They
have proper guidance and access to various opportunities. If people feel they will be
successful at an activity, they put more active, persistent, efforts into that activity and
are more likely to succeed and attribute it to themselves.

In case of low SES female adolescents, the concept of learned helplessness
(Seligman, 1975) makes them possess an external locus of control. Long exposure to
the helpless situation makes people to perceive their own outcomes to be
uncontrollable.

Significant SES differences were not found in low SES male adolescents and
middle SES male adolescents. The reason can be that maybe males, even if they belong
to low SES or middle SES, were equally sensitive towards the locus of control
orientation. They thought about causes of their actions in the same direction and
attributed importance to locus of control equally.
Vanity and its dimensions

The findings of the study revealed that no significant gender differences exist on physical vanity, thus Hypothesis (H4f) that stated that gender differences would emerge in physical vanity was not supported. Review of literature suggested mixed studies in terms of gender differences in physical vanity. Jones et al., (2004) found gender differences in the involvement in the appearance culture. Girls were more embedded in an appearance culture as compared to boys. Women were found to be high on physical concern, achievement concern, achievement view and public self-consciousness measures as compared to men (Workman & Lee, 2011).

However, in the present study, no significant differences emerged. Gender has no influence on physical vanity in the present research. The findings revealed that both male adolescent and female adolescents are highly concerned about physical appearance. Mass media and celebrity endorsement plays a very important role in enhancing physical vanity in both males and females. Beauty ideals promoted by the mass media develop body dissatisfaction for a majority of people and further encourage pursuing such ideals. Yue and Cheng (2018) pointed out how celebrity worship has become so common among adolescents worldwide. This leads to increasing physical vanity in male and female adolescents.

Woodruff-Burton and Elliot (2005) stated that adolescents purchased products endorsed by their idolized celebrities because of the need to compensate for the particular image that they desire. Nowadays, there is a potential market for men beauty products and this has recently gained the attention of the global marketers in India. The male cosmetics market is quickly escalating, as are male utilisation of plastic surgery, and several other strategies of self enhancement (Luciano, 2002).

In case of SES differences, low SES female adolescents were found to be high on physical vanity as compared to middle SES female adolescents. However, no significant SES differences emerged between low SES male and middle SES male adolescents on physical vanity. The hypothesis (H5f) stating that significant SES differences would emerge on physical vanity was partially supported. Low SES female adolescents live with an inferiority complex because of their socioeconomic
backgrounds. Adolescence is an age when females start getting attracted to the opposite sex.

Females belonging to low SES adolescents believe that their good looks only can compensate their feelings of helplessness of belonging to poor economic backgrounds. The women of low socioeconomic status are under more pressure to achieve the standards of beauty as compared to their high income counterparts to pressure because they believe that physical attractiveness increases the chance of getting jobs (Edmonds, 2007). They feel that looks can help them fetch more opportunities and they can create a place for themselves in the society. Even though they cannot improve the financial condition of their family, they invest time and their little resources in beauty and appearance enhancement.

No significant SES differences in physical vanity were found in case of low SES male and middle SES male adolescents. The male adolescents from both low SES and middle SES pay attention to how they look and focus a lot on their physical appearance. In our Indian scenario, especially in an urban setting, men are facing rising pressure to achieve perfect physiques and spend a lot of money on grooming and clothes (Doig, 2014). The reason can also be attributed to socialisation and peer pressure. The society views parents as primarily responsible for raising children, and parents typically have the most time and opportunity to influence them (Grusec, 2002). Males are given autonomy and independence by their parents to experiment with their appearance. These male adolescents are high on peer influence also. They want to get rid of their flaws and imperfections and become handsome. Men worry about their appearance even if they have less resource, such as in case of low SES male adolescent (Monbiot, 2013).

Hypothesis (H4g) stated that significant gender differences would exist on achievement vanity. The results of the present study did not support this hypothesis. Thus Hypothesis H4g was not accepted. There is a dearth of literature in terms of gender differences in achievement vanity. Both males and females are driven towards achievement vanity. In case of male adolescents, they are considered to be the primary breadwinners of the family. Gender- bias towards male adolescents exists in our male chauvinist society. These male adolescents are taught that their success can be
measured by their accomplishments, status, power and position. Even to become a desirable match for matrimonial purposes in future, these male adolescents are taught to value possessions and accomplishments. Males are considered to dominate the social hierarchy. However, females are striving to hold equal footing with male in this era of cut throat competition. They want to attain more accomplishments. They want to prove their worth in the society. So they compete with males on an equal standing.

In the present study, significant main effect of SES has been found on achievement vanity. When SES was taken into consideration, it contributed to differences, but only when gender was clubbed together; then low SES adolescents were found to be high on achievement vanity as compared to middle SES adolescents. However, when gender (male and female) was separately taken into consideration; then no SES differences emerged between low SES female and middle SES female adolescents; also between low SES male and middle SES adolescents. Thus, hypothesis (H5g) was partially supported by the results obtained.

The low SES adolescents undergo a lot of deprivations from their early childhood years. Personal relative deprivation refers to dissatisfaction that results deprived outcomes when comparison is made with what others have (Smith, Pettigrew, Pippin, & Bialosiewicz, 2012). Social comparison leads to feelings of resentment and dissatisfaction. They place importance on acquiring possessions to compensate for the sense that they are getting less than they deserve in comparison to others. Adolescents belonging to low SES feel deprived in comparison to their higher income counterparts, this induces in them a competitive spirit and this enhances achievement vanity in them.

Low-SES adolescents living in homes with uneducated parents were less optimistic about the future and perceived their lives as more stressful as compared to their high SES adolescents (Finkelstein, Kubzansky, Capitman, & Goodman, 2007). Perceived discrimination is associated with reduced happiness and life satisfaction, lowered self-esteem and more negative health behaviours which results in reduced sense of mastery and potential for personal growth (Williams & Jackson, 2005). The physical and mental health problems arising from perceived discrimination motivates male low SES adolescents to strive for more status and power.
Lower SES subjects stayed in hostile social environments and they were more exposed to dominant and controlling behaviour by others as compared to higher SES subjects (Gallo et al., 2006). So, they try to work on achievement vanity and focus on possessing more accomplishments.

Even the middle SES adolescents strive to attain more and more accomplishments. They feel that achievements and success can help them attain dominance in the social hierarchy. They compete with adolescents who have more accomplishments than them and work hard for more power and status. Thus, no significant SES differences emerged in achievement vanity as both low SES and middle SES adolescents had their own reasons to desire more accomplishments.

**Conclusion**

Summing up, the present study aimed to assess the role of self-esteem, social anxiety, locus of control and vanity as moderators in the relationship between peer pressure and materialism. This study also helped to provide a comprehensive picture on the influence of aforementioned psychological variables on materialism. The findings of the present study revealed a significant relationship between peer pressure and materialism in all the groups except the low SES female adolescents group. Self-esteem, social anxiety, locus of control and achievement vanity did not emerge as a moderator in the relationship between peer pressure and materialism among all the groups. However, physical vanity emerged as a moderator between peer pressure and materialism in the female adolescents and low SES female adolescents.

No significant gender differences emerged on self-esteem, locus of control, physical vanity, achievement vanity and materialism. Male adolescents were found to be high on both peer pressure and social anxiety as compared to female adolescents. Low SES female adolescents were high on materialism, peer pressure, locus of control and physical vanity as compared to middle SES female adolescents. No significant SES differences emerged on self-esteem and social anxiety. In case of low SES male and middle SES male adolescents, no significant SES differences emerged on materialism, peer pressure, self-esteem, social anxiety, locus of control and physical vanity.