



## DEVELOPMENTAL TREND IN GREEDINESS AMONG ADULTS

**Jyoti Kumari**

Research Scholar, Department of Psychology,  
Dayalbagh Educational Institute, (Deemed  
University) Dayalbagh, Agra (India)

**Sunder Kala Negi**

Assistant Professor, Department of  
Psychology, Dayalbagh Educational Institute  
(Deemed University) Dayalbagh, Agra, (India)

**Ira Das**

Professor Emeritus, Department of  
Psychology, Dayalbagh Educational Institute,  
Dayalbagh, Agra (India)

decreases in case of females also. Further there is no significant difference between males and females, as far as their mean greediness scores are concerned mean score for males being 66.44 and that of females being 66.55. It is concluded that there is a trend of diminishing greediness with increase in age but statistically non-significant difference. This indicates that greediness is equally prevalent among all age groups of male adults.

**Keywords:** Adults, balanced life, Developmental Trend, Greediness, materialistic.

### Abstract

The present study was conducted with the objective to explore the developmental trend of greediness among adults. For accomplishing the objectives the sample of 200 males and females adults of Agra city were included in the age range of 20 years to 80 years and studied thorough Greediness scale. The result based on quantitative research revealed that in Male groups the differences in greediness of the three age groups are not significant even at .05 levels. But in male group as the age increases greediness scores decrease. This shows that there is a downward trend in greediness scores with increase in age. In female counterparts the difference in greediness of the three age groups are also not significant even at .05 levels. But in case of female, the trend is not identical to that of the males. Among females of young adult group (20-40years) the mean greediness score is 65.981, but in case of 40-60 year group the greediness scores of middle adult females' increases up to 68.843. This shows that among middle adult women, greediness increases. However in the old age group of females i.e. 60-80 years group there is steep fall in their greediness score, the mean being 63.5. This shows that ultimately greediness

### Introduction

Human needs are unlimited and never ending. According to Maslow, a famous humanistic psychologist, when one lower order need (e.g. hunger) gets satisfied another need of higher order arises (e.g. safety) If that gets satisfied a new need of still higher order (say need for affiliation) arises. Satisfaction of all these need are essential for the survival of human being and the survival of human race. If a person gets fixated at any need he or she may crave for excessive satisfaction of that particular need .As a result the higher order needs will not arise. If one is engrossed in eating only, even after getting satisfaction (i.e. when the stomach is full) that person will not care for his or her safety. So, needs should be satisfied only up to an optimum level. If one craves for any one materialistic object even after getting it in a sufficiently large amount the person would be called greedy.

A greedy person accumulates everything in large quantities even if it is not required. This grabbing of materialistic goods whether food material, dress material or other commodities useful for daily life is a sign of greediness. If a person craves for worldly objects or money, he or she is called greedy. Greediness has been found to create stress according to research



findings. So it is essential to measure and then control the level of greediness, if a person is to remain stress free. Therefore the present researcher has decided to standardize a 'Greediness Scale'. This greediness scale is labelled as 'Know Yourself' and was constructed by Das and Sharma (2013).

GREED: In present times health is the most important identity of an individual. Food, clothes, money and shelter are all needed to make life livable. Survival is at stake when one or more of these are not available at basic level. It is the birth right of every individual to earn these in a righteous manner. During the striving, there arises fine difference between need and greed, and a balance is necessary. Greed is the desire to have more when there is already enough. This inherent urge to acquire more and more often does not serve much purpose beyond a certain point. However, except for the sage, but it is not easy to stop. Greed leads to temptation, which eventually turns into the obsession that can be expressed in infinite ways ranging from gluttony to miserliness. From keeping up with neighbors to walking through a shopping mall to the attracted advertisements on the television, one always has a lure to acquire more. At this point, one is even ready to indulge in unrighteousness to fulfill one's demands. Greed is also the inability to share. It prevents one from giving what is due to others. This could be money, properties or credit for work. The issue is one of balancing priorities. Some degree of renunciation and austerity is necessary for personal peace and happiness. With constant and never ending efforts to acquire more and more due to greediness, there is hardly any time for either the family or relaxation. So a person with greediness will always be under stress.

It is natural for human mind to carve for things, but good judgment is necessary in order to keep them under control so that need and greed can be balanced. The process of earning money starts with need, but may eventually turn in to greed. Finally when there

is too much wealth several problems may arise like lack of trust. One example of everyday life is over indulgence in food. It is not uncommon to see people continue to eat what is not good for their health, just for the momentary satisfaction of their taste buds. Similarly greed for clothes and jewelry lead to overspent family budgets. Excessive greed for money leads to practices. All these greedy behaviors ultimately lead to stress. Kasser and Ahuvia (2001), studied Materialistic values and well-business students. They found those students who had strongly internalized materialistic values also reported lowered self actualization, vitality and happiness, as well as increased anxiety, physical symptomatology, and unhappiness. Results are consistent with past research suggesting that some types of values may be unhealthy.

Jaspers and Pieters (2016), studied development of materialism across the lifespan. study used longitudinal data from eight waves spanning nine years of over 4,200 individuals (16 to 90 years) to examine age effects on materialism while controlling for cohort and period effects. Result reveals that materialism declines with age and negative relationship between age and materialism. Thus, in contrast to lay beliefs, materialism increased in older age. Moreover, age effects on materialism differed markedly between three core themes of materialism: acquisition centrality, possession-defined success, and acquisition as the pursuit of happiness. In particular acquisition centrality and possession-defined success were higher at younger and older age. Independent of these age effects, older birth cohorts were oriented more towards possession-defined success whereas younger birth cohorts were oriented more towards acquisition centrality. The economic downturn since 2008 led to a decrease in acquisition as the pursuit of happiness and in desires for personal growth, but to an increase in desires for achievement.



## Objective

To study the developmental trends of greediness among adults.

## Justification of the Problem

- Greediness is a problem of all people, the solution to it also lies with the adults, hence understanding the greediness of different age groups is required.
- There are many problems which arise out of human greediness such as jealousy, dishonesty, dissatisfaction, shallow relationship and lack of focus.
- So the researcher felt a need to study the developmental trend of greediness. Greediness in young adults may be beneficial for their work motivation, but if it prevails even

among older adults it creates behavioural problems and stress.

## Methodology

### Hypotheses:

- There is no significant effect of age on greediness.
- There is no significant difference between greediness of male and female adults.

## Variables

Independent Variables	Dependent Variable	Relevant Variable
<b>AGE:</b> There are three values of I.V. ❖ 20-40 years ❖ 40-60 years ❖ 60-80 years <b>GENDER:</b> There are two values of this I.V. ❖ Male ❖ Female	<b>Greediness</b>	<b>Income</b>

## Design:

Two randomized group design and More than two randomized group design was used to test the hypotheses in the present research.

## Sample:

In the sample 200 adults were included in the age range of 20 years to 80 years. Both males and females were included in the sample.

AGE/GENDER	MALE	FEMALE
60-80	18	14
40-60	23	32
20-40	59	54
Total No. of Cases	100	100

## Tool

**"Know Yourself"(Greediness Scale) By Das & Sharma, 2012:**

### Description

The scale has 34 items which are related to greed. The answers are to be given in the form of never/Sometimes/Often/Always, which were

scored as 1,2,3,4. The score range from 34 to 136, higher the obtained score, higher the level of greediness.

### Reliability

Item analysis was done to establish internal consistency of Greed Scale.

The test-retest reliability was  $r = .767$  (after a gap of 20 days). Cronbach-Alpha Reliability for



Greediness scale on the sample of 120, was obtained with the help of SPSS version 20, which came out to be 0.81 and found highly significant

#### Validity

- Content Validity; On the basis of 2 judges' rating for each item, the content validity of the greed scale was obtained which came out to be .62. Also on the basis of high internal consistency, content validity is high.
- Criterion Validity; greed scale was validated against the scores obtained on 4 TAT cards (N-Acquisition) by a sample of 25 individuals. Thus, criterion validity of the

scale were obtained which came out to be  $r = .64$ .

#### Analyses And Interpretation Of Results

The present investigator aimed to understand greediness scores at different age groups of male and female adults. t test was applied to see the level of significance between the means of the two different age groups of male and females. On the basis of the test scores obtained on 100 male and 100 female adults the mean greediness scores were compared between the three different age groups and significance of their difference was tested.

**Table 1.** Greediness between young adults and middle adults among different Age Groups of Male

Age Group	N	Mean	SD	SED	df	t	Significance Level
20-40	59	67.19	16.80	4.41	80	0.16	0.44 ( $p > 0.05$ )
40-60	23	66.48	18.37				

**Table 2.** Greediness between young adults and middle adults of Male

Age Group	N	Mean	SD	SED	df	t	Significance
20-40	59	67.19	16.80	4.85	75	0.44	0.33 ( $p > 0.05$ )
60-80	18	65.05	18.39				

**Table 3.** Greediness between middle adults and old adults of Male

Age Group	N	Mean	SD	SED	df	t	Significance
40-60	23	66.48	18.37		39	0.24	0.40
60-80	18	65.05	18.39				

Table 1, 2 and 3 shows that there is no significant difference between the greediness of the 3 age groups of males, though the greediness scores decrease with increase in age. As the age increases greediness scores

decrease in case of males. In the age group of 20-40 year greediness scores are maximum i.e. 67.186. In the age group of 40-60 years, the greediness scores decrease, the mean greediness score being 66.478. In the highest



age group of 60-80 year, the mean greediness score decrease to 63.5 which is minimum among the means of the 3 age groups. This shows that in case of males graph1 there is a downward trend in greediness scores with increase in age.

**Table 4: Greediness between young adults and middle adult Age Groups of Female**

Age Group	N	Mean	SD	SED	df	t	Significance
20-40	54	65.98	15.42	3.21	84	0.89	0.19
40-60	32	68.84	13.75				

**Table 5: Greediness between young adults and old adults Female**

Age Group	N	Mean	SD	SED	df	t	Significance
20-40	54	65.98	15.42	4.40	66	0.56	0.15
60-80	14	63.5	14.47				

**Table**

**6: Greediness between middle adults and old adult Female**

Age Group	N	Mean	SD	SED	df	t	Significance Level
40-60	32	68.84	13.75	4.57	44	1.17	0.13 (p > 0.05)
60-80	14	63.5	14.47				

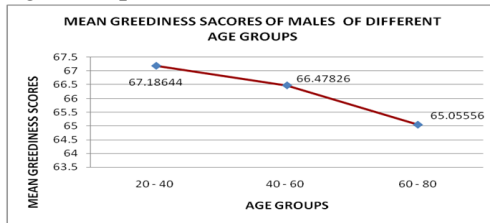
Table 4,5 and 6 shows that the difference in greediness of the three age groups are also not significant even at .05 level. But in case of female, the trend is not identical to that of the males. Among females of young adult group (20-40years) the mean greediness score is 65.981, but in case of 40-60 year group the

greediness scores of middle adult females' increases up to 68.843.

This shows that among middle adult women, greediness increases. However in the old age group of females i.e. 60-80 years group there is steep fall in their greediness score, the mean being 63.5. This shows that ultimately greediness decreases in case of females also.

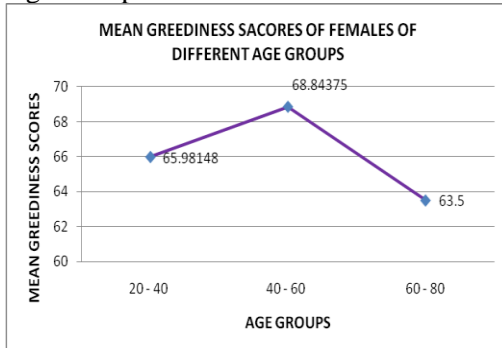


**Graph No. 1:** Graph showing Mean of Greediness Scores of Males of Different Age Groups



**Graph 1** shows this decreasing trend of greediness among males

**Graph No. 2:** Graph showing Mean of Greediness Scores of Females of Different Age Groups



**Graph 2** shows that greediness increases from young adulthood to middle adulthood but ultimately during old adulthood in case of females, it decreases.

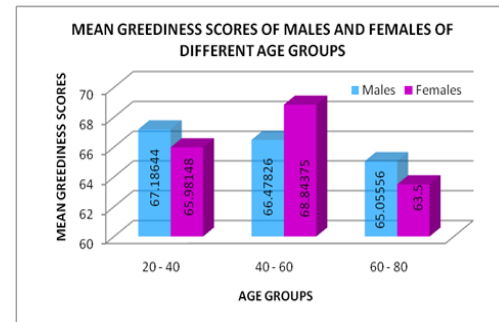
**Result Table 7** 't value' for Greediness Scores among Male and Females

Gender	N	Mean scores	t	SED	Significance
Male	100	66.64	0.001	4.5	p>0.05
Female	100	66.55			

Table 7. shows that there is no significant difference between males and females, as far as their mean greediness scores are concerned

mean score for males being 66.44 and that of females being 66.55. The value of  $t = 0.01$  which is not significant even at 0.05 level.

**Graph No. 3** Graph showing Mean of Greediness Scores of Males and Females of Different Age Groups



**Graph 3** shows that in 20-40 and 60-80 age range male had high greediness as compare to female counterparts but in 40-60 age group female had high greediness as compare to male counterparts.

### Conclusion

- ❖ From the results it is concluded that there is a trend of diminishing greediness with increase in age. However the significance of difference between mean greediness scores of the 3 age groups was not found to be significant even at 0.05 level. This indicates that greediness is equally prevalent among all age groups of male adults. Even the studies by **Jasper(1916)** etc. support the studies present results .
- ❖ This is mainly the reason why majority of businessmen , politicians, highly educated professionals, administrators and even clerical staff in government offices are also involved in accumulating wealth by hook or the crook, even at an age when they have already accumulated more than sufficient wealth. This often leads to stress, accompanied by various psychosomatic diseases.
- ❖ In case of female adults also, no significant difference was found between level of





greediness between young adults, middle adults and old adults. However, level of greediness in case of female adults was found to be highest during middle adulthood and then goes down during old adulthood. The developmental trend of greediness is therefore not unidirectional. It has inverse U shaped curve. This shows that women become more greedy when they are settled in life after the age of 40. They care for worldly goods and wealth, perhaps in order to settle down their children or to satisfy their unfulfilled wishes of young adult hood.

- ❖ The second finding indicated that there are no gender differences so far as greediness is concerned. Greediness is equally prevalent among all human beings whether male or female, young or old.

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