THE ROLE OF MATERIALISM AND MODERNIZED LIFESTYLE ON
DIETARY HABITS; A STUDY OF INDONESIAN CHILDREN AND
adolescents

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Abstract

Objectives – the objective of this research is to contribute to the development of children and adolescents welfare by preventing the possible consequences of having unhealthy dietary habits; such as obesity and chronic diseases which later can force the country to spend huge costs to cure the otherwise preventable diseases, and will in turn will have a major impact on the macro & socio economics of the country.

Method – the role of the factors variable that can influence dietary habits, in this case materialism and dietary habits were examined. The data collection methods and variable measures were discussed. From the result of reliability and validity testing the study hypotheses were then presented. Independent t-test and ANOVA was conducted to analyze whether there are significant differences among materialism, self-esteem, adoption level of modernized lifestyle, dietary habits, gender and age groups. Finally, we discussed the result of regression analysis, and its research implications for this study, also the limitations of this research and recommendation for future research.

Results – the outcomes of the study is that materialism is found to be the sole factor in its role of affecting the changes of the quality of dietary habits of children, and adolescents in Jakarta. The result also show that while gender provided no basis for differentiation among constructs, age groups play a major role in determining the different changes of materialism, self-esteem, modernized lifestyle, and dietary habits.

Keywords – Dietary habits, materialism, modernized lifestyle, self-esteem, children, early adolescents, late adolescents, macro economics, Indonesia, Jakarta, obesity, chronic diseases.