

ABSTRACT

Over the past decade, a number of researchers have come to regard materialism as an important life value and have begun to understand its impact on individual life satisfaction. Thai monarchs and Buddhist monks believed that Buddha's teachings would benefit society by helping Thais become socially and morally adjusted in their growing community. As Thai society flourished culturally and expanded territorially, social hierarchies increased in complexity and became increasingly influential in daily life.

This research study emphasizes to determine the relationship between materialism and life satisfaction among Thai community citizens on Buddhist teachings; to investigate the difference between the demographic characteristics of the Buddhist follower and their degree of materialism; and aims to investigate the difference between demographic factors of the Buddhist followers and their level of life satisfaction and difference between adherence to Buddhist Teachings and materialism and Life Satisfaction.

This research study endeavors to increase knowledge about the relationship between materialism and life satisfaction among followers of Buddhist teachings in the Thai community. Four hypotheses were formulated. Descriptive/survey method was used for this study. 250 questionnaires were distributed to Wat Rakhankositaram Waramahawihan and Wat Pathumwanaram Rajaworavihara.

Frequency and percentage were used to describe General demographic data. The t-test and Univariate ANOVA were used to compare significant differences of materialism and Life satisfaction in relation gender, marital status, occupation, age and education level and level of adherence to Buddhist teachings among Thai community citizens. Pearson's correlation was used to test relationship between materialism, life satisfaction and adherence to Buddhist teaching.

Test between Materialism and Gender confirm that there is a difference between males and females for Materialism. Materialism with Age levels concludes that all four age groups have difference with materialism. Whereas, test between Materialism and Educational level concludes that there was no difference found between High school level and Bachelor degree. However, there was a difference found between High School and Master degree. Materialism and marital status confirms that there is no difference in Materialism for the different marital status. Test between Materialism with Monthly Income depicts there is difference across the different groups of income level. Life Satisfaction and Gender concludes that there is no difference between males and females for Life satisfaction. Life Satisfaction and Age groups show no difference between the different age levels for Life Satisfaction. Life Satisfaction and educational level indicate that there is no difference in life Satisfaction between different education levels. Life satisfaction and marital status concludes that there is no difference in Life Satisfaction for the different marital status. Life satisfaction and Occupation show a difference between employed and unemployed in Life satisfaction. Moreover, Materialism and Life satisfaction, depict there is high negative correlation between Materialism and Life satisfaction. Finally, Adherence to Buddhist teaching between Materialism and Life satisfaction, there is a negative relationship between adherence to Buddhist teaching and Materialism.