



Demographic Variables and Wealth Craving Tendencies Among Adolescents in OYO Town, Nigeria

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ABSTRACT

Despite various researches on dangers of illegal wealth craving among youths, the problem still persists even among both youth and old. Therefore, the present study considered Demographic variables in relation to wealth craving among adolescents in Oyo town, Nigeria. The study adopted a descriptive survey of exo-factor design because the problem is age long and still gaining more grounds beyond expected degree despite widespread of religion activities which preach moral and good values to their members. The instrument was validated and found to be appropriate to the present study. The results showed the respondents have moderate peer pressure, moderate societal attitude and a high wealth craving issue. There is a significant difference of students' perception of wealth issue based on gender. There is no significant difference of students' perception based on home type and finally, the finding revealed no significant difference of students' perception of wealth craving issue based on religion. Based on the findings, following recommendations are provided: Counselling psychologists should be posted at various government establishment which include but not limited to schools, local government, state government and encourage to mount psychological interventions capable of promoting dignity of labour, values and right type of attitude towards good name. Parents should be sensitized on the need to monitor and correct their children with love when they observed them exhibiting antisocial behavior among others.

INTRODUCTION

Contemporary adolescents' exhibition of high-level degree of wealth craving both within and outside school setting to the detriment of academic engagement is creating concern among educational stakeholders: Parents, teachers, government and the researchers. It is obvious that the degree of students' commitment to educational programmes is astronomically declining on daily basis and this might be responsible for various forms of examination malpractices displayed by some of these students at both internal and external examinations. Getting wealth is a not a problem but illegal wealth seeking even while at school constitute danger to the nation, the schools and to the students themselves. It is obvious that the problem of seeking for instant wealth is not limited to certain age, both the youth and old are involved. Ayoola, Oladipo, Ade & Aisida (2023) found that Facebook influence the drive for get-rich-quick syndrome and ritual killings among youth. This implied that Facebook promote both good and bad behaviour. Contemporary youths' engagement on Facebooking may prompt illegal wealth craving and eventually lead the youth to commit various forms of crime in the process of getting quick wealth. Ogunlade & Rabi (2024) found peer pressure and societal factors significantly jointly contributed to Get-Rich Quick Syndrome among adolescent in Ibadan South East Local Government. This means everyone is the product of society where he or she lives.

Uroko (2022) observed that hardly would a week passed without news of a youth engaging in money rituals coming up for discussion in the media. It is disheartening that both male and female students are involved on wealth craving issues. Adejumoh (2016) opine that the pursuit of material fame and fortune among Nigerian youths and paying lip-service to education have contributed to the decline in reading culture, the researcher also goes further to maintain that contemporary youths attached undue importance to fame and wealth thereby relegating the place of reading.

Enaikelé, Adeleke & Adeoye (2022) identified the following as factors responsible for Get-rich-quick syndrome among youths: unemployment, poor parenting, change in societal value system, economic deprivation, inequality in wealth distribution characterized by marginalization, limited opportunities and social exclusion of youths perpetrating the criminal acts. Above factors are important because students in school have the awareness of limited job opportunities in the society and also awareness of high level attachment to wealth getting and that no one cares about how one acquire wealth and that society even give recognition in terms of chieftaincy titles to those illegally wealthy individuals, no doubt, this act may prompt contemporary adolescents to imbibe such wicked means to also get wealth and this invariably promotes negative attitude to academic programmes among Nigerian students. Students in most cases, move in groups, and among the group, it may be possible for any of them to raise the issue on how to get money using illegal means while in school or outside the school setting. Yielding to each other may be termed pressure. Alice & Yim-wah mak (2013) opine that in adolescence period, student primarily attach with friends who seem similar to themselves in terms

of attitudes, behaviour, interests, and other characteristics all of which may subsequently induce in each other the get-rich quick syndrome. These factors which brought them all together in the initial period of friendship and base on this, adolescence may exhibit positive disposition to illegal wealth craving and at the end commit all forms of atrocities. Research has revealed that adolescents from non-intact home or those living in abject poverty are more likely prone to materialistic values and wealth craving, Gronlmck, Beiswenger & Kunz (2007) and this may be associated to the willingness to have financial security and stability and this would invariably lead to academic apathy.

Likewise, adolescents from intact home or those living in affluent communities may be more likely to prioritize social status and prestige, which can also contribute to wealth craving (Luthar & Latendresse, 2005) The issue of concern here is two hedged sword and that is the more reason that psychological interventions capable of promoting morally good behaviour should be put in place in order to mitigate against illegal wealth craving among adolescents. It is also established that the issue of wealth cravings cut across gender. Males tend to have a stronger desire for wealth and material possessions than females (Ergin & Ergin, 2017), males are more likely to associate wealth with success, power, and status, while females tend to associate wealth with security and comfort (Gentina, Shrum, & lowery (2016) while females are more likely to prioritize social relationships and personal growth over wealth and material possessions (kashy & kebbly, 2000).

Wealth craving issue illegally is increasing among adolescents on daily basis despite the widespread of different forms of religious activities which is believe to preach moral and good conduct among the people. Perhaps undue recognition given to wealthy individuals both at religious places and at the community at large may be a potent factor enhancing young ones craving for illegal wealth acquisition. Asuai et al (2023) found significant relationship between religious and get-rich quick syndrome among undergraduates of Universities in Delta state.

Parenting styles may also contribute to the wealth craving issue among adolescents. In a study conducted by Asuai, & Ebinuwa (2023), found significant relationship parenting styles and get-rich-quick syndrome among undergraduates of Universities in Delta state. Likewise, the type of society where societal values and moral declining on daily basis may also promote illegal wealth craving among the youth. Eke, Ichaba & Iyeumbe (2023) found the government and parents culpable for the upsurge in ritual killing among youths. Parents are blamed for watching their children become extravagantly rich through illegitimate means without reprimand for implication.

Youths from non-intact home are more likely to engage in "Get-Rich-Quick" schemes due to a lack of parental guidance and supervision (Okunade & Sheu, 2015). Children from single-parent households or those with a history of family conflict are more vulnerable to the allurements of quick wealth (Ibrahim & Bulkar, 2021). Likewise, parent who prioritize material wealth and status can inadvertently encourage their children to adopt similar values and engage in "Get-Rich-Quick" behaviour (Ezerim & Muojeke 2020). Parental

involvement in illegal activities or corruption can also influence young people's attitudes towards quick wealth accumulation (Oyebade & Adekunle, 2018).

Because the problem of wealth craving issue among youths is yet to be declined despite avalanches of research on it. Therefore, there is need to carry out investigation on it. The present study is investigating the level of students' peer pressure, societal attitude to wealth issue and students' perception of wealth issue based on gender, age, home type and religion.

One research question and five hypotheses were raised to guide the study and tested at 0.05 level of significance, viz:

Research question: What is the level of students' peer pressure, societal attitude and wealth issue?

Hypothesis Testing

Ho1: There is no significant students' perception of wealth issue.

Ho2: There is no significance difference on students' perception of wealth issue based on gender.

Ho3: There is no significant difference on students' perception of wealth issue based on age.

Ho4: There is no significant difference of student's perception of wealth issue based on home type.

Ho5: There is no significant difference of students' perception of wealth issue based on religion.

THEORETICAL REVIEW

Abraham Maslow's Hierarchy of Needs: Adolescents may be driven to pursue wealth and status as a means to fulfilling their esteem and self-actualization needs. It is not uncommon to see contemporary adolescents display fantasy and moving about as if the whole universe is under their power and all this feeling trigger them into wealth craving issue.

METHODOLOGY

The study employed descriptive research design of correlational type. The population of this study comprised two hundred and seventy-three senior secondary school student (SS II Students) randomly selected from senior secondary schools in Oyo town.

1. Instrumentation

The instrument used was a researcher's self-designed instrument called WRIPPSAS (wealth related issues peer pressure and societal attitude).

It comprises of sections A & B. A contained students' biographical information such as: Gender, Age, Home type, and religion while B contained structured statement rated from totally disagree to totally agree. Under three headings namely peer pressure, societal attitude and wealth issue.

The instrument was validated by test experts' judgement and factor analysis with a Cronbach alpha-reliability coefficient of peer pressure $r = 0.056$, societal attitude $r = 0.067$ and wealth issue $r = 0.066$ which are found to be appropriate to the present study.

Data administration and collection: Researchers with assistance of teachers at the study locale administered Two hundred and eighty questionnaire and only Two hundred and seventy-three collected found to be properly filled by the respondents.

Data analysis: Data collected were analysed using Anova, t-test, and percentages.

RESULT AND DISCUSSION

Table 1. Socio-Demographic Distribution of the Respondents

Variables	Frequency	Percentage (%)
Gender		
Male	104	38.1
Female	169	61.9
Total	273	100.0
Age		
10-12 Years	3	1.1
13-15 Years	164	60.1
16 Years & Above	106	38.8
Total	273	100.0
Home Type		
Intact Home	251	91.9
Non-intact Home	22	8.1
Total	273	100.0
Religion		
Christianity	134	49.1
Islam	138	50.5
Others	1	0.4
Total	273	100.0

Table 1 indicates that there are 104 (38.1%) male, 169 (61.9%) female, 3 (1.1%) 10-12 years, 164 (60.1%) 13-15 years, 106 (38.8%) 16 years and above respondents in the distribution. Also, there are 251 (91.9%) from intact homes, 22 (8.1%) from non-intact homes, 134 (49.1%) Christians, 138 (50.5%) Muslims and 1 (0.4%) other religion in the distribution. There are more female, 13-15 years, intact homes and Muslims in the respondent's distribution for the study.

Answer to Research Questions

Research Question One: What is the level of students' peer pressure, societal attitude and wealth issue?

Table 2. Respondents' Levels of Peer Pressure, Societal Attitude and Wealth Issue

	N	Mean	Std. Deviation
Peer pressure	273	24.7619	5.31906
Societal attitude	273	28.4579	6.29535
Wealth issue	273	56.0659	10.95660
Valid N (listwise)	273		

From Table 2, the respondents have moderate peer pressure with 24.76 (SD=5.32) mean score, also moderate societal attitude of 28.46 (6.30) mean score while having a high wealth issue of 56.07 (SD=10.96) mean score.

Hypotheses Testing

H01: There is no significant students' perception of wealth issue

Table 3. T-test Analysis of Students' Perception of Wealth Issue

	N		Mean		Std. Deviation	Std. Error Mean	
wealth issue	273		56.0659		10.95660	.66312	
			Test Value=0				
					95% Confidence interval of the difference		
	t	Df	Sig. (2-tailed)	Mean Difference	Lower	Upper	
wealth issue	84.548	272	.000	56.06593	54.7604	57.3714	

From Table 3, there is a significant students' perception of wealth issue (mean = 56.07, SD= 10.96, df= 272; t=84.55, p<.05). Therefore, Ho1 is not accepted.

Ho2: These is no significant difference of students' perception of wealth issue based on gender

Table 4. T-test Analysis of Students' Difference of Students' Perception of Wealth Issue Based on Gender

	Student Gender	N	Mean	Std. D	Df	T	Sig	Remark
wealth issue	male female	104 169	58.8942 54.3254	10.52590 10.88279	271	3.41	.001	*S

Table 4 reveals that there is significant difference of students' perception of wealth issue based on gender (t=3.41, df=271, p<.0e5). Therefore, Ho2 was not accepted.

Ho3: There is no significant difference of students' perception of wealth issue based on age

Table 5. Analysis of Variance of Students' Difference of Students' Perception of Wealth Issue Based on Age

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	73.677	2	36.839	.305	.737
Within Groups	32579.136	270	120.663		
Total	32652.813	272			

From Analysis of Variance in Table 5, there is no significant difference of students' perception of wealth issue based on age ($F(12,270) = .305, p > .05$). Therefore, H_03 was accepted.

H_04 : There is no significant difference of students' perception of wealth issue based on home type

Table 6. T-test Analysis of Students' Difference of Students' Perception of Wealth Issue Based on Home Type

	Student Gender	N	Mean	Std. D	Df	T	Sig	Remark
wealth issue	intact home			10.52590		-		
	none intact home	251	58.00	10.88279	271	.353	.738	*S
	home	22	56.82					

Table 6 revealed that there is no significant difference of students' perception of wealth issue based on home type ($t = .335, df = 271, p > .05$). Therefore, H_04 was accepted.

H_05 : There is no significant difference of students' perception of wealth issue based on religion

Table 7. Analysis of Variance of Students' Difference of Students' Perception of Wealth Issue Based on Religion

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	15.657	2	7.829	.065	.937
Within Groups	32637.156	270	120.878		
Total	32652.813	272			

From Table 7, there is no significant difference of students' perception of wealth issue based on religion ($F(2,270) = .065, p > .05$). Therefore, H_05 was accepted.

Based on the findings, it was discovered that the respondents at the study locale have moderate peer pressure, moderate societal attitude and having a high wealth craving issue. These showed that adolescents have more interest on wealth craving rather than their academic pursuit. This result is in line with Adejumo (2016) opined that the pursuit of material fame and fortune among Nigerian youths and paying lip-service to education have contributed to the decline in reading culture. The researcher also maintain that Contemporary youth attach undue importance to fame and wealth at the expense of their academic work. Likewise, Uroko (2022) found that there is hardly a week that passes without news of a youth engaging in blood money rituals coming up for discussion.

Hypo II revealed that there was significance difference of students' perception of wealth based on gender. This result implied that male crave for wealth acquisition than their female counterpart. This result supports Ergin & Ergin (2017) who found that males tend to have a stronger desire for wealth and material possession than female. Males are more likely to associate wealth with success, power, and status, while female tend to associate wealth with security and comfort (Gentina, Shrum & Lowery (2016) while females are more likely to prioritize social relationship and personal growth over wealth and material possessions (Kashy & Kenny, 2000). Above show that males do involve on risky behaviour for the purpose of getting wealth at all cost without minding the aftermath of their action and that's the more reason significant person in the life of adolescents is expected to keep on monitoring their activities as well as the type of person they are moving with.

Likewise, the study revealed that there was no significance difference in students' perception of wealth issue based on age. This means as long as an individual exists, everyone has the potential to have inordinate ambition to get rich quick most especially in the country where poverty level is on increase on daily basis. According to a study by the African development bank (2020), "many African youths are obsessed with getting rich quickly, often through illegal means". Desire to get rich quick cut across ages both young and old are at verge of instant wealth acquisition. It is not uncommon among contemporary youth professing to have wealth now and die immediately, that is to show the level at which they sought for instant wealth, mindless negative consequences.

The study also revealed that there was no significance difference on students' perception of wealth issue based on home type. This result is in line with Asuai, E & Ebeonuwa (2023) found significance relationship between parenting styles and get-rich-syndrome among undergraduates of universities in delta state. The parenting style adopted at various homes may prompt adolescents to having inordinate ambition to get instant wealth. (Okunade & Sheu, 2015) opine that youth from non-intact home are more likely to engage in get-rich-quick schemes due to a lack of parenting guidance and supervision. Children from single parent households or those with a history of family conflicts are more vulnerable to the allure of quick wealth (Ibrahim & Bukar, 2021). Likewise, parent who prioritize material wealth and status can inadvertently encourage their children to adopt similar values and engage in

“get-rich-quick” behaviour (Ezerim & Muojeke, 2020). Parental involvement in illegal activities or corruption can also influence young people’s attitudes towards quick wealth accumulation (Oyebade & Adegunle, 2018). The finding also supports Ogulade and Rabiun (2024) found peer pressure and societal attitude jointly contributed in Ibadan South East Local Government.

Lastly, study revealed no significant difference of students’ perception of wealth issue based on religion. This result is in line with Asuai et al (2023) found significant relationship between religious beliefs and get-rich-quick syndrome among undergraduates of universities in delta state.

Wealth craving issue illegally is increasing among adolescents on daily basis despite the widespread of different forms of religious activities which is believed to preach moral and good conduct among the people. Perhaps undue recognition given to wealthy individuals both at religious places and at the community at large may be a potent factor enhancing young ones illegally craving for wealth acquisition.

CONCLUSIONS AND RECOMMENDATIONS

The study could be concluded thus: students have moderate peer pressure, moderate societal attitude and having a high wealth issue and this implied that wealth craving issue among the students is influenced by various factors which include among others: peer pressure and societal factor. Males student tends to have high disposition to wealth craving issue compared to their females counterpart, age, home type and religion affiliation not influencing students wealth craving issue and this means everyone has tendency for wealth craving and be that as it may, urgent remedy to curb the issue needs to be put in place in order to create an enabling society capable of promoting peace and harmony for the good of all.

Government/policy makers should endeavour to reduce poverty level through job creation for the youths. Schools should be given counselling psychologists to mounting various psychological interventions which includes but not limited to: cognitive restructuring intervention, value clarification strategy etc. and this would replace students’ irrational thoughts which promotes inordinate ambition to get wealth to rational thoughts.

Society should be sensitized on the danger associated to the illegal recognition given to any individual that come up with sudden wealth. Parents should be encouraged to give birth to the number of children that is commensurate to the family income and by this, parents would be able to take good care of their children. Youth should be given encouragement on their academic pursuit. The best brain be given scholarship and this would promote academic excellence among the students and by so doing, their attention may shift from wealth craving issue.

FURTHER STUDY

This research still has limitations so further research is still needed on this topic “Demographic Variables and Wealth Craving Tendencies Among Adolescents in OYO Town, Nigeria”.

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