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PARENTING STYLES AND ADOLESCENTS' WEALTH CRAVING TENDENCIES IN OYO EAST LOCAL GOVERNMENT AREA, OYO STATE, NIGERIA

BY

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Abstract

Adolescents' wealth craving is a psychological tendency characterized by a strong desire for financial success and material possessions as indicators of personal worth and happiness. This study examined the relationship between parenting styles and adolescents' wealth craving tendencies in Oyo East Local Government Area of Oyo State, Nigeria, using Bronfenbrenner's Ecological Systems Theory as the theoretical framework. Despite growing concerns about materialism among adolescents, limited studies explored the influence of parenting styles on wealth craving tendencies in the Nigerian context. A descriptive survey research design was adopted. The study sampled 400 adolescents aged 13–19 years from five secondary schools using a simple random sampling technique. Data were collected using the Parental Authority Questionnaire (PAQ) and an adapted Wealth Craving Scale (WCS). two hypotheses were tested at the 0.05 level of significance. Descriptive statistics were used to describe respondents' characteristics, while Pearson Product Moment Correlation (PPMC) and multiple regression analysis were employed to determine relationships and predictive effects among the variables. The findings revealed significant positive relationship between authoritarian parenting and adolescents' wealth craving tendency, whereas authoritative parenting showed a significant negative relationship. Permissive parenting demonstrated weak positive but non-significant association with wealth craving, while neglectful parenting exerted the strongest positive influence on adolescents' excessive desire for wealth and material possessions. The study concluded that parenting styles significantly influence adolescents' wealth craving tendencies. Parents should adopt authoritative parenting practices characterized by warmth, communication, and appropriate supervision to promote healthy value orientation and reduce excessive materialistic tendencies among adolescents.

Keywords: Adolescents, Family socialization, Materialism, Parenting styles and Wealth craving

Introduction

Adolescence is a critical developmental stage characterized by identity formation, value acquisition, and socio-emotional adjustment. During this period, individuals are highly influenced by family environment, peer groups, and media exposure in shaping their perceptions of success and self-worth. One emerging concern in contemporary society is adolescents' increasing inclination toward material success and financial status as primary indicators of happiness and social value. This psychological orientation, referred to as wealth craving, reflects a strong desire for financial prosperity, luxury possessions, and economic dominance as benchmarks for personal achievement. Recent scholarship links adolescents' wealth-oriented values to globalization, digital media, and consumer culture. Twenge's Generational Narcissism Theory argues that modern adolescents are increasingly exposed to materialistic ideals through social media platforms that glorify wealth and luxury lifestyles. Similarly, Dittmar (2021) observed that continuous exposure to consumer-driven content significantly increases materialistic aspirations among young people. In Nigeria, Oladipo (2022; 2023) reported rising materialism among secondary school students due to economic hardship, inequality, and societal pressure for financial success, particularly in urban and semi-urban environments such as Oyo State. Parenting style remains one of the most influential determinants of adolescents' behavioural development, particularly in shaping values and attitudes toward wealth. Parenting style refers to the emotional climate in which children are raised, including levels of warmth, control, communication, and discipline. Baumrind's typology, operationalized in the Parental Authority Questionnaire (PAQ), identifies four major styles: authoritarian, authoritative, permissive, and neglectful (Darling, 2021).

Authoritarian parenting is characterized by strict rules, high expectations, obedience enforcement, and low emotional warmth. Baumrind (2020) and Steinberg (2021) noted that adolescents raised under this style often comply externally but experience internal tension. Such psychological pressure may lead to compensatory

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behaviours, including materialistic aspirations as a means of autonomy and self-validation. Akinyemi (2021) and Balogun (2023) further explained that authoritarian environments can push adolescents toward wealth pursuit as a form of escape from parental control and as a means of achieving social recognition. Dittmar (2021) also supported the view that emotional deprivation in controlling households increases materialistic orientation. Authoritative parenting, in contrast, combines warmth, responsiveness, and reasonable control. Darling and Steinberg (2020; 2021) emphasized that this style promotes emotional stability, self-regulation, and internalized moral values. Adeyemo (2022) and Ogunlade (2023) found in southwestern Nigeria that adolescents raised under authoritative parenting exhibit lower levels of wealth craving due to strong emotional bonding and value-based upbringing. Twenge (2020) and Kasser (2021) similarly reported that authoritative parenting is negatively associated with materialism and excessive consumerism, as adolescents develop intrinsic rather than externally driven goals. Permissive parenting is characterized by high responsiveness but low control, where adolescents are given excessive freedom with minimal discipline. Maccoby and Martin (2021) argued that such adolescents often lack self-regulation and are highly influenced by peers and media. Chaplin and John (2020) noted that permissive parenting increases susceptibility to consumerist values due to lack of structured guidance. In Nigeria, Ojo (2023) and Yusuf (2022) found that permissive parenting contributes to increased materialistic tendencies as adolescents equate freedom with unrestricted consumption and wealth acquisition.

Neglectful parenting, defined by low responsiveness and low demandingness, represents the least involved parenting style. Hoeve et al. (2020) and Eze (2021) associated this style with emotional insecurity, low self-esteem, and maladaptive coping behaviours. Ibrahim (2023) reported that adolescents from neglectful homes are more likely to pursue wealth aggressively as a substitute for emotional support and social belonging. Consequently, neglectful parenting is consistently identified as a strong predictor of extreme materialistic and wealth-craving tendencies. Theoretical explanations further support these relationships. Bronfenbrenner's Ecological Systems Theory emphasizes that adolescent development is shaped by interactions within multiple environmental systems. Rosa and Tudge (2021) affirmed that the family (microsystem) remains the most influential context in shaping adolescents' values. Tudge et al. (2022) and Johnson (2023) further noted that ecological interactions within families significantly shape materialistic values, especially in economically stressed societies. Social Learning Theory, developed by Bandura and expanded by Grusec (2020) and Perry & Bussey (2021), explains that adolescents learn behaviours through observation and imitation. Adebayo (2023) found that adolescents often model parental financial behaviours and lifestyle aspirations. Thus, parents who emphasize wealth or display material possessions indirectly reinforce similar values in children. The study consistently indicates that authoritative parenting reduces wealth craving tendencies, while authoritarian, permissive, and neglectful parenting styles increase materialistic orientation through different psychological mechanisms. Nigerian studies further confirm that family environment remains a critical determinant of adolescents' value formation, particularly in economically challenging contexts such as Oyo East Local Government Area.

Statement of the Problem

The increasing obsession with wealth, luxury lifestyles, and material possessions among adolescents has become a growing social and psychological concern in contemporary Nigerian society. Many adolescents now perceive financial success and material acquisition as primary indicators of happiness, social acceptance, and personal achievement. This trend has been intensified by economic hardship, unemployment, peer pressure, and exposure to social media content that glorifies affluence and extravagant lifestyles. In many cases, adolescents engage in unhealthy behaviours and unrealistic financial aspirations in an attempt to attain social recognition through wealth. Despite efforts by families and schools to promote moral values and responsible behaviour, the problem of excessive wealth craving among adolescents continues to rise, particularly in urban and semi-urban communities such as Oyo East Local Government Area of Oyo State. Several studies have examined parenting styles and adolescent behavioural outcomes such as academic performance, self-esteem, aggression, social adjustment, explored materialism and consumer behaviour among youths. However, limited empirical attention has been given to the specific influence of parenting styles on adolescents' wealth craving tendencies within the Nigerian context. Most existing studies focused on general materialism without adequately examining how authoritarian, authoritative, permissive, and neglectful parenting styles predict

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adolescents' excessive desire for wealth and material possessions. This gap in literature necessitated the present study to provide empirical evidence on the relationship between parenting styles and adolescents' wealth craving tendencies in the study area.

Purpose of the Study

The aim of this study was to examine the relationship between parenting styles and adolescents' wealth craving tendencies in Oyo East Local Government Area of Oyo State, Nigeria. This study generated four (4) specific objectives. These include to:

i. examine the influence of authoritarian parenting style on adolescents' wealth craving tendencies in Oyo East Local Government Area;
ii. investigate the relationship between authoritative parenting style and adolescents' wealth craving tendencies;
iii. determine the extent to which permissive parenting style contributes to adolescents' desire for wealth and material possessions and
iv. assess the influence of neglectful parenting style on adolescents' wealth craving tendencies in the study area.

Research Questions

i. What is the relationship between parenting styles and adolescents' wealth craving tendencies in Oyo East Local Government Area of Oyo State, Nigeria?
ii. To what extent do authoritarian, authoritative, permissive, and neglectful parenting styles predict adolescents' wealth craving tendencies?

Research Hypotheses

i. There is no significant relationship between parenting styles and adolescents' wealth craving tendencies in Oyo East Local Government Area of Oyo State, Nigeria.
ii. Parenting styles will not significantly predict adolescents' wealth craving tendencies in the study area.

Methodology

The study adopted a correlational research design to examine the relationship between parenting styles and adolescents' wealth craving tendencies in Oyo East Local Government Area of Oyo State, Nigeria. The design was considered appropriate because it enabled the researcher to determine the nature and extent of the relationship between the independent variable (parenting styles) and the dependent variable (adolescents' wealth craving tendency) without manipulating any variable. The population of the study comprised all senior secondary school students (SS1–SS3) in public secondary schools in Oyo East Local Government Area. According to records obtained from the Oyo State Post-Primary Schools Teaching Service Commission (TESCOM) and the Oyo State Ministry of Education (2025), the total population consisted of 4,862 students. A sample size of 400 adolescents aged 13–19 years was selected using a multistage sampling procedure. Five public secondary schools were selected through simple random sampling, while proportionate random sampling was used to select respondents from the schools to ensure adequate representation across class levels and gender.

Data were collected using a structured questionnaire titled Parenting Styles and Adolescents' Wealth Craving Tendency Questionnaire (PSAWCTQ). The parenting styles section was adapted from the Parental Authority Questionnaire (PAQ) developed by Baumrind (1971) and operationalized by Buri (1991), while the wealth craving tendency section was adapted from the Wealth Craving Scale (WCS) developed by Mussel and Hewig (2016). The instrument consisted of three sections covering demographic characteristics, parenting styles, and wealth craving tendencies. To ensure validity, the instrument was subjected to face and content validation by experts in Educational Psychology and Measurement and Evaluation. Reliability was established through a pilot study involving 40 adolescents from a secondary school outside the study area. Data obtained from the pilot study were subjected to Cronbach's Alpha reliability analysis. The reliability coefficients obtained were 0.84 for the Parenting Styles Scale, 0.81 for the Wealth Craving Tendency Scale, and an overall reliability index of 0.83, indicating that the instrument possessed adequate internal consistency for the study. Data were

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analyzed using frequency counts, percentages, mean scores, and standard deviations to answer the research questions. A criterion mean of 2.50 on the four-point Likert scale served as the benchmark for decision-making. Mean scores of 2.50 and above were interpreted as agreement/high influence, while mean scores below 2.50 were interpreted as disagreement/low influence. Pearson Product Moment Correlation (PPMC) was used to determine the relationship between parenting styles and adolescents' wealth craving tendencies, while multiple regression analysis was employed to determine the predictive influence of parenting styles on wealth craving tendencies. All hypotheses were tested at the 0.05 level of significance.

Results

Research Question 1: What is the relationship between parenting styles and adolescents' wealth craving tendencies in Oyo East Local Government Area of Oyo State, Nigeria?

Table 1: Showed influence of authoritarian parenting style on adolescents' wealth craving tendencies in Oyo East Local Government Area (N = 400)

S/N	Statement	SA	A	D	SD	Mean	SD	Remark
1	Strict obedience without questioning	160 (40%)	140 (35%)	60 (15%)	40 (10%)	3.05	0.95	Agree
2	Frequent punishment for failure	150 (37.5%)	145 (36.3%)	65 (16.3%)	40 (10%)	3.01	0.94	Agree
3	Pressure for financial success	170 (42.5%)	130 (32.5%)	60 (15%)	40 (10%)	3.08	0.96	Agree
4	No opinion expression allowed	155 (38.8%)	135 (33.8%)	70 (17.5%)	40 (10%)	3.00	0.93	Agree
5	Wealth seen as freedom from control	165 (41.3%)	140 (35%)	55 (13.8%)	40 (10%)	3.09	0.97	Agree
6	Cluster Mean	-	-	-	-	3.05	0.95	Agree

Source: Author's Fieldwork, 2026

The analysis of the influence of authoritarian parenting style on adolescents' wealth craving tendencies in Oyo East Local Government Area revealed a consistently high level of agreement among respondents. The item mean scores ranged from 3.00 to 3.09, with an overall cluster mean of 3.05 and an average standard deviation of approximately 0.95. Specifically, adolescents agreed that strict obedience without questioning (Mean = 3.05), frequent punishment for failure (Mean = 3.01), pressure for financial success (Mean = 3.08), restriction of opinion expression (Mean = 3.00), and the perception that wealth represents freedom from parental control (Mean = 3.09) were prominent features associated with authoritarian parenting. The relatively low standard deviation indicates a strong consensus among respondents with minimal variation in opinions. Based on the decision benchmark of 2.50, the cluster mean of 3.05 clearly shows that authoritarian parenting style has a high and significant influence on adolescents' wealth craving tendencies in the study area, suggesting that strict and controlling parental practices may contribute to adolescents' heightened desire for financial independence and material possessions as a coping or escape mechanism. This implies that strict discipline, limited autonomy, and high parental control are strongly associated with adolescents' desire for financial independence and material possessions. This result aligns with the study of Kasser (2021) reported that controlling and emotionally restrictive parenting environments often increase adolescents' materialistic orientation as they seek external validation and personal freedom through wealth acquisition. Similarly, Steinberg (2020) emphasised that authoritarian parenting can lead to psychological reactance, where adolescents develop stronger desires for autonomy, often expressed through economic and material aspirations. Balogun (2023) observed adolescents exposed to strict parental control in southwestern Nigeria tend to associate wealth with independence and social freedom. Likewise, Ibrahim (2023) reported that authoritarian parenting in Nigerian households often creates emotional distance, which may push adolescents toward materialistic goals as a substitute for parental warmth and approval. Therefore, the present result reinforces the view that authoritarian parenting style is a significant psychosocial predictor of adolescents' wealth craving tendencies, particularly in environments where economic hardship and social comparison are prevalent.

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Research Question 2: To what extent do authoritarian, authoritative, permissive, and neglectful parenting styles predict adolescents' wealth craving tendencies in Oyo East Local Government Area of Oyo State, Nigeria?

Table 2: Showed that authoritative parenting style positively influences adolescents' behavioural orientation (N = 400)

S/N	Statement	SA	A	D	SD	Mean	SD	Remark
1	Parents listen to my opinions	180 (45%)	150 (37.5%)	50 (12.5%)	20 (5%)	3.23	0.85	Agree
2	Guidance with love and clear rules	190 (47.5%)	140 (35%)	50 (12.5%)	20 (5%)	3.25	0.83	Agree
3	Emotional support for future goals	185 (46.3%)	145 (36.3%)	50 (12.5%)	20 (5%)	3.24	0.84	Agree
4	Teaching financial responsibility	195 (48.8%)	135 (33.8%)	50 (12.5%)	20 (5%)	3.26	0.82	Agree
5	Reduced desire for wealth to impress others	170 (42.5%)	160 (40%)	50 (12.5%)	20 (5%)	3.19	0.88	Agree
6	Cluster Mean					3.23		

Source: Author's Fieldwork, 2026

The analysis presented that respondents generally agreed that authoritative parenting style positively influences adolescents' behavioural orientation and reduces wealth craving tendencies in Oyo East Local Government Area of Oyo State, Nigeria. The item mean scores ranged from 3.19 to 3.26, with a cluster mean of 3.23 and an average standard deviation of approximately 0.84. Specifically, adolescents agreed that their parents listen to their opinions (Mean = 3.23), provide guidance with love and clear rules (Mean = 3.25), offer emotional support for future goals (Mean = 3.24), teach financial responsibility (Mean = 3.26), and reduce the desire to acquire wealth for social display (Mean = 3.19). The closeness of the mean scores indicates a strong and consistent perception among respondents, while the low standard deviation shows minimal variation in responses. Since the cluster mean of 3.23 is above the decision benchmark of 2.50, it implies that authoritative parenting style is widely perceived to reduce adolescents' wealth craving tendencies by promoting emotional stability, value internalization, and responsible financial behaviour**.** This finding is consistent with the study of Kasser (2021) and Dittmar (2022) reported that authoritative parenting is associated with lower levels of materialism because it fosters intrinsic motivation and emotional security rather than external validation through wealth and possessions. Similarly, Ogunlade (2023) observed that adolescents raised under authoritative parenting in southwestern Nigeria demonstrate lower tendencies toward materialistic values and excessive desire for wealth. Likewise, Adebayo (2023) reported that such parenting style promotes financial discipline, moral development, and reduced peer influence on consumption behaviours. Therefore, the present result reinforces the view that authoritative parenting acts as a protective factor against adolescents' wealth craving tendencies, especially in environments where socio-economic pressure and social comparison are high.

Table 3: Shows a moderate positive significant relationship between permissive parenting style and adolescents' wealth craving tendency ($r = 0.41$, $p < 0.05$). Since the p-value (0.000) is less than 0.05, the null hypothesis is rejected. This implies that permissive parenting significantly relates to adolescents' wealth craving tendency.

Table 3: Correlation between Permissive Parenting Style and Adolescents' Wealth Craving (N = 400)

Variables	N	Mean	Std. Deviation	r-value	Sig. (2-tailed)
Permissive Parenting Style	400	2.84	0.76	0.41	0.000
Wealth Craving Tendency	400	3.01	0.82		

Source: Author's Fieldwork, 2026

The result of the Pearson Product Moment Correlation (PPMC) in Table 3 shows a moderate positive significant relationship between permissive parenting style and adolescents' wealth craving tendency ($r = 0.41$, $p < 0.05$). Since the p-value (0.000) is less than 0.05, the null hypothesis is rejected. This implies that permissive parenting significantly relates to adolescents' wealth craving tendency. This implies that permissive parenting style significantly influences adolescents' tendency toward wealth craving and material possession

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desires. The positive correlation indicates that as permissive parenting increases (characterized by lack of discipline, high freedom, and minimal supervision), adolescents' desire for wealth and material possessions also increases. Since the p-value is less than the 0.05 level of significance, the relationship is statistically significant; therefore, the null hypothesis is rejected. This result is consistent with recent empirical findings by Dittmar (2022) and Kasser (2021) reported that adolescents raised in low-control family environments are more likely to develop materialistic values due to weak internal regulation and higher susceptibility to external influence. Similarly, Grusec (2021) and Perry & Bussey (2022) emphasized that permissive parenting reduces adolescents' capacity for self-control and increases reliance on peer and media reinforcement, which often promotes wealth-oriented lifestyles. In the Nigerian context, studies by Ojo (2023) and Yusuf (2022) found that permissive parenting significantly contributes to adolescents' materialistic behaviour and financial desire, especially in urbanizing areas where exposure to luxury lifestyles is high. Likewise, Adebayo (2023) reported that adolescents with minimal parental guidance are more likely to equate wealth with success and social acceptance. Therefore, the present finding reinforces the view that permissive parenting is a significant predictor of adolescents' wealth craving tendencies in the study area.

Table 4: Multiple Regression Analysis of Parenting Styles on Adolescents' Wealth Craving Tendencies (N = 400)

Model	Predictor Variables	B	Std. Error	Beta (β)	t-value	Sig.
1	(Constant)	12.45	1.02	—	12.21	0.000
	Authoritarian Parenting	0.38	0.05	0.32	7.60	0.000
	Authoritative Parenting	-0.45	0.06	-0.36	-7.50	0.000
	Permissive Parenting	0.21	0.05	0.18	4.20	0.000
	Neglectful Parenting	0.52	0.05	0.41	10.40	0.000
R = 0.68	Adjusted R^2 = 0.45	R^2 = 0.46	F(4, 395)=84.12, p <0.05			

Source: Author's Fieldwork, 2026

Table 4 presents the multiple regression analysis showing the joint and relative influence of parenting styles (authoritarian, authoritative, permissive, and neglectful) on adolescents' wealth craving tendencies in Oyo East Local Government Area of Oyo State, Nigeria. The model summary shows that all the parenting styles jointly produced a multiple correlation coefficient (R = 0.68), indicating a strong relationship between parenting styles and adolescents' wealth craving tendencies. The coefficient of determination (R^2 = 0.46) and adjusted R^2 (0.45) reveal that 46% of the variation in adolescents' wealth craving tendencies is explained by parenting styles, while the remaining 54% is accounted for by other variables not included in the model. The F-statistic [$F(4, 395) = 84.12$, $p < 0.05$] confirms that the overall regression model is statistically significant. In terms of relative contribution, neglectful parenting ($\beta = 0.41$, $t = 10.40$, $p < 0.05$) made the strongest positive contribution to adolescents' wealth craving tendencies, followed by authoritarian parenting ($\beta = 0.32$, $t = 7.60$, $p < 0.05$) and permissive parenting ($\beta = 0.18$, $t = 4.20$, $p < 0.05$). This implies that higher levels of neglectful, authoritarian, and permissive parenting styles increase adolescents' tendency toward wealth craving. Conversely, authoritative parenting ($\beta = -0.36$, $t = -7.50$, $p < 0.05$) showed a significant negative influence, indicating that it reduces adolescents' wealth craving tendencies. This means that adolescents who experience warmth, guidance, emotional support, and balanced discipline are less likely to develop excessive materialistic or wealth-driven behaviours is consistent with recent studies by Dittmar (2022) and Kasser (2021), who reported that low emotional warmth and weak parental regulation increase adolescents' materialistic orientation through external validation seeking. Similarly, Grusec (2021) and Perry & Bussey (2022) emphasized that inconsistent or controlling parenting structures reduce self-regulation and increase susceptibility to consumer-driven behaviours. The findings of the study correlated with the study of Adebayo (2023) and Ojo (2023) showing that adolescents exposed to weak supervision and excessive control often associate wealth with freedom, status, and emotional security. Eze (2021) and Ibrahim (2023) further noted that neglectful parenting in particular is strongly linked to adolescents' pursuit of material possessions as a substitute for emotional support and guidance. Conversely, the negative influence of authoritative parenting ($\beta = -0.36$, $p < 0.05$) aligns with Adeyemo (2022) and Ogunlade (2023) found that balanced parenting characterized by warmth and discipline reduces materialistic tendencies by promoting internal values and

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emotional stability. This result reinforced the view that parenting style is a critical determinant of adolescents' wealth craving behaviour in contemporary Nigerian society.

Conclusion

The study concluded that parenting styles significantly influence adolescents' wealth craving tendencies in Oyo East Local Government Area of Oyo State, Nigeria. Specifically, authoritarian, permissive, and neglectful parenting styles were found to increase adolescents' desire for wealth and material possessions, while authoritative parenting style significantly reduced such tendencies. The multiple regression result further confirmed that parenting styles jointly explained a substantial proportion of the variance in adolescents' wealth craving behaviour, indicating that the family environment plays a crucial role in shaping adolescents' materialistic values. Therefore, it is evident that adolescents' orientation toward wealth and material possessions is largely a product of parental influence, with authoritative parenting emerging as the most effective style for promoting balanced value development and reducing excessive materialistic aspirations among adolescents.

Recommendations

This study recommended the following based on the findings:

i. Parents should adopt a more balanced and emotionally supportive parenting approach, particularly by reducing excessive control and promoting open communication, this would help adolescents develop healthier self-esteem and intrinsic value systems that reduce overdependence on material possessions as indicators of success and happiness.
ii. Parents should consistently adopt authoritative parenting practices by combining emotional warmth with reasonable discipline, open communication, and financial guidance, this would help adolescents as well to develop strong self-control, intrinsic values, and reduced dependence on material possessions as a measure of success.
iii. Parents should reduce excessive permissiveness by providing balanced guidance, clear rules, and consistent supervision**,** while still maintaining emotional warmth, so as to help adolescents develop self-control and reduce overexposure to peer and media-driven materialistic values.
iv. Parents should adopt authoritative parenting practices characterized by warmth, guidance, and consistent discipline**,** while reducing authoritarian, permissive, and neglectful tendencies, in order to promote healthy value formation, strengthen adolescents' self-control, and reduce excessive desire for wealth and material possessions.

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