

# The Impact of Material Comfort upon the Life Fulfilment Sentiment

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**Abstract**— Nowadays the material comfort seems to have an increasing influence in our life and in contemporaneous society. Material comfort is the main need promoted in the society marked by globalization - being most often the need to which most of the products and services offered by the big corporations respond.

But material comfort is only a component of our life, and more than this, the material comfort could be only a reflection of the other components of everyday life of each of us and of society, the community where we are living in.

In this paper we made an assessment of the Impact of Material Comfort on the Sentiment of Life Fulfilment and of the Sentiment of Life Fulfilment on the Perception of Material Comfort.

Following the analysis, it was revealed that there is an association between the two variables, each of them having an influence on the other, and the Sentiment of Life Fulfilment shows a stronger influence on the perception of Material Comfort, compared to the influence of the Material Comfort upon the sentiment of Life Fulfilment.

**Index Terms** —Quantitative Analysis, Material Comfort, Revenue, Life Fulfilment, Associations, Influences

## 1 INTRODUCTION

In order to evaluate these influences, we carried out an experimental quantitative study, without any statistical guarantee in the population with higher studies in the south of Romania. During the study we interviewed 120 people who offered to respond to interviews. We opted for this target segment for proximity reasons and to be able to carry out an in-depth analysis of perceptions, beliefs and feelings of fulfilment in life.

## 2. LITERATURE REVIEW

In this research we opted for the analysis of the interaction, of the influences that manifest in the social life between different beliefs, sentiments and perceptions using Onicescu informational statistics.

Professor Emeritus Mihaita Niculae mentioned in *RELATIONS STATISTIQUES FORTES, CACHEES, FAUSSES, ET ILLUSOIRES*: "We can identify the interactions and choose the examples due to the striking and easily detectable aspect of their importance, which otherwise can be detected and using the classical statistics, the discipline that directs experimenter. But, as we empirically and ROBUST try, we prefer the Onicescu informational statistics, which hides meanings of extreme accuracy and sensitivity, a conglomerate provoking informational correlations by which the energies seem to be disruptive of certain tendencies - ideas that are suspected, hypothetical, but verifiable." Mihaita Niculae and Rodica Stanciu Capota, (2003) *STRONG STATISTICAL RELATIONSHIPS, HIDDEN, FALSE, AND ILLUSIONS*, ASE Bucharest Publishing House

Information Energy according to the definition of Acade-

mian Octav Onicescu is the following: „the statistical barometer of the systems measuring the general status of a system, either material or organic, economic or social, on the structure of which we are informed through the frequencies with which its characteristic elements are distributed among its components“ Mihaita Niculae, *THE SHORT PIECE, FOURSOME OF EUGÈNE IONESCO: INFORMATIONAL STATISTICS CHALLENGE*.

## 3. METHODOLOGY

For answering to the question: To what extent does the Cause influences the Effect? we used the MONALIS (acronym from the Methodology of Onicescu Analysis in the Language of Informational Statistics) method according to the description in the Bibliography, the method that includes the following steps:

We used the contingency tables of the results by intersecting the answers to two questions X with alternatives  $X_i$ , where  $i = 1, \dots, r$ , placed as rows (r) of the table, and Y with alternatives  $Y_j$ , with  $j = 1, \dots, c$ , placed in columns (c) of the same table.

The questions considered as segmentation variables (independent, causal, extrinsic, exogenous, stimuli) were placed in the columns of the table.

We cut the tables with 2x2 lines and columns.

Where: Column 1 presents the alternatives of the influenced phenomenon, or effect, that will be evaluated according to the states of the independent phenomenon, or of the inflexion.

Example:

**Table 1: Life Satisfaction Impact on Material Comfort**

Effect (Material Comfort)	Cause (Life Satisfaction)			
	Col.1	2	3	4
	The feeling of life fulfilled / Material Comfort	Acord on life fulfilled	Complete Acord on life fulfilled	Total
	Acord Material Comfort	64	20	84
	Complete Acord on Material Comfort	8	28	36
	Total	72	48	120
		3.4		

Column 3: Antithesis of the first alternative. Column 2 and column 3 change alternately, they are conditioned by alternatives.

Column 4: The total on lines, so on the segments generated by the analysed variable, the variable considered effect.

Column 5: Calculation of Probabilities or Relative Frequencies - Percentages / Chances to which the question refers (Col 2 / Col4).

Column 6: Qualitative Calculation (Col 2 / Col 3) - how many times is the frequency of the response higher comparing to the alternative - Col 3. This is the calculation of the Report for the reference segment versus Control (Relative Risk) for being convinced that we have the right answer to the question.

Column 6 Total is the ratio between the subjects interviewed at the event to which the question is addressed and the control group. In our example, it means that 11 times more likely those who chose Partial Acord regarding the Life Fulfilment to choose Partial Acord for Material Comfort over Total Acord regarding Material Comfort.

Column 7: The evidence of the report from 1 to 1, shows that the report in column 6 is possible.

Column 8 (Odds) - Arithmetic calculation of the Magnitude of the analysed association.

In the first line we have calculated Odds - the chances that a person who has chosen an alternative of the effect variable will move to the other alternative of the effect variable: The maximum between the percentages of column 5 relative to the minimum of the percentages in column 5. In the second line we have (1- max percentages in Col 5) / (1- min percentages in Col 5).

The calculation for which column 5 is constructed is the ratio of Odds calculated on the two lines and thus we obtain the Magnitude of the association.

Column 9: The product of the main diagonal, priority being the first segment from the point of view of the question. The report is calculated to the product of column 2 for relative risk.

Column 10: The Informational Correlation represents for each alternative of the variable Effect: the product of the weights (probabilities) of the alternatives of the causal variable in relation to the total of these in the analysed universe. For the entire universe: the sum of the above products.

The values of the informational correlation can be found in the range 0-1, where the values close to 1 re-flex the lack of association, and the values close to 0 a very strong association, more precisely it reflects the fact that there is influence between the two variables.

Column 11: Onicescu Informational Correlation Coefficient. In each of the lines we have the Information Energy for the two segments generated by segmentation by the cause factor: The sum of the squares of the weights of the segments generated by the event (the effect factor) within the segments generated by the cause factor.

6	7	8	9	10	11
Acord Partial	Very satisfied	odds	inter*-	Ccor	Kcor
3.20	la o pers	3.4	1792	0.37	0.80
0.29	pt. 1	0.31	160	0.06	0.51
11.20	OddR	11.20	11.20	0.44	0.68

So in this case the question will be: To what extent does the cause (the feeling of Life Fulfilment) influence the effect (the perception of Material Comfort)?

The question can also be asked in the following way: What are the chances that a respondent who has chosen the alternative Partial Agreement regarding Life Satisfaction and Partial Agreement Material Comfort not to change his or her choice regarding the effect variable (Perception regarding Material Comfort).

In Column 1 there are the two alternatives:

- Row 1 - event 1 Partial Agreement on Material Comfort and
- Row 1 - event 2 Total Agreement regarding Material Comfort perceptions that will be analysed depending of the influence of the Sentiment of Satisfaction in Life - the second segmentation variable, which was distributed on columns.

In Row 3 we have the total by columns, so the distribution by the second segmentation factor.

Column 2: Frequency in alternatives generated by segmentation by cause phenomenon, (Sentiment of Life Fulfilment); on which we applied the segmentation generated by the effect phenomenon for distribution on rows. In column 2, row 1 there is the maximum number of the four cells.

The coefficient of Onicescu correlation for the entire association is calculated by reporting the Informational Correlation to the radical of the product of the two Informational energies of lines 1 and 2.

The values of the Onicescu Correlation Coefficient can be found in the range 0-1, where the values close to 1 reflect the lack of association, and those close to 0 a very strong association, more precisely reflecting the fact that there is influence between the two variables. The last row in each table gives us the answer to the question: What is the ratio of the target subjects to the antithesis for which the event will occur?

6	7	8	9	10	11
Partial Acord	Very satisfied	odds	inter*-	Ccor	Kcor
8.00	la o pers	2.1	1792	0.17	0.64
0.71	pt. 1	0.19	160	0.19	0.65
11.20	OddR	11.20	11.20	0.35	0.55

#### 4. THE IMPACT OF MATERIAL COMFORT ON THE SENTIMENT OF LIFE FULFILMENT

In this research we analysed both the impact that Material Comfort has on the feeling of Life Fulfilment and the impact that the feeling of Life Fulfilment has on the perception of Material Comfort. On the other hand, we analysed the interaction between the two factors in the case of women and men, as a variable of control.

The results show that the sentiment of Life Fulfilment has a greater impact on the perception of the level of Material Comfort compared to the impact that the perception on the Material Comfort has on the level of satisfaction in life.

As a result of the analysis, we can see that the Odds that those who have expressed Partial Agreement regarding the Life Fulfilment are 3.4 times more likely not to change their considerations regarding the Material Comfort comparing to those who have expressed their Total Agreement regarding the Life Fulfilment. The Informational Correlation is 0.44, and the Onicescu Correlation Coefficient calculated for the influence of the Life Fulfilment on the perception regarding the Material Comfort is 0.68. The Magnitude of the association is 11.2, and Yule's Q 0.84

**Tabel 2: Material Comfort Impact on Life Satisfaction**

		Cause (Material Comf)			
Effect (Life Satisfac- tion)	Col.1	2	3	4	5
	The feeling of life fulfilled / Material Comfort	Acord Materi- al Com- fort	Com- plete Acord on Ma- terial Comfort	Total	P1, p2
	Acord on life fulfilled	64	8	72	88.89 %
	Complete Acord on life fulfilled	20	28	48	41.67 %
	Total	84	36	120	70.00 %
		2.1			

Analyzing the impact of Perception on Material Comfort on the Sentiment of Fulfilment in Life, we can see that for the respondent who has expressed partial agreement about Material Comfort the Odds is 2.1 times more chances not to change his perception of the feeling of fulfilment in life. The Informational Correlation is 0.35, and the Coefficient of Correlation Onicescu in the case of influence of Material Comfort over life-long attachment is 0.55, which demonstrates the existence of influence.

In this case we observe a weaker connection to the dissatisfaction of life satisfaction over the perception of Material Comfort. If we go further and compare the impact of the sentiment of Life Fulfilment on women and then on men, we obtained the following situation:

**Table 3: Influences in the case of Men**

		Cause (Life Satisfaction)			
Effect (Material Comfort )	Col.1	2	3	4	5
	The feeling of life fulfilled / Material Comfort	Acord on life fulfilled	Complete Acord on life fulfilled	Total	P1, p2
	Acord Material Comfort	31	9	40	77.50%
	Complete Acord on Material Comfort	3	6	9	33.33%
	Total	34	15	49	69.39%
		2.3			

6	7	8	9	10	11
satisfied	Partial Acord	odds	inter*-	Ccor	Kcor
3.44	la o pers	2.3	186	0.55	0.84
0.50	pt. 1	0.34	27	0.04	0.52
6.89	OddR	6.89	6.89	0.58	0.8816

In the case of the Men, Odds is 2.3, the Informational Correlation is 0.58, and the Onicesu Correlation Coefficient is 0.88, showing the influence of the Sentiment of Life Fulfilment on the Perception regarding the Material Comfort

Table 4: Influences in the case of Women

		Cause (Life Satisfaction)			
Effect (Material Comfort )	Col.1	2	3	4	5
	The feeling of life fulfilled / Material Comfort	Acord on life fulfilled	Complete Acord on life fulfilled	Total	P1, p2
	Acord Material Comfort	33	11	44	75.00%
	Complete Acord on Material Comfort	5	22	27	18.52%
	Total	38	33	71	53.52%
		4.1			

6	7	8	9	10	11
satisfied	Partial Accord	odds	inter*-	Ccor	Kcor
3.00	la o pers	4.1	726	0.29	0.77
0.23	pt. 1	0.31	55	0.09	0.56
13.20	OddR	13.20	13.20	0.38	0.57616

The Informal Correlation is 0.38, the Onicescu Correlation Coefficient is 0.57, and Odds that a woman who opted for a Partial Agreement on Life Fulfilment and a Partial Agreement on Material Comfort should not move to the Total Agreement on Material Comfort is 4.1, compared to the same Odds of only 2.3 calculated for men. So, the impact of Life Fulfilment upon the Perception of Material Comfort is greater for women.

If we check the impact of Matter Comfort on the Feeling of Satisfaction in Life, we notice that the impact of Perception regarding Material Comfort on the level of Life Satisfaction is stronger for Women. The Informational Correlation is 0.34 for Women and 0.41 for Men. Onicescu's Informational Coefficient is 0.51 for Women and 0.67 for Men. And Odds is 2.6 for Women and 1.5 for Men.

Comparing the influence of the Life Satisfaction upon the Perception regarding the Material Comfort and the influence of Material Comfort on the Sentiment of Life Fulfilment in the case of Women and Men, we can see that in both cases the Sentiment of Life Fulfilment has a stronger influence on the Material Comfort comparing with the Influence of the Material Comfort upon the Sentiment of Life Ful-

filment.

In the case of Men, the Influence of the Feeling of Life Fulfilment - Odds is 2.3, the Influence of Perception of the Material Comfort - Odds 1.5. In the case of Women, the Influence of the Sentiment of Life Fulfilment - Odds 4.1, Influence of the Perception of Material Comfort - Odds 2.6.

The analyze using the control variable demonstrate that our conclusion was correct, the impact being similar in the segments generated by the variable of control.

## 5. THE IMPACT OF INCOME UPON THE SENTIMENT OF LIFE FULFILMENT

In this research we also evaluated the influence of the Sentiment of Life Fulfilment on the Income, as well as the influence of the Income on the Sentiment of the Life Fulfilment, but the two variables are not associated.

Table 5. Influence of Revenue upon Life Fulfillment

		Cause (Revenue)			
Effect (Life Fulfilment)	Col.1	2	3	4	5
	The feeling of life fulfilled / Material Comfort	Acord on Preceence of Arte in Life	Total Acord on Pres-ence of Art in Life	Total	P1, p2
	High comes	46	38	84	54.76%
	Low comes	22	14	36	61.11%
	Total	68	52	120	56.67%
		0.9			

6	7	8	9	10	11
satisfied	Very satisfied	odds	inter*-	Ccor	Kcor
1.21	la o pers	0.9	644	0.49	0.56
1.57	pt. 1	1.16	836	0.09	0.61
0.77	OddR	0.77	0.77	0.58	0.996

The Revenue do not show any influence on the feeling of Life Fulfilment.

For checking the influence, we analyzed also the impact in segment generated by a control variable: gender, and the results were similar. Odds of 0.9 for the total population of respondents, 0.9 in the case of men and 0.9 in the case of women, Onicescu Informational Correlation 0.99 for the total population, 0.97 for Women and 0.97 for Men.

Table 6. Influence of Life Fulfillment upon Revenue

Cause (Life Fulfilment)				
Col.1	2	3	4	5

Effect (Revenue)	The feeling of life fulfilled / Material Comfort	Acord Life Fulfield	Complete Acord on Life Fulfield	Total	P1, p2
	High Incomes	46	22	68	67.65%
	Low Incomes	38	14	52	73.08%
	Total	84	36	120	70.00%
		0.9			

6	7	8	9	10	11
satisfied	Very satisfied	odds	inter*.	Ccor	Kcor
2.09	la o pers	0.9	644	0.33	0.50
2.71	pt. 1	1.20	836	0.18	0.52
0.77	OddR	0.77	0.77	0.51	0.992

Also the Sentiment of Life Fulfilment does not show influence on Revenue (Odds 0.9 for Total Respondent Population, 0.8 for Women and 0.8 for Men. Onicescu Informational Correlation 0.99 for total population, 0.99 for Women and 0.98 for Men).

## 6. CONCLUSION

Noica, in "Simple Introduceri la bunatatea timpului nostru" ("Simple Introductions to the Goodness of Our Time", presents Eliade's demarche as follows: "To a world rummaged by profanity, Eliade "reminds" that, fundamentally, with her all reason, she is not a world if she has no piety. No erudite or prophet ever said it like him: with humanness everywhere." Constantin Noica, (1992) Simple Introduceri la Bunatatea Timpului Nostru pag 207, Humanitas publishing house.

In the analysis presented in this article, the humankind reflected in the Sentiment of Life Fulfilment was emphasized by the strong impact of Life Fulfilment sentiment.

The material comfort has an influence upon the Sentiment of Life Fulfilment, but the Sentiment of Life Fulfilment has a stronger influence upon the Material Comfort.

Another interesting conclusion is that the Revenues do not show an influence upon the Life Fulfilment Sentiment and at the same time are not influenced by the Life Fulfilment Sentiment.

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