

Group Orientation and Self-satisfaction in Japanese Undergraduate Students: A Moderating Effect of Age

1. Research Objective. It is believed, and especially in Western countries, that people are satisfied with themselves when they can show an individual uniqueness; however, in Asian collectivistic cultures, group orientation is more important for satisfaction. It was predicted that as people get older, the need to culturally fit in would be stronger because of the pressure to follow the cultural norms. This study investigated the moderating effect of age on the relationship between group orientation and self-satisfaction in Japanese undergraduate students. 2. Method and Results. Data were collected by questionnaire from 162 Japanese undergraduate students (48.8% male; mean age = 20.49 years). The regression analyses found a significant interaction effect between group orientation and age on self-satisfaction; group orientation had a significant positive effect on the self-satisfaction of older students (+1SD, about 21 years old), but an insignificant effect on younger students (−1SD, about 20 years old). 3. Conclusion and Discussion. The results suggested that there was a large gap between 20 and 21 year-old Japanese undergraduate students in terms of their relationships with society. As the older students had already begun internships and had more opportunities to mix in adult society, they were more inclined to conform to the collectivistic culture, and therefore, the group orientation showed a stronger effect.