While it wouldn’t be wrong to say that most of those in developed countries such as the United States are purely materialistic, it’s better to view their materialistics tendencies as a result of survival in their developed, advanced and wealthy country. Materialism is defined as a person who considers material possessions and physically comfort as more important than spiritual values. This can sometimes be seen as a paradox, as in the United States the need for more materialistic things is a necessity for living in the society, but isn’t apart of the basic necessities of life. For example, from a third world countries perspective having a car, a phone and fancy jewelry is extremely excessive. From a first world perspective in order to live one needs to have a car to get to work on time, a phone to communicate with their associates, and jewelry to get “respect” so that one may efficiently and effectively make money to live. A person doesn’t need these things, but is important in a country where these many materials are needed in order to get money to live. Thus, survival takes on a different definition in regards to the culture and environment. Therefore, keeping the definition of materialistic in mind, anyone regardless of their (first-world or third-world) country can be materialistic whether it be southern, northern, eastern or western.