

Self-construals predict personal life satisfaction with different strengths across societal contexts differing in national wealth and religious heritage.

### **Abstract**

We explore to what extent previously observed pan-cultural association between dimensions of self-construal and personal life satisfaction (PLS) may be moderated by three national-contextual variables: national wealth, economic inequality, and religious heritage. The results showed that Self-reliance (vs. dependence on others) predicted PLS positively in poorer countries but negatively in richer countries. Connectedness to others (vs. self-containment) predicted PLS more strongly in Protestant-heritage countries. Self-expression (vs. harmony) predicted PLS more weakly (and non-significantly) in Muslim-heritage countries. In contrast, previously reported associations of self-direction (vs. reception-to-influence), consistency (vs. variability), and decontextualized (vs. contextualized) self-understanding with personal life satisfaction were not significantly moderated by these aspects of societal context. These results show the importance of considering the impact of national religious and economic context.