

Compulsive Buying Behavior and Online Shopping Addiction among Health Science Teachers

Mandeep Kaur¹, S K Maheshwari², Anil Kumar³

¹Lecturer, A. P. S. College of Nursing Jalandhar, Malsian, Punjab ²Associate Professor & HOD, Department of Psychiatric Nursing, ³Lecturer, University College of Nursing, BFUHS, Faridkot (Pb), India

ABSTRACT

BACKGROUND: Online shopping is a form of electronic commerce which allows consumers to directly purchase the product or services from seller over the internet using web browser. some are suffer from oniomania **AIM:** This study is aimed to assess the compulsive buying behavior and online shopping addiction among health sciences teachers working in selected colleges at Punjab. **METHOD:** Quantitative, descriptive, cross-sectional survey approach was used to assess compulsive buying behavior and online shopping addiction among conveniently selected 200 health science teachers by using socio demographic data sheet, online shopping behavior questionnaire, compulsive buying measurement scale, and bergen shopping addiction scale. **RESULTS:** One third (31.5%) of the teachers were unable to resist the sales and 40.5% of the teachers purchase something instead of saving. A 21.5% of the teachers continued to shop despite having debts. Teachers preferred to shop from Amazon site once a month, spend average 500-1000/- Rs per month and mostly preferred things related to fashion (men/ women) for purchase online. Majority of the teachers were shopping from 1-2 years due to availability of wide variety of products. Two third of the (31.5%) teachers had high compulsive buying behavior. There is moderate positive correlation between compulsive and online shopping addiction. **CONCLUSION:** It can be concluded that there was significant positive relationship of compulsive buying behavior with online shopping addiction. Health care professional should take early initiative to avoid possible psychological and physical problems among online shoppers.

KEY WORDS: compulsive buying behavior, online shopping addiction, Health science teachers

INTRODUCTION

It is unquestionable that the digital revolution exerts one of the most powerful influences on consumer behavior and the internet's impact on the now a day's society will continue to extend itself as more and more people become internet users.¹

Liang and Lai (2000)² explains that both online and traditional shopping process. Online shopping just like a shop in the neighborhood, selling all type of goods but with some prominent differences. Rohm and Swaninathan³ identified four categories and named them "convenience shoppers, variety seekers, balanced buyers, and store-oriented shoppers".

Online shopping has become much easier since fashion brands have started displaying their design on phone application. Now a day everyone like to pass their free time by surfing here and there on the online shopping

sites. For many respondents, the online shopping has almost become an addiction⁴

Addictive behaviour is a term applied to excessive behaviour that has negative consequences. The word "addiction" is most often used by clinicians to refer to a condition that involves intense preoccupation with the behaviour and leads to physiological changes particularly in the brain. It is characterised by a loss of control and negative outcomes for the individual either psychologically, physically or socially⁵

Online shopping addiction characterized by anxiety, persistent need to spend excessive amount of time and money on the computer, neglecting other duties and family relationships, feeling empty or irritable when not shopping online, lying to other people about amount of time or money spent on online shopping and withdrawing from other pleasurable activities.⁶

Sometimes the person do the online shopping and visit the sites but gradually they use the shopping sites during the stress and to relieve the anxiety and spend excessive amount of time and money, often buying things which are neither wanted or used that behavior becomes the compulsive buying behavior⁶

Compulsive buying disorder (CBD), or oniomania (from Greek *ónios* “for sale” and *manía* “insanity” “is characterized by an obsession with shopping and buying behavior that causes adverse consequences.”⁷ According to Kellett and Bolton,⁷ compulsive buying “is experienced as an irresistible–uncontrollable urge, resulting in excessive, expensive and time-consuming retail activity [that is] typically prompted by negative affectivity” and results in “gross social, personal and/or financial difficulties”.

Compulsive shopping behavior is often accompanied by depression, anxiety and other negative emotions. Indeed, people affected by compulsive shopping disorder often report an uncomfortable tension that is relieved, at least temporarily, by shopping.⁸

Despite this temporary relief, many people with compulsive shopping disorder feel disappointed with themselves and depressed about their apparent lack of control over their behavior.⁸

Compulsive buying behavior is important issue for health science profession research because it negatively influence society as well as individual’ s psychology.⁹ Affected persons exhibit increased impulsiveness, deficits in impulse control (self-control), low self-esteem, depression, social anxiety, money management difficulties, disruption of autonomy orientation, and a greater materialistic orientation¹⁰⁻¹¹ Researchers felt that compulsive spending behavior may be burden to the families so it is important to study their compulsive spending behavior and online shopping among health science teachers as it cause harm not only to the individuals but also to the society in the form of debt, bankruptcies and dysfunctional families.

MATERIALS AND METHOD

A quantitative, non-experimental, descriptive, cross sectional survey research approach was used to assess compulsive buying behavior and self efficacy towards online shopping addiction among health science teachers. The present study was conducted in 22 colleges

related to health sciences in Punjab. The colleges were selected on the basis of expected availability of teachers, giving permission to conduct the study and convenience in terms of distance. The population under study was health science teachers working in selected colleges of Punjab. Sample consisted of those meeting the inclusion criteria were selected by the researcher for the study. A sample of 200 health science teachers was taken conveniently for study. Following tools were used to measure variable under study:-

Socio demographic data sheet

It is a self-administered tool prepared by the investigators and used to measure the socio demographic profile of subjects. It consists of 10 items which are age, gender, religion, marital status, type of family, area of residing, education, occupation, working specialty, monthly income. Total administration time for this tool was approximately 3-5 minutes. Content validity of the tool is determined by expert in the field of psychiatry, psychology and nursing respectively. Reliability was done by test-retest method and it was found $r = 0.9$

Online shopping behavior questionnaire

It is an 11 items self-administered tool prepared by the investigator and used to assess the online shopping behavior of the subjects. Tool administration time for this tool was approximately 3-5 minutes. Content validity of the tool is determined by expert in the field of psychiatry, psychology and nursing respectively. Reliability was done by test-retest method and it was found 0.76

Compulsive buying scale¹²

Compulsive buying scale is standardized and reliable scale to measure the compulsive buying behavior of the subjects. It includes 13 items and all are positive worded. All items are in question form and scored on five-point likert scale ranging from strongly agree to strongly disagree. The items were scored as 5,4,3,2 and 1 respectively. Score can range between 13-65, if total score is 42.2 and higher then behavior is considered as compulsive buying behavior. Total administration time is approximately 5-10 minutes. Reliability of the scale was determined by test retest reliability which was ($r = 0.840$)

Bergen shopping addiction scale¹³

Bergen shopping addiction scale is a 28 items,

standardized and reliable tool and used in present study to measure shopping addiction of the subjects. It has seven addiction criteria (salience, mood modification, conflict, tolerance, withdrawal, relapse, and problems). All items are scored on five-point Likert scale ranging from completely disagree to completely agree. All items are scored from 0 to 4. Score ranges 0- 112, higher score indicate that subject has higher shopping addiction. Total administration time is approximately 5-15 minutes. Reliability of the scale was determined by test retest reliability which was ($r= 0.919$)

Try out of the tool was done to ensure the reliability and understanding of the tool. Pilot study was conducted and the study was found to be feasible.

Prior to administration to tools, a participant information sheet explaining the purpose of the study was readout and handed over to the subject. All the questions and queries were discussed and sort out before actual data collection. An informed written consent form was signed by each subject before data collection. All the subjects were ensured that confidentiality and anonymity was maintained throughout the study. Permission was obtained from Institutional Ethical Committee to carry out the study. Written permission was also obtained from various Principle or director of the colleges before data collection.

The data was analyzed by Statistical Package for Social Sciences (SPSS) version 16. The $p<0.05$ level was established as a criterion of statistical significance for all the statistical procedures performed. Appropriate descriptive and inferential statistics were employed to analyze data.

RESULTS

Socio-demographic profile: Mean age of the subject was 30.07 (SD-5.54) years. Maximum of the

subjects were female (87.5%), Sikh (73.5%), married (61%), and living in nuclear families (64.5%). More than half (58.5%) of the subjects educated up to bachelor degree. Majority (90%) of the subjects were doing private jobs and working in nursing sciences and earning to Rs.10,000 to 50,000/ month.

Table 1: Frequency and percentage distribution of the subjects as per their online shopping addiction behavior N = 200

Name of attribute		f	%
Unable to resist sales	Yes	63	31.5%
	No	137	68.5%
Purchase something instead of saving	Yes	81	40.5%
	No	119	59.5%
Continued to shop or spend despite having debts	Yes	43	21.5%
	No	157	78.5%
Still over-shopped or overspent again after telling to self this is my last time	Yes	74	37%
	No	126	63%

Table 1 shows that One third (31.5%) of the subjects were unable to resist the sales and more than one third (40.5%) of the subjects purchase something instead of saving Minimum (21.5%) of the subjects continued to shop or spend despite having debts whereas more than one third (37%) of the subjects were told ourselves this is my last time” and still over-shopped or overspent again. Majority of the subjects preferred amazon site.

Table 2: Frequency and percentage distribution of subjects as per their online shopping behavior (N=200)

Name of attribute	Sub attributes	f	%
Frequency of visiting online shopping sites	Once a day	46	23%
	Once a month	88	44%
	Once a 6 month	41	20.5%
	More than once a 6 month	25	12.5%
Average monthly expenditure on online shopping	Less than 500 RS	61	30.5%
	500- 1000 RS	68	34%
	1000-1500 RS	48	24%
	More than 2000 RS	23	11.5%

Cont... Table 2: Frequency and percentage distribution of subjects as per their online shopping behavior (N=200)

Things preferred for purchasing online	Fashion (men/ women)	Yes	139	69.5%
		No	61	30.5%
	Mobiles & electronics	Yes	34	17%
		No	166	83%
	Home & living	Yes	30	15%
		No	170	85%
Daily needs	Yes	42	21%	
	No	158	79%	

Table 2 shows that maximum (44%) of the subjects visit online shopping sites once a month, they spend average 500-1000/- Rs per month and 69.5% of the subjects mostly preferred things fashion (men/ women) for purchase online.

Table 3 shows that One third (36%) of the subjects were shopping from 1-2 years, they choose online shopping because of availability of wide variety of products and spend 0-2 hours in a day for online shopping.

Table 3: Frequency and percentage distribution of subjects as per their online shopping behavior N=200

Name of attribute	Sub attribute	f	%	
Experience of online shopping	< 1 year	65	32.5%	
	1-2 year	72	36%	
	3-4 year	47	23.5%	
	> 5 year	16	8%	
Reason for choosing online shopping	Various mode of payment	Yes	44	22%
		No	156	78%
	Wide variety of products	Yes	92	46%
		No	108	54%
	Lower prices	Yes	38	19%
		No	162	81%
	Easy buying process	Yes	61	30.5%
		No	139	69.5%
More discount	Yes	59	29.5%	
	No	141	70.5%	
Hours spend on the online shopping sites in a day	0-2	179	89.5%	
	2-4	13	6.5%	
	4-6	5	2.5%	
	>6	3	1.5%	

Table 4 reveals that mean score of the compulsive buying behavior was 34.98 ± 9.6 . Hence, it can be said that subjects had moderately high compulsive buying behavior. Similarly, mean (SD) of the online shopping addiction was found to be 37.31(16.35) which is also very high.

Table 4: Mean (SD) of the compulsive buying behavior and online shopping addiction among health science teachers (N=200)

Variable	Mean± SD	Range as per the scale	Minimum obtained score	Maximum obtained score
Compulsive buying behavior	34.98 ± 9.6	13-65	13	60
Online shopping addiction	37.31±16.35	0-112	1	103

Figure 1 shows that one third of the subjects (31.5%) had high compulsive buying behavior (score >42.2) and 68.5% of the subjects had low compulsive buying behavior (score <42.2). Hence, it can be concluded that subjects had high compulsive buying behavior

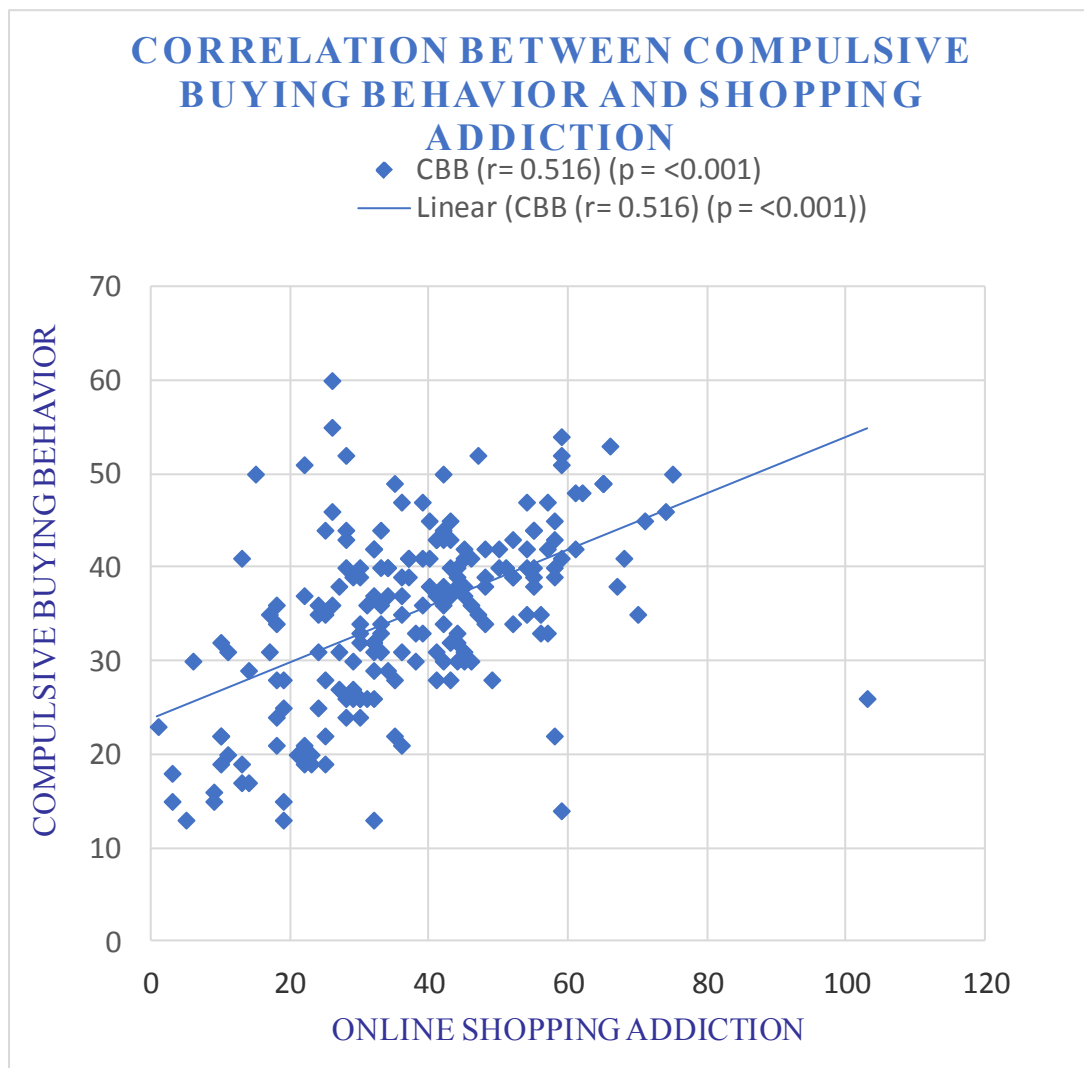
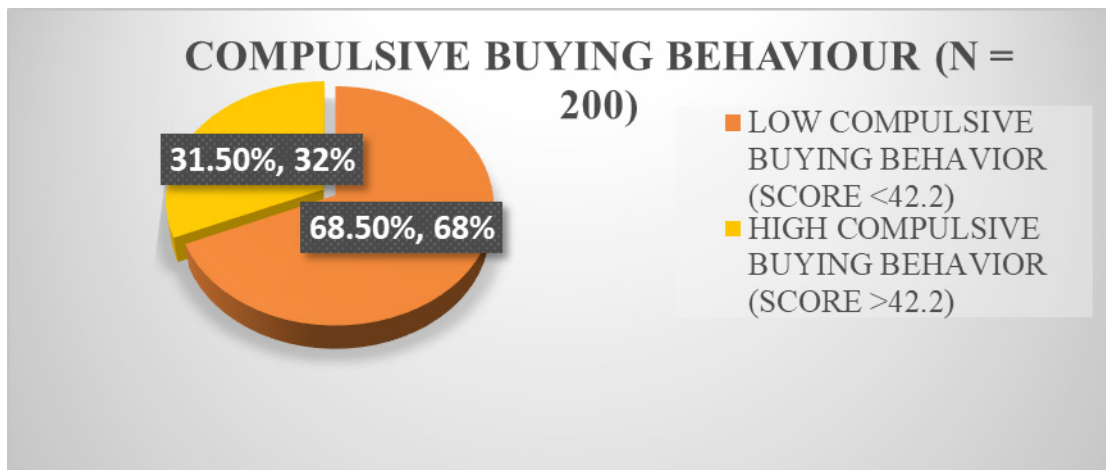


Figure 1: Distribution of subjects as per their compulsive buying behavior

Figure 2 shows a significant moderate positive correlation between compulsive buying behavior and online shopping addiction at p value <0.001 (r = 0.516).

Hence, it can be concluded that there is moderate positive correlation between compulsive and online shopping addiction. Compulsive buying can result into shopping addiction or vice versa.



**Correlation is significant at the 0.05 level (2-tailed)

Figure 2: Relationship of compulsive buying behavior and online shopping addiction of the subjects

DISCUSSION

The present study is an attempt to assess the compulsive buying behavior and towards online shopping addiction among health science teachers. Result reveals that females (87.5%) were more shopaholic than males (12.5%). The findings of study are supported by Sharma K (2014)⁴ found that female (94%) was doing more shopping as comparison to males (6%). In the present study, more than the half (58.5%) of the subjects had education up to graduation. The finding of study is supported by R Ganpathi¹⁴ found that maximum subjects were educated up to graduation. One third (36%) of the subjects were shopping from 1-2 years, 30.5% of the subjects were shopping from 1 year, 23.5% from 3-4 years and 8% were shopping from more than 5 years. The finding are supported by Agarwal S (2015)¹⁵ found that maximum subjects were shopping from 1-2 years followed by 1 year, 3-4 years, more than 5 years. Maximum subjects choose online shopping because of the availability of the wide variety of the products and easy buying process. This finding of the supported by Agarwal S (2015)¹⁵ found that mostly subjects choose online shopping sites because of the wide variety of the products and easy buying process. It was found that 31.5% of the subjects had high compulsive buying behavior which is in consistent with Lee S H and Workman J E(2015)¹⁶ who revealed that 18% of the subjects had compulsive buying behavior.

CONCLUSION

Study concluded that majority of the online shoppers were female, who residing in urban area, belonged nuclear families, educated up to bachelor degree. Majority of the subjects were married, working in nursing sciences. Nearly one third of the (31.5%) health science teachers had high compulsive buying behavior. Compulsive buying behavior can result in to shopping addiction or vice versa.

IMPLICATIONS AND RECOMMENDATIONS

Health care professionals should be taught about the oniomania, sign and symptoms of compulsive buying behavior. Psychoeducation should be provided to nurses who have engaged in online shopping activities during stress and to relieve the anxiety and depression because they more prove to occur compulsive buying behavior. Conferences and workshops should be conducted by the faculty members to create the awareness about the negative consequences of compulsive buying behaviour. This will help the public awareness and understanding of the problematic nature of this behavior.

LIMITATIONS

Present study was limited to group of health science teachers. So, studies should be conducted on large sample size with different variables on different

population and study may be conducted to assess relationship between depression and online shopping addiction. The online shoppers who may have compulsive buying behavior and addiction towards online shopping were not health science professionals could not be included in the study.

Financial and Material Support: Nil

Conflicts of Interest: Nil

Ethical Clearance: Ethical clearance was taken from Institutional Ethical Committee of BFUHS, Faridkot, Punjab to carry out the study.

REFERENCES

1. Munthiu MC. Social and Behavior sciences. WCBEM. 2012 October; p. 184-188.
2. Sharma N. A study on consumers perceived risk towards online shopping. Gujarat. 2017 december. Available from: <https://www.gtu.ac.in>
3. Rohm, Andrew J; Swaminathan, Vanitha. "A typology of online shoppers based on shopping motivations". *Journal of Business Research. Marketing on the web – behavioral, strategy and practices and public policy.* 57 (7): 748–757. doi:10.1016/S0148-2963(02)00351-X.
4. SHARMA K. Explore People Perception. [Online].2015. <http://khushandra.blogspot.in/2015/07/youngsters-addiction-towards-online.html>.
5. Rose S and Dhandayudhum A. towards an understanding of internet based problem shopping behaviour. *journal of behavioural addiction.* 2014 February.
6. Online shopping introduction. 2018 may. http://www.rightdiagnosis.com/o/online_shopping_addiction/intro.htm#
7. Kellett S and Bolton J V .Compulsive buying : A cognitive-behavioural model". *Clinical Psychology and Psychotherapy.*2009; 16 (2): 83–99. Available from : doi:10.1002/cpp.585. PMID 19229837.
8. Owen K. Compulsive shopping disorder characteristics. 2017 march. Available from: <https://www.verywellmind.com/what-is-compulsive-shopping-disorder-2510592>
9. Kefi S and Kefi Z. study to assess the script-based study of compulsive buying behavior. France. 2018 April. Available from: <https://nanopdf.com>
10. Raab G, Neumer M, Elger C.E, Weber B. A neurological study of compulsive buying behaviour. 2011 december. Available from: www.researchgate.net
11. Mohanraj PM. An empirical study on consumers' compulsive buying behaviour. *Great lakes herald.* 2017 March; 11. Available from: Greatlakes.edu.in
12. Valence, D' Astous and Fortier. compulsive buying scale. Available from: www.shopaholicsanonymous.org
13. Andressen CS, Griffiths MD, Pallesen S, Bilder RM, Torsheim T and Aboujaoude E. the bergen shopping addiction scale. Available from: <https://www.frontiersin.org>
14. Ganapathi R. a study on factors affecting online shopping behavior. 2014 Available from: <https://www.innovativepublication.com> .
15. Agarwal DS. A study of factors affecting online shopping behaviour. *Tactful Management Research Journal.* 2015. available from: <https://www.coursehero.com/file/13930561/346-1/>
16. Lee SH and Workman JE. Compulsive buying and branding phenomena. *Journal of Open Innovation: Technology, Market, and Complexity.* 2015 august. available from: <https://doi.org/10.1186/s40852-015-0004-x>