

# A Study to Assess the Correlation Between Compulsive Buying Behaviour and Psychological Distress Among Females of Selected City

Mr. Sandip Keshav Virkar<sup>1</sup>, Dr. Kanwaljeet Kaur<sup>2</sup>,  
Dr. Supriya Chinchpure<sup>3</sup>

<sup>1</sup>Nursing Student, Psychiatric Nursing, M.G.M. Mother Teresa College of Nursing Chh.Sambhajinagar, India,

<sup>2</sup>Professor, M.G.M. Mother Teresa College of Nursing, Chh.Sambhajinagar, India,

<sup>3</sup>Principal, Dr.Hedgewar College Of Nursing Chh.Sambhajinagar, India,

## ABSTRACT:

**INTRODUCTION:** Shopping is a commonplace event; compulsive shoppers may have no idea they have an addictive relationship to the activity. Potential symptoms of a shopping addiction include a persistent desire to shop for unnecessary items; persistent difficulty avoiding the actual purchase of unnecessary items; devotion of large amounts of time toward planning shopping trips, even when the object of a trip is trivial or nonessential; the onset of serious financial problems that stem from uncontrolled shopping behaviours; and the onset of serious personal, school-related or job-related problems that stem from uncontrolled shopping behaviors.

**OBJECTIVE OF THE STUDY:** 1) To assess the compulsive buying behaviour in among females of selected city. 2) To assess the psychological distress among females of selected city. 3) To find out the co-relation between compulsive buying behaviour and psychological distress among females of selected city. 4) To find out the association between the compulsive buying behaviour and psychological distress with demographical variables.

**MATERIAL AND METHOD:** The design adopted for study was descriptive-correlational study design. The study sample comprised of 105 females who are selected through a non-probability purposive sampling technique from the selected institutes in the city. A Modified compulsive buying behaviour scale and modified psychological distress scale was used to evaluate the compulsive buying behaviour and psychological distress.

**RESULTS:** indicates the correlation between compulsive buying behaviour and psychological distress among females. Karl Pearson correlation coefficient test was used to check the correlation. The graph indicated that while correlating the compulsive buying behaviour and psychological distress among females, the mean for compulsive buying behaviour was 51.45 and SD 15.42 and for psychological distress mean was 54.64 and SD 13.98. Pearson correlation coefficient value is 0.99 which suggests there is very strong correlation between two variable and P value is 0.31 which is  $>0.05$  hence it is not significant.

**CONCLUSION:** The present study is to assess the correlation between compulsive buying behaviour and psychological distress among females of selected city. The findings of the study showed that

maximum female had Moderate compulsive buying behaviour similarly maximum females had moderate psychological distress. This study also proved that there is very strong relation between compulsive buying behaviour and psychological distress among the selected females.

**KEYWORDS:** correlation, compulsive buying behaviour, psychological distress, females.

## INTRODUCTION

When we hear the word ‘shopping’, we usually think of traditional shopping, i.e., visiting shops and buying goods from them. The main advantage of traditional shopping is that customers are actually able to see what they are buying before they make the payment. Online shopping is the activity of purchasing products and services over the internet.<sup>1</sup>

Female who shops a lot tends to have an open attitude toward their enjoyment of the process, and also have a relative willingness to discuss this enjoyment with others. This is often how compulsive shopping in women develops. Compulsive shopping, also known as shopping addiction, is an unofficial mental health disorder characterized by shopping or spending behaviors.<sup>2</sup>

Compulsive buying behaviour, also known as compulsive shopping disorder, is a phenomenon that has gained significant attention in recent years. It refers to an irresistible urge to purchase items, even when there is no real need or desire for them. The rise of e-commerce and online shopping platforms has made it easier for individuals to indulge in compulsive buying behaviour and has resulted in a growing number of cases of online shopping addiction among women. The phenomenon is particularly prevalent among women due to their heightened emotional and psychological engagement with shopping, as well as the social and cultural pressure to look good and keep up with the latest trends.<sup>2</sup>

Compulsive buying may be a way to cope with negative emotions or underlying mental health conditions such as anxiety or depression.<sup>3</sup>

## NEED OF THE STUDY

Compulsive buying is relatively new addictive disorder that interferes with everyday functioning and may result in serious psychological and financial problem. A very few data are currently available regarding this behavioral addiction. Most clinical studies report that women are much more likely to become compulsive buyer than men.<sup>4</sup>

Previous research indicates that adolescents, girls and young people present a high risk for becoming compulsive buyers. Specifically, the group between 18 and 24 years of age has been singled out in relation with the initiation of compulsive buying.<sup>5</sup>

With the development of information technology and logistics transportation, online buying has become more convenient and popular. Some Internet users shop online so frequently that they seem “compulsive” in their buying habits.<sup>6</sup>

Compulsive buying is a potentially devastating problem involving repetitive urges to shop and uncontrolled spending behavior. Prevalence of CB in the general population has been estimated at 5.8%.<sup>7</sup>

## SUBJECTS AND METHODS

The design adopted for present study is Correlational descriptive research approach design. Data was collected by implementing the Modified compulsive buying behavior scale and modified psychological

distress scale. 105 samples from selected city were selected by using non-probability purposive sampling technique.

**RESULTS**

The study used a descriptive correlational research design with 105 females to assess compulsive buying behavior and psychological distress. Findings showed that most participants had moderate compulsive buying behavior (74.28%) and moderate psychological distress (78%), while fewer females showed mild or severe levels. The Pearson correlation coefficient ( $r = 0.99$ ) indicated a very strong positive relationship between compulsive buying behavior and psychological distress; however, the p-value (0.31) suggested that the relationship was statistically not significant. Significant associations were found between compulsive buying behavior and demographic variables such as age, education, and living situation, while psychological distress was associated mainly with age and educational status.

**DISCUSSION**

The study highlights that females with higher compulsive buying tendencies tend to experience increased psychological distress, supporting previous research indicating emotional factors influence compulsive purchasing behavior. Similar studies reported that young females and individuals with materialistic values are more vulnerable to distress and compulsive buying patterns. Although the present study found a strong correlation, the lack of statistical significance suggests the need for larger samples and further research to confirm the relationship. Overall, the findings emphasize the importance of awareness, early identification, and educational interventions to manage compulsive buying behavior and reduce psychological distress among females.

**SECTION I**

Frequency and percentage distribution of socio demographic variables.

**Table 1 : Frequency and percentages distribution of Adolescents with their age, Marital status, Educational status and Occupational status= 105**

Variables		Frequency	Percentage
<b>1. Age</b>	a) 21 - 28 years	39	37.1
	b) 29 - 36 years	25	23.8
	c) 37 - 44 years	21	20
	d) 45 – 50 years and above	20	19
<b>2. Marital status</b>	a) Single	34	32.4
	b) Married	61	58.1
	c) Widowed	5	4.8
	d) Divorced	5	4.8
<b>3. Educational status</b>	a) primary/secondary education	15	14.28
	b) Graduate	36	34.28
	c) Under graduate	42	40
	d) Post graduate	12	11.42
<b>4. Occupational status</b>	a) student	48	45.7
	b) Doctor	13	12.4

	c) Nurse	8	7.6
	d)Teacher	15	14.3
	e) others	21	20

**Table 2: Frequency and percentages distribution of Adolescents with their Monthly income, Type of shopping and current living Situation. N= 105**

Variables		Frequency	Percentage
<b>5. Monthly income</b>	a) 5000-15,000 Rs.	19	18.1
	b) 15,000- 30,000 Rs.	23	21.9
	c) 30,000- 45,000 Rs.	41	39
	d) 45,000 Rs. And above	22	21
<b>6. Type of shopping</b>	a) Online	32	30.5
	b) Offline	24	22.9
	c) Both	49	46.7
<b>7. Current living Situation</b>	a) With family	56	53.3
	b) Without family	49	46.7

**Section II: Assessment of Compulsive buying behavior among females.**

**Table 3: Frequency and percentage distribution of Compulsive buying behavior among females.**

Samples		Compulsive buying behavior	
		Frequency (N)	Percentage (%)
Females (105)	Mild	16	15.23%
	Moderate	78	74.28%
	Severe	11	10.47%

**Section III: Assessment of Psychological distress among females.**

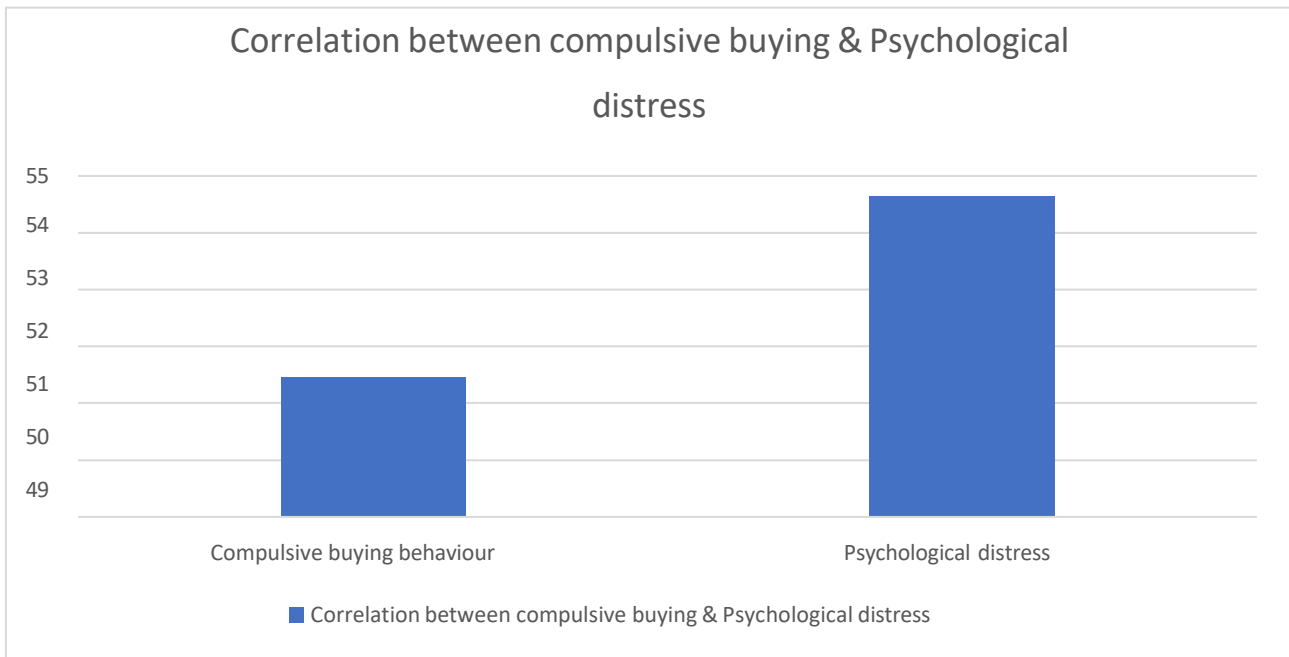
**Table 4: Frequency and percentage distribution of psychological distress among females.**

Samples		Psychological distress	
		Frequency (N)	Percentage (%)
Females (105)	Mild	7	7 %
	Moderate	82	78 %
	Severe	16	15 %

**Section IV: Determination of Correlation between compulsive buying behavior and psychological distress among female.**

**Table 5: Correlation between compulsive buying behavior and psychological distress among females.**

Variables		Mean	Sd	“r”	P value	Results
Females	Compulsive buying behaviour	51.45	15.42	0.99	0.31	NS
	Psychological distress	54.64	13.98			
Females	Compulsive buying behaviour	51.45	15.42	0.99	0.31	NS
	Psychological distress	54.64	13.98			



**Fig 1: Bar graph showing the correlation between compulsive buying behavior and psychological distress among female.**

The above bar graph indicates the correlation between compulsive buying behavior and psychological distress among female. Karl Pearson correlation coefficient test was used to check the correlation. The graph indicated that while correlating the compulsive buying behavior and psychological distress among female the mean for compulsive buying behavior was 51.45 and SD 15.42 and for psychological distress mean was 54.64 and SD 13.98 Pearson correlation coefficient value is 0.99 which suggests there is very strong correlation between two variable and P value is 0.31 which is  $>0.05$  hence it is not significant.

**CONCLUSION:**

The present study is to assess the correlation between compulsive buying behavior and psychological distress among females of selected city. The findings of the study showed that maximum female had Moderate compulsive buying behavior similarly maximum female had moderate psychological distress. This study also proved that there is very strong relation between compulsive buying behavior and psychological distress among the selected females.

## REFERENCES:

1. Hasa. What is the difference between online shopping and traditional shopping. Pediaa.com. 2020 [cited 2025 Apr 14].
2. Woodruffe HR. Compensatory consumption: why women go shopping when they're fed up and other stories. *Mark Intell Plan.* 1997;15(7):325–34.
3. Compulsive shopping: Symptoms, causes, and treatment. *Therapist.com.* 2022 [cited 2024 May 2].
4. Biolcati R. The role of self-esteem and fear of negative evaluation in compulsive buying. *Front Psychiatry.* 2017;8:258753.
5. Villardefrancos E, Otero-López JM. Compulsive buying in university students: Its prevalence and relationships with materialism, psychological distress symptoms, and subjective well-being. *Compr Psychiatry.* 2016;65:128–35.
6. Zheng Y, Yang X, Liu Q, Chu X, Huang Q, Zhou Z. Perceived stress and online compulsive buying among women: A moderated mediation model. *Comput Hum Behav.* 2020;103:13–20.
7. Harvanko A, Lust K, Odlaug BL, Schreiber LR, Derbyshire K, Christenson G, et al. Prevalence and characteristics of compulsive buying in college students. *Psychiatry Res.* 2013;210(3):1079–85.