

## **Influence of compulsive buying on personality dimensions among women**

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### **ABSTRACT**

This present study titled as “Influence of compulsive buying on personality dimensions among college students” is carried out to find the relationship between compulsive buying and personality dimensions and to find the difference between groups in compulsive buying and Personality Dimensions. For this purpose, 120 females were selected by using purposive sampling method. These persons were working in various organization in and around Coimbatore of Tamilnadu. After the collection of data suitable statistical tools were applied to analyze the data. The results show that there is a no relationship between exists between Extraversion and Compulsive buying ( $r=-0.0648$ ). And it also shows that there is no relationship exists between agreeableness and compulsive buying ( $r=-0.0085$ ). and it also shows there is a positive relationship exist between Conscientiousness and compulsive buying ( $r=0.0061$ ). And it also there is no relationship between Neuroticism and compulsive buying ( $r=-0.0351$ ). And it also there is a positive relationship exists between Openness and compulsive buying ( $r=0.0508$ ).

**Keywords:** *Compulsive buying, Personality, Big five, Women.*

**P**ersonality is what makes an individual unique. It is the uniqueness that impels us to enquire into the pertinent different among the individuals. A pleasing personality has a marketable value in the society. Personality is a factor to be comprehended meticulously as it is considers being the sum total of behaviour of an individual in relation to the society.

The term ‘Personality’ emanates from the Latin word ‘Persona’ that was associated with Greek theatre. The mask worn by actor was called ‘Persona’. The mask or persona of the actor implied a cover for the real person behind it. The term personality in English ‘Personalite’ in French, ‘personlichkeit’ in German has a close similitude with the personalities of Medieval Latin.

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### ***Objectives***

1. To find the difference in the level of Self- Control and Extraversion of the sample
2. To find the difference in the level of Self- Control and Agreeableness of the sample.
3. To find the difference in the level of Self- Control and Conscientiousness of the sample.
4. To find the difference in the level of Self- Control and Neuroticism of the sample
5. To find the difference in the level of Self- Control and Openness of the sample
6. To assess the relationship between Extraversion and Compulsive buying of the sample.
7. To assess the relationship between Agreeableness and Compulsive buying of the sample.
8. To assess the relationship between Conscientiousness and Compulsive buying of the sample.
9. To assess the relationship between Neuroticism and Compulsive buying of the sample.
10. To assess the relationship between Openness and Compulsive buying of the sample.

### ***Hypotheses***

1. There will be a significant difference between Male and female in Extraversion
2. There will be a significant difference between Male and female in Agreeableness.
3. There will be a significant difference between Male and female in Conscientiousness.
4. There will be a significant difference between Male and female in Neuroticism.
5. There will be a significant difference between Male and female in Openness.
6. There will be a significant difference between Male and female in Compulsive buying.
7. There will be no significant relationship between the compulsive buying and Extraversion of  
1. sample.
8. There will be no significant relationship between the compulsive buying and Agreeableness of  
2. sample.
9. There will be no significant relationship between the compulsive buying and Conscientiousness of  
3. sample
10. There will be no significant relationship between the compulsive buying and Neuroticism.
11. There will be no significant relationship between the compulsive buying and openness.

### ***Sample***

A total of 120 female samples were selected from the population to study the relationship between the compulsive buying and personality dimensions. The samples were working in the various organizations in and around Coimbatore District, Tamilnadu. The age range of the sample between 18 to 25. They were selected by purposive sampling method.

### ***Area***

The Samples were chosen for study were living in rural and urban areas of Coimbatore district of Tamilnadu. They are all were working in different organizations in Coimbatore.

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### Tools

Selection of tests and tools is a very important aspect of any research, since it is the key to gaining information. The following tools were employed to conduct the study.

1. THE BIG FIVE INVENTORY is developed by John, O. P., & Srivastava, S. (1999).
2. COMPULSIVE BUYING SCALE developed by Tangney, J. P., R. F. Baumeister, et al. (2004).

### Procedure

Initially, the personal data sheet was given to each of them and collected relevant personal background details, later Big five Inventory and Compulsive buying scale were provided to the students individually one after the other, they were asked to respond to the questionnaires as per the given instruction. Their scores were recorded as per the norms, they were interpreted. Out of the 120 sample, 100 (Male=50, female=50) whose response to all the questionnaires were completed were selected as the sample. The results are tabulated taken for the further discussion.

### Analysis of data

The data will be analyzed statistically based on the following tools

1. Percentage analysis
2. Mean
3. Standard deviation
4. Pearson's Correlation
5. Oneway-ANOVA

To apply above statistical procedures SPSS V 24.0 was employed.

## RESULTS AND DISCUSSION

*Table I Level of Compulsive buying of the total sample (N=100)*

Level of self-esteem	Number	percentage
High	8	8
Moderate	92	92
Low	0	0

Table I shows the level of compulsive buying of the total sample. It clearly shows that 8 % of sample has High level compulsive buying and 92 % of sample has moderate level of compulsive buying. It shows that majority of sample have moderate level of compulsive buying. The results clearly show that the people who participated in this study were living around the city. They may know how to control themselves in certain situations. It also reflects this sample may care about their health.

Compulsive buying is more important and essential characteristic that needed to face the environment around us. This sample have moderate compulsive buying which indicates they can control their habits and behaviors in stressful and demanding situations.

*Table II Influence of Variables on Samples*

Variable	Source	N	Mean	SD	F	p	Sig
Extraversion	Male	50	23.58	3.8004	0.4088	0.52	* Not Sig
	Female	50	23.1	3.6290			
Agreeableness	Male	50	27.7	4.0211	0.0668	0.79	* Not Sig

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Variable	Source	N	Mean	SD	F	p	Sig
	<b>Female</b>	<b>50</b>	27.48	4.3965			
<b>Conscientiousness</b>	<b>Male</b>	<b>50</b>	27.7	4.2532	0.4932	0.48	<b>* Not Sig</b>
	<b>Female</b>	<b>50</b>	28.32	4.4830			
<b>Neuroticism</b>	<b>Male</b>	<b>50</b>	24.9	3.5902	1.8288	0.17	<b>* Not Sig</b>
	<b>Female</b>	<b>50</b>	23.84	4.1490			
<b>Openness</b>	<b>Male</b>	<b>50</b>	30.26	4.9226	0.0340	0.85	<b>* Not Sig</b>
	<b>Female</b>	<b>50</b>	30.08	4.7321			
<b>Compulsive buying</b>	<b>Male</b>	<b>50</b>	29.56	3.4126	0.0291	0.86	<b>* Not Sig</b>
	<b>Female</b>	<b>50</b>	29.68	3.5464			

\* Not Sig= Significant at 0.05 level

Table III shows the influence of dependent variables on independent variables. Result shows that there is no significance difference exists between male group and female group in extraversion (F=0.40, p=0.52). Hence, the null hypothesis **“There will be a significant difference between Male and female in Extraversion is rejected”**. It also shows that there is no significance difference exists between male group and female group in agreeableness (F=0.06, p=0.79). So, the null hypothesis **“There is will be a significant difference between Male and female in Agreeableness is rejected”**. It shows that there is no significance difference exists between male group and female group in Conscientiousness (F=0.49, p=0.48). so, the null hypothesis **“There will be a significant difference between Male and female in Conscientiousness is rejected”**. It shows that there is no significance difference exists between male group and female group in neuroticism (F=0.182, p=0.017). so the null hypothesis **“There will be a significant difference between Male and female in Neuroticism is rejected”**. It shows that there is no significance difference exists between male group and female group in Openness (F=0.03, p=0.85).so the null hypothesis **“There will be a significant difference between Male and female in Openness is rejected”**. It shows that there is no significance difference exists between male group and female group in compulsive buying (F=0.02, p=0.86).so the null hypothesis **“There will be a significant difference between Male and female in Compulsive buying is rejected”**.

**Table III Relationship between Personality Dimensions & compulsive buying of the sample (N=100)**

Variables	Mean values	Standard Deviation	r-vale
Extraversion	23.34	3.7234	-0.0648
Compulsive buying	29.62	3.4807	
Agreeableness	27.59	4.2144	-0.0085
Compulsive buying	29.62	3.4807	
Conscientiousness	28.01	4.3806	0.0061
Compulsive buying	29.62	3.4807	
Neuroticism	24.37	3.9157	-0.0351
Compulsive buying	29.62	3.4807	
Openness to Experience	30.17	4.82919	0.0508
Compulsive buying	29.62	3.4807	

Table IV shows the relationship between the Personality dimensions and compulsive buying among the samples. It clearly shows that there is a negative relationship exists between the extraversion and compulsive buying of sample(r=-0.0648). So the null hypothesis **“There**

will be no significant relationship between the compulsive buying and extraversion of sample is Accepted". And also, there is a negative relationship exists between agreeableness and compulsive buying of sample( $r=-0.0085$ ). So, the null hypothesis "There will be no significant relationship between the compulsive buying and Agreeableness of sample is Accepted". And also, there is a positive relationship exists between Conscientiousness and compulsive buying of sample( $r=0.0061$ ). So, the null hypothesis "There will be no significant relationship between the compulsive buying and Conscientiousness of sample is rejected". And also, there is a negative relationship exists between Neuroticism and compulsive buying of sample( $r=-0.0351$ ). So, the Null hypothesis "There will be no significant relationship between the compulsive buying and Neuroticism is Accepted". And also, there is a positive relationship exists between Openness to Experience and compulsive buying of sample( $r=0.0508$ ). So, the Null hypothesis "There will be no significant relationship between the compulsive buying and openness of sample is rejected".

## CONCLUSION

1. The majority of the sample have moderate level of Compulsive buying.
2. More number of Females have high level of compulsive buying than males.
3. There is no significant relationship exists between the extraversion and compulsive buying of sample.
4. There is no significant relationship exists between agreeableness and compulsive buying of sample.
5. There is a positive relationship exists between Conscientiousness and compulsive buying of sample.
6. There is no significant relationship exists between Neuroticism and compulsive buying of sample.
7. There is a positive relationship exists between Openness to Experience and compulsive buying of sample.
8. There is no significant difference exists between Male and female in Extraversion.
9. There is no significant difference exists between Male and female in Agreeableness.
10. There is no significant difference exists between male and female in Conscientiousness.
11. There is no significant difference exists between Male and female in Neuroticism.
12. There is no difference exists between Male and female in Openness.
13. There is no significant difference exists between Male and female in Compulsive buying.

### *Limitations of the study*

1. The sample size is restricted to 100 which is too small.
2. Large samples could have been included
3. The geographical area of this study is confined only to Coimbatore District
4. Interventions could have been given to the stressed sample.
5. Some more psychological variables could have been included, as it is only a descriptive study.

### *Implications of research*

1. All colleges should employ psychologist to take care of psychological wellbeing of their students.
2. All colleges should use compulsive buying techniques to reduce emotional exhaustion of their student.

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### *Conflict of Interest*

The author declared no conflict of interest.

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