

## A Study on Shopping Addiction with Reference to Urban and Rural Student

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### ABSTRACT

**Aims:** The present study main aim comparison on shopping addiction among urban and rural areas student reference to Bhavnagar district area. **Sample:** The present study sample 200 students from Bhavnagar district areas different collages. **Research Design:** In this research 2 x 2 factorial design was used for the study. **Tools:** shopping addiction scale Developed by Dr. Mrunal A Bhardwaj, Miss. Jaimala A Sode, 2017 published and trademark by International Journal of Indian Psychology. The reliability coefficient of the scale was found to be 0.89 and it is highly reliable. The scale has good face validity. The criterion validity was established by correlating this scale with Bergen's Shopping Addiction scale (BSAS) 2015. The established validity with the BSAS is .83 which is highly satisfactory. There is no difference found in shopping addiction due to area of the students. There is no difference found in shopping addiction Due to gender of the students.

**Keywords:** *Shopping Addiction, Urban and Rural, Students*

In 1990, Tim Berners-Lee created the first World Wide Web server and browser in UK. It opened for commercial use in 1991. In 1994 other advances took place, such as online banking and the opening of an online pizza shop by Pizza Hut. During that same year, Netscape introduced SSL encryption of data transferred online, which has become essential for secure online shopping. Also in 1994, the German company Inter-shop introduced its first online shopping system. In 1995, Amazon launched its online shopping site, and in 1996, eBay appeared.

Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. The sale or purchase transaction is completed electronically and interactively in real-time such as in Amazon.com for new books. However in some cases, an intermediary may be present in a sale or purchase transaction such as the transactions on eBay.com.

### What is Shopping Addiction?

Psychologists and economists around the world research compulsive buying disorder (CBD), looking for both a better understanding of why people overbuy and also effective ways to treat them. We do know that shopping addiction is fueled by a powerful cycle of emotions:

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It typically starts with a feeling of tension or arousal when thinking about going shopping. Next comes, a strong urge to shop and buy and temporary feelings of relief during the act of buying. Once a purchase is made, feelings of guilt soon follow. As with other types of repetitive behavioral (or process) addictions, there are cravings feelings so strong and exciting that they're frequently uncontrollable and the shopping addict will ignore the negative consequences that might come from buying, such as angering a spouse, bouncing a check, having a credit card declined or not having money for necessities.

In general, the shopper's mood is slightly improved compared to the period prior to shopping, says psychologist and compulsive shopping expert **April Benson PhD**. In fact, the spike in mood is enough for the brain to experience a slight "reward" that will make the compulsive buyer come back to shop again and again. What's more, when he or she can't go shopping, withdrawal symptoms are experienced, and there will be a feeling of regret for all the great buys that were missed.

According to **Ruth Engs** from Indiana University, some people develop shopping addictions because they essentially get addicted to how their brain feels while shopping. As they shop, their brain releases endorphins and dopamine, and over time, these feelings become addictive. A professor in applied health sciences, **Engs** claims that 10 to 15 percent of the population may be predisposed to these feelings

### Some Causes of Shopping Addiction

As with any kind of addiction, whether process (behavioral) or substance, there's no single root cause of compulsive shopping. That said, there are several factors that seem to lead to an unhealthy cycle of spending binges:

**Emotion:** High anxiety, depression, psychotic episodes, difficulty regulating emotions and poor self-esteem can predict a shopping addiction, according to the *Journal of Behavioral Addictions*. **The Brain:** A 2014 study in the journal *Comprehensive Psychiatry* linked compulsive buying to addiction. Much like an addiction to a drug, when compulsive shoppers buy something the brain's reward center is stimulated, giving rise to a euphoric feeling that they can become dependent on. Other substance and behavioral addictions (such as gambling and video gaming) activate the reward center of the brain in much the same way. And even though compulsive shoppers feel a "shopping high" during the act of shopping, they experience lowered mood *after* a purchase compared to ordinary shoppers, says Dr. April Benson.

**Gender:** Though shopping addiction rates don't vary a lot between men and women, women do have a slightly higher risk and are more likely to be taught from an early age to shop to relieve stress, have fun and improve self-esteem. For women more so than for men, researchers say —there are two important dimensions to browsing and buying: It is an emotional experience and a way to find their identity.

While the terms "excessive shopping" and "compulsive buying" are often used interchangeably, it's worth mentioning that this problem is not related to *obsessive-compulsive* tendencies. Neither are compulsive shoppers necessarily hoarders. Compulsive shoppers are "impulsive acquirers," according to researchers at the University São Paulo Medical School, in Brazil, but unlike hoarders, they generally don't have difficulty discarding clutter. There is, though, a small subset of compulsive shoppers who do become hoarders, says Dr. Benson.

## REVIEW OF LITERATURE

Clark M, calleja K(2008) explore whether compulsive buying may be conceived of as a behavioural addiction and to identify compulsive buying's potential ability to regulate mood. Utilising a screened sample (from an original random sample of 400) of Maltese university students identified through standardised tools as compulsive shoppers, the article explores compulsive buying's parallels with other addictions and focuses on conceptualizing the phenomenon as an attempt to manipulate hedonic tone.

Lo, Hui-vi, Nigel (2012) Studied Most research into compulsive buying has focused on its *causes*: questionnaires have been used to study its association with various factors assumed to be important in its etiology. **Methods:** Two simulated shopping experiments, each with over 100 participants, were used to compare the decision processes of compulsive shoppers with those of non-compulsive shoppers. This approach allowed us to measure many features of consumer decision-making that are relevant to compulsive shopping. **Results:** Compulsive shoppers differed from general shoppers in six ways: choice characteristics, searching behavior, overspending, budget-consciousness, effects of credit card availability, and emotional responses to overspending. **Conclusions:** Results are consistent with the view that compulsive buying, like other behavioral addictions, develops because the cognitive system under-predicts the extent of post-addiction craving produced by emotional and visceral processes.

## MATERIALS AND METHODS

### Research Problem

In research process the first and foremost step is selecting and defining a proper research problem. A researcher should at first find the problem. Then researcher should formulate it so that it becomes susceptible to research. To define problem correctly a researcher must know what a problem? The problem of present research is as under:

*A Comparative Study on Shopping Addiction With reference to Rural and Urban Area*

### Objective

The objectives decided for the present research are as follow:

1. To study of shopping addiction among male and female students.
2. To study of shopping addiction among urban and rural areas students.

### Hypotheses:

Ho1. There will be no significant mean difference between Male and Female student references to Shopping Addiction.

Ho2. There will be no significant mean difference between the Shopping Addiction referenceto rural and urban area College student.

HO3. There will be no interactional effect between gender and types of area with reference toshopping addiction.

### Research Design:

The main aim of this study is to get information about the students. Shopping addiction creatureother important variable like gender and types of area.

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### 2 x 2 factorial research designs(N=200)

Male A1100		Female A2100	
Rural B1 50	Urban B2 50	Rural B1 50	Urban B2 50

### Variables of the study:

Sr. No.	Name of Variable	Nature of Variables	Levels of Variables	Level Name of Variables
1.	Gender	Independent Variable	2	Male Female
2.	Area	Independent Variable	2	Urban Rural
3.	Shopping Addiction	Dependent Variable	1	Scores of Various Level of Shopping Addiction

### Control variables:

1. Only Bhavnagar district areas student selected for present study.
2. The sample was drawn from Gujarat State hence it can be not applicable to whole India.
3. While selecting the sample religion is not taken in to consideration, so religion wise difference cannot be inferred from the data.

### Sample:

Present research work for simple random sampling method used and carried out of 200 male and female respondents' rural and urban areas. All respondent shall take from Bhavnagar districts and surroundings villages. Out of which 100 would be male and female respondent rural areas as well as 100 male and female respondents urban areas were taken.

### TOOLS

The following research tools will be used in the present research work:

#### Personal Data Sheet:

A personal data sheet developed by investigator will be used to collect information about types of gender, residential status and type of faculty.

#### Shopping Addiction Scale:

**SHOPPING ADDICTION SCALE**, Developed by Dr. Mrunal A Bhardwaj, Miss. Jaimala A Sode, 2017 published and trademark by International Journal of Indian Psychology.

**Reliability:** The test-retest method of estimating a test's reliability involves administering the test to the same group of people at least twice. In order to assess the reliability of the scale, a retest of the scale was done on the same subjects after three weeks of the first survey and the same results were analyzed to find out reliability coefficient. The reliability coefficient of the scale was found to be 0.89 and it is highly reliable.

**Validity:** Validity refers to whether an instrument measures what it was designed to measure. The face validity of the scale was determined by the review of the items by the expert committee on the bases of their comments some items were deleted and modifications were done according to their comment. The scale has good face validity. The criterion validity was

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established by correlating this scale with Bergen's Shopping Addiction scale (BSAS) 2015. The established validity with the BSAS is .83 which is highly satisfactory.

### **RESULTS AND DISCUSSIONS:**

The result according to 2x2 factorial design, Mean, SDs and n of level of gender, area student with reference to shopping addiction is present in table No.1.

**Table No. 1(N=200)**

**Means and SDs of overall shopping addiction with reference to gender and area.**

Independent variable		Urban	Rural
Male	Mean (M)	52.82	38.60
	SD	10.57	10.05
	N	50	50
Female	Mean (M)	48.08	41.78
	SD	9.68	11.79
	N	50	50

The result according to 2x2 factorial design, Mean Difference of the shopping addiction with reference to level of gender and area student are present in table No.2.

**Table No.2(N=200)**

**ANOVA summary of overall shopping addiction with reference to gender and area.**

Source of variance	Sum of squares	Df	Mean sum of squares	F	Sign.Level
GENDER	32.805	1	32.805	.295	NS
AREA	5232.645	1	5232.645	47.01	0.01**
GENDER * AREA	772.245	1	772.245	6.94	0.01**
SSW (Error)	21820.860	196	111.331		
SST	27858.555	199			

\*\*P>0.01, NS= Not Significant

The result according to 2x2 factorial design, ANOVA of level of gender, area student with reference to shopping addiction is present in table No.3.

**Table No. 3(N=200)**

**Difference between mean score of overall shopping addiction with reference to gender and area.**

Independent variable	N	Mean (M)	Difference between mean
Male	100	45.74	0.81
Female	100	44.93	
Urban	100	50.45	5.12
Rural	100	45.33	

### **Main Effects:**

#### **Level of Gender of shopping addiction:-**

To study on the subject of there is significant difference or not between the shopping addiction and level of gender. Null hypothesis No.1 was constructed.

**Ho.1. No significant difference will be there between the score on shopping addiction among male and female.**

Above the hypothesis be formulated by researcher when 'F' test was used to verify the impact of shopping addiction on gender, it can be clearly seen from above table no. 3 reveals that the mean score of shopping addiction of males and females were 45.74 and 44.93 in that order and the variation with two is 0.81 which is small. Table no. 2 that the mean sum of square value was 32.805, The F' (ANOVA) value is .295 and which is statistically not significant at any levels. Therefore hypothesis no.1 was abandoned with the conclusion that significant impact of the male and female regarding shopping addiction. The male respondents have more favorable shopping addiction than the female respondents from area.

**Area and shopping addiction:**

To study on the subject of there is significant difference or not between shopping addiction and area. Null hypothesis No.2 was constructed.

**Ho.2. There won't be any significant differences between the score on shopping addiction among area (urban and rural).**

The above hypothesis was formulated and 'F' test was applied to test the impact of shopping addiction on area, it can be clearly seen from above table no. 3 reveals that the mean score of family planning and birth control attitude of post graduate and under graduate people were 50.45 and 45.33 in that order and the differentiation between two is 5.12, is high but not negligible. Table no. 2 that the mean sum of square value was 5232.645, and their F value was significant. The (ANOVA) value was 47.01 and which is considerable value at 0.01 levels. As a result the hypothesis no.2 is refused and concluded significant difference between the shopping addiction of urban and rural area students. The urban areas different student are favourable shopping addiction than the rural areas students.

***Interactional Effect:***

**Here under were tested the hypothesis related to interactional effect: (AXB)**

Shopping addiction with reference to effect of interaction of gender and area (AXB).

To check the interaction effect between gender and area on the shopping addiction, Null statement number three was framed.

**Ho.3 There will be no significant interaction effect in score on shopping addiction of different genders and area.**

According to table No.2 the F value 6.94 shows significant interaction effect of gender and area on shopping addiction. The F value is statistically significant at 0.01 level hence the No 3 null hypothesis is rejected and concluded that meaningful interaction effect of gender and area on shopping addiction.

**LIMITATIONS:**

1. In this study there were not taken any sample of those male and female who are mentally retarded or handicap, hence results of research cannot applicable to other disable male and female.
2. The college students of Bhavnagar district have been distinguished as samples, so the results of there search cannot be applied to other districts or areas.

**SUGGESTIONS ON FUTURE DEVELOPMENT:**

1. Research was done with 200 samples to be researched with more than 200 samples.
2. This research can be found at the state level to know about the correct position

3. Finding the extent of shopping addiction based on age in search.

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### ***Conflict of Interest***

The author(s) declared no conflict of interest.

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