"A STUDY TO ASSESS THE PREVALENCE OF SHOPAHOLIC AMONG THE STUDENTS OF SELECTED COLLEGES, TIRUPATI "., ANDHRAPRADESH.

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ABSTRACT

A shopaholic is a person considered to be addicted to shopping otherwise known as shopping addiction, A slang term for Compulsive Shopping also known as Compulsive buying disorder or pathological buying disorder, is a mental health condition characterized by the persistent, excessive, impulsive, and uncontrollable purchase of products in spite of severe psychological, social, occupational, financial consequences is characterized by an obsession with shopping and buying behaviour that causes adverse consequences. Persons with CBD are preoccupied with shopping and spending, and devote significant time to these behaviours. The consequences of compulsive buying, which may persist long after a spree, can be devastating, with marriages, long-term relationships, and jobs all feeling the strain. The most effective treatment is to attend therapy and group work in order to prevent continuation of this addiction. **Objectives1.** To assess the prevalence of shopaholic among college students. 2. To associate the level of shopaholic with selected demographic variables among college students. college students.**Methodology**A descriptive design was employed by using Non probability convenient sampling technique. Data was collected from 100 students of undergraduate students at S.V college, Tirupati. Data analysis consisted of descriptive and inferential statistics. **Results** In this study out of 100 undergraduate students 34(34 %) have the prevalence of shopaholic and remaining 66(66%) are not. The prevalence was associated with demographic variables like education of mother, monthly income of father, monthly family income were statistically significant at 0.01 level whereas age, type of family, type of living area, socio economic class were   statistically significant at 0.05 level and remaining were statistically not showing any significant association. **Conclusion**The study concluded that there is significant association on

prevalence of shopaholic related to age, type of family, type of living area, and socioeconomic, education of the mother, monthly income of the father, monthly family income whereas gender, religion, education of the father, monthly income of the mother, marital status, occupation of the father and occupation of the mother were statistically not showing any significant association. Awareness programmes should be conducted to the school and graduate with different area. The present study finding serve as a basis for the professionals to conduct further studies on shopaholic disorder. Awareness programmes should be conducted to the school and graduate with different area and also can conduct same study with different variables on a large sample.

BACKGROUND OF THE STUDY

A shopaholic is a person considered to be addicted to shopping otherwise known as shopping addiction, A slang term for Compulsive Shopping also known as Compulsive buying disorder or pathological buying disorder, is a mental health condition characterized by the persistent, excessive, impulsive, and uncontrollable purchase of products in spite of severe psychological, social, occupational, financial consequences is characterized by an obsession with shopping and buying behaviour that causes adverse consequences.[1] Compulsive buying disorder (CBD) was first described clinically in the early 20th century by **Bleuler** and **Kraepelin.** Bleuler writes "As a last category Kraepelin mentions the buying maniacs (oniomaniacs) in whom even buying is compulsive and leads to senseless contraction of debts with continuous delay of payment until a catastrophe clears the situation a little - a little bit never altogether because they never admit to their debts". Bleuler described CBD as an example of a "reactive impulse", or "impulsive insanity", which he grouped along side kleptomania and pyromania.According to **Kellett and Bolton**, compulsive buying "is experienced as an irresistible–uncontrollable urge, resulting in excessive, expensive and time-consuming retail activity, typically prompted by negative affectivity" and results in "gross social, personal and/ or financial difficulties. Shopping may occur in just about any venue, ranging from high fashion department stores and boutiques to consignment shops or garage sales. Income has relatively little to do with the existence of CBD persons with a low income can still be fully preoccupied by shopping and spending, although their level of income will lead them to shop at a consignment shop rather than a department store. Typical items purchased by persons with CBD include (in descending order) clothing, shoes, compact discs, jewellery, cosmetics, and householdbehavioural therapy. They suggest that a patient first be "evaluated for psychiatric co morbidity, especially with depression, so that appropriate pharmacological treatment can be instituted." Their research indicates that patients who received cognitive behavioural therapy over 10 weeks had reduced episodes of compulsive buying and spent less time shopping as opposed to patients who did not receive this treatment. **Lejoyeux**and **Weinstein** also write about pharmacological treatment and studies that question the use of drugs on CB. They declare "few controlled studies have assessed the effects of **pharmacological** treatment on compulsive buying, and none have shown any medication to be effective." The most effective treatment is to attend therapy and group work in order to prevent continuation of this addiction. Compulsive buying (CB) is a chronic and excessive form of shopping and spending characterized by intrusive thoughts and uncontrollable urges to buy that lead to repetitive

purchasing episodes. Compulsive buyers accumulate vast and unmanageable amounts of debt can create economic and emotional problems for themselves and their families. The inability to pay off the debt then spirals into a problem for the creditors. Therefore, the significance of understanding and devising intervention mechanisms to control and manage this behaviour is important. The consequences of compulsive buying behaviour (CBB) are often underestimated in the general population. Research by Christenson et al (2016) noted that excessive shopping induces large debts (58%), guilt (46%), inability to meet payments (42%), criticism from acquaintances (33%), and criminal legal problems (8%) based on the examination of 24 individuals with CBB. Furthermore, those with CBB often describe an increasing level of urge or anxiety that can only lead to a sense of completion when a purchase is made. Large heterogeneity in the prevalence of compulsive buying is due to the diversity of demographical variables (notably age and gender). In estimating its prevalence, epidemiological surveys have confirmed percentages were about 4.9% with great variability ranging from 3.6 to 31.9%, and a slightly higher prevalence (about 28.3%) was observed among university students. Therefore, the significance of understanding and devising intervention mechanisms to control and manage this behaviour is important.[8]

According to Kellett and Bolton, 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". Most people with CBD meet the criteria for a personality disorder.[9]

CBD is frequently co- morbid with mood, anxiety, substance abuse and eating disorders. People who score highly on compulsive buying scales tend to understand their feelings poorly and have low tolerance for unpleasant psychological states such as negative moods. Onset of CBD occurs in the late teens and early twenties and is generally chronic. Compulsive buying disorder usually mainly affected young people as several reports put in that most interviewees reported to be in the range of 17.5-19 years. The phenomenon of compulsive buying tends to affect women rather than men. The aforementioned reports on this matter indicated that the dominance of the majority group is so great that it accounts for about more than 90% of the affected demographic.[10]

The consequences of compulsive buying, which may persist long after a spree, can be devastating, with marriages, long-term relationships, and jobs all feeling the strain. Further problems can include ruined credit history, theft or defalcation of money defaulted loans, general financial trouble and in some cases bankruptcy or extreme debt, as well as anxiety and a sense of life spiralling out of control. The resulting stress can lead to physical health problems and ruined relationships, or even suicide.[11]

METHODOLOGY

Research methodology indicates the general pattern of organizing the procedure for gathering valid and reliable data for the problem under investigation. This chapter deals research approach, research design, variables, setting, population, sample, sample size, sampling technique, inclusion and exclusion criteria, development and description of tool.

The present study was aimed to assess the prevalence of shopaholic among the students of selected colleges, Tirupati. Non – experimental research approach was adopted to achieve the objectives of the study. Descriptive research design will be selected for the present study. Dependent variable**:** Prevalence of shopaholic among students of selected colleges.Demographic variables**:**Age, Gender, Religion, Education of father, Education of mother, monthly income of the father, monthly income of the mother, monthly income of the family marital status, occupation of the father, occupation of the mother, type of family, type of living area, socio economic class. The setting was chosen on the basis of the investigator feasibility in terms of availability of required sample in S.V college, Tirupati. The study samples includes college students who were under inclusion criteria. Sample size consists of 100 students. Non- Probability convenient sampling technique were used. **Inclusion Criteria:** Those who are willing to participate in the study**.**Those who are present at the time of data collection**.**Those who meet age criteria.**Exclusion Criteria:**Selected for the reliability and pilot study,Those who are suffering with organic mental disorders, intellectual disability.

The tool was developed with the help of related literatures from journals, websites, discussions and guidance from experts in the field of nursing, psychiatry and psychology.The tool consists of 2 sections: **SECTION I:** Demographic data.**SECTION II:** Standardized tool (Compulsive buying scale valence. D' Astous& Fortier) consist of 11 components were used to assess the prevalence of shopaholic among selected college students. Standardized scores was ranked as follows 'strongly agree carries 5', 'some what agree carries 4', 'neither agree or disagree carries 3', 'somewhat disagree carries 2' and 'strongly disagree carries score 1'. Calculating your score each X that you place corresponding to a number 5 for "**strongly agree"** 4 for **"somewhat agree"** 3 for **" neither agree or disagree"** 2 for **somewhat disagree"** 1 for **"strongly disagree" 1.**Add together the numbers for yours Xs to get your total score.**2.**If your score 36 or higher, your likely to be a compulsive buyer.**Score interpretation:** The scores are interpreted in the following manner.**1.**Compulsive buyer (>36) that is >65%**.2.**Non compulsive buyer (< 36) that is <65%. Internal consistency of the tool was established by split- half method using Cronbach's alpha for self structured questionnaire **r = 0.8280** and the tool was found to be highly reliable.

A pilot study is a trail study carried out before a research design finalized to assist in defining the research questions or to test the feasibility, reliability and validity of the proposed study design.Formal permission was obtained from the Principal of S V college, Tirupati for conducting the study.Ten samples

were selected by Non-probability convenience sampling technique, who fall under inclusion criteria for pilot study.

RESULTS

TABLE: 1 FREQUENCY AND PERCENTAGE DISTRIBUTION OF DEMOGRAPHIC VARIABLES AMONG UNDERGRADUATE STUDENTS

N= 100

S.NO	Demographic variables	Frequency (f)	Percentage (%)
1.	**Age in years**		
	16-17 years	23	23%
	17-18 years	74	74%
	18-19 years	3	3%
2.	**Gender**		
	Male	51	51%
	Female	49	49%
3.	**Religion**		
	Hindu	91	91%
	Muslim	5	5%
	Christian	4	4%
4.	**Education of father**		
	Professional degree	11	11%
	Graduate or postgraduate	34	34%
	Intermediate or post high school diploma	23	23%
	High school certificate	13	13%
	Middle school certificate	8	8%

	Primary school certificate	4	4%	
	Illiterate	7	7%	
5.	**Education of mother**			
	Professional degree	10	10%	
	Graduate or postgraduate	22	22%	
	Intermediate or post high school diploma	17	17%	
	High school certificate	11	11%	
	Middle school certificate	7	7%	
	Primary school certificate	21	21%	
	Illiterate	12	12%	
6.	**Monthly income of the father**			
	Rs 5000-10000	27	27%	
	Rs 10001-15000	28	28%	
	Rs 15001-20000	22	22%	
	Rs 20001-25000 or above	23	23%	
7.	**Monthly income of the mother**			
	Rs 5000-10000	72	72%	
	Rs 10001-15000	18	18%	
	Rs 15001-20000	4	4%	
	Rs 20001-25000 or above	6	6%	
8.	**Monthly income of the family**			
	≥52,734	27	27%	
	26,355 – 52,733	33	33%	

	19,759 – 26,354	11	11%
	13,161 – 19,758	16	16%
	7,887 – 13,160	13	13%
9.	**Occupation of the father**		
	Home maker	4	4%
	Coolie	35	35%
	Government employee	21	21%
	Private employee	20	20%
	Others, specify	20	20%
10.	**Occupation of the mother**		
	Home maker	82	82%
	Coolie	10	10%
	Government employee	1	1%
	Private employee	4	4%
	Others, specify	3	3%
11.	**Type of family**		
	Nuclear family	85	85%
	Joint family	15	15%
12.	**Type of living area**		
	Rural	31	31%
	Urban	55	55%
	Semi urban	11	11%
	Slum	3	3%
13.	**Socioeconomic class**		
	Upper	10	10%

	Upper middle	34	34%
	Lower middle	30	30%
	Upper lower	11	11%
	Lower	5	5%

SECTION -II

TABLE 2 : PREVALENCE RATE AMONG UNDER GRADUATE STUDENTS ON SHOPAHOLIC

N=100

Level of shopaholic	Frequency	Percentage (%)
Non compulsive buying	66	66%
Compulsive buyer	34	34%

Table 2 shows that out 100 students 66% were non compulsive buyers, and remaining 34% were compulsive buyers.

SECTION -III

Table 3: ASSOCIATION OF DEMOGRAPHIC VARIABLES WITH PREVALENCE OF SHOPHALIC AMONG UNDERGRADUATE STUDENTS.

Demographic variables	Categories	Level of Shopaholic		Total	Df	Chi square	p value
		Non Compulsive Buyer	Compulsive Buyer				
Age in years	16-17 years	16	7	23	2	6.035*	0.049
		16.00%	7.00%	23.00%			
	18-19 years	50	24	74			
		50.00%	24.00%	74.00%			
	> 19 years	0	3	3			
		0.00%	3.00%	3.00%			
Gender	Male	36	15	51	1	0.976	0.323
		36.00%	15.00%	51.00%			
	Female	30	19	49			
		30.00%	19.00%	49.00%			
Religion	Hindu	60	31	91	2	0.893	0.640
		60.00%	31.00%	91.00%			
	Muslim	4	1	5			
		4.00%	1.00%	5.00%			
	Christian	2	2	4			
		2.00%	2.00%	4.00%			
Education of father	Professional degree	3	8	11	6	11.022	0.088
		3.00%	8.00%	11.00%			
	Graduate or postgraduate	23	11	34			
		23.00%	11.00%	34.00%			
	Intermediate or post high school diploma	15	8	23			
		15.00%	8.00%	23.00%			
	High school certificate	9	4	13			
		9.00%	4.00%	13.00%			
	Middle school certificate	6	2	8			
		6.00%	2.00%	8.00%			
	Primary school certificate	4	0	4			
		4.00%	0.00%	4.00%			
	Illiterate	6	1	7			
		6.00%	1.00%	7.00%			
Education of mother	Professional degree	1	9	10	6	18.019**	0.006
		1.00%	9.00%	10.00%			
	Graduate or	17	5	22			

	postgraduate	17.00%	5.00%	22.00%			
	Intermediate or post high school diploma	10	7	17			
		10.00%	7.00%	17.00%			
	High school certificate	8	3	11			
		8.00%	3.00%	11.00%			
	Middle school certificate	5	2	7			
		5.00%	2.00%	7.00%			
	Primary school certificate	17	4	21			
		17.00%	4.00%	21.00%			
	Illiterate	8	4	12			
		8.00%	4.00%	12.00%			
Monthly income of father	Rs 5000-10000	23	4	27	3	15.087**	0.002
		23.00%	4.00%	27.00%			
	10001-15000	22	6	28			
		22.00%	6.00%	28.00%			
	15001-20000	12	10	22			
		12.00%	10.00%	22.00%			
	20001-25000 or more	9	14	23			
		9.00%	14.00%	23.00%			
Monthly income of mother	Rs 5000-10000	48	24	72	3	0.847	0.838
		48.00%	24.00%	72.00%			
	10001-15000	12	6	18			
		12.00%	6.00%	18.00%			
	15001-20000	3	1	4			
		3.00%	1.00%	4.00%			
	20001-25000 or more	3	3	6			
		3.00%	3.00%	6.00%			
Monthly family income	>= 52734	11	16	27	4	20.210**	0.000
		11.00%	16.00%	27.00%			
	26355-52733	27	6	33			
		27.00%	6.00%	33.00%			
	19759-26354	5	6	11			
		5.00%	6.00%	11.00%			
	13161-19758	10	6	16			
		10.00%	6.00%	16.00%			
	7887-13160	13	0	13			
		13.00%	0.00%	13.00%			
Occupation of the father	Home maker	3	1	4	4	3.637	0.457
		3.00%	1.00%	4.00%			
	Coolie	23	12	35			
		23.00%	12.00%	35.00%			
	Government employee	11	10	21			
		11.00%	10.00%	21.00%			

	Private employee	13	7	20			
		13.00%	7.00%	20.00%			
	Others, specify	16	4	20			
		16.00%	4.00%	20.00%			
Occupation of the mother	Home maker	54	28	82	4	4.386	0.356
		54.00%	28.00%	82.00%			
	Coolie	8	2	10			
		8.00%	2.00%	10.00%			
	Government employee	0	1	1			
		0.00%	1.00%	1.00%			
	Private employee	3	1	4			
		3.00%	1.00%	4.00%			
	Others, specify	1	2	3			
		1.00%	2.00%	3.00%			
Type of family	Nuclear family	60	25	85	1	5.316*	0.021
		60.00%	25.00%	85.00%			
	Joint family	6	9	15			
		6.00%	9.00%	15.00%			
Type of living area	Rural	27	4	31	3	9.068*	0.028
		27.00%	4.00%	31.00%			
	Urban	31	24	55			
		31.00%	24.00%	55.00%			
	Semi urban	6	5	11			
		6.00%	5.00%	11.00%			
	Slum	2	1	3			
		2.00%	1.00%	3.00%			
Socio economic class	Upper	2	8	10	4	12.908*	0.012
		2.00%	8.00%	10.00%			
	Upper middle	23	11	34			
		23.00%	11.00%	34.00%			
	Lower middle	31	9	40			
		31.00%	9.00%	40.00%			
	Upper lower	6	5	11			
		6.00%	5.00%	11.00%			
	Lower	4	1	5			
		4.00%	1.00%	5.00%			

SECTION -IV

TABLE 4: DISTRIBUTION OF MEAN AND STANDARD DEVIATION ON PREVALENCE OF SHOPAHOLIC AMONG UNDERGRADUATE STUDENTS

N=100

	Mean	Standard deviation
Prevalence rate	32.92	8.09

TABLE 5: DISTRIBUTION OF THE RESPONSES OF UNDERGRADUATE STUDENTS ON PREVALENCE OF SHOPAHOLIC   N= 100

Items	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree	
When I have money, I cannot help but spend part or all of it	8	8%	18	18%	31	31%	5	5%	38	38%
I often buy something I see, without planning, just because I have to have it	28	28%	31	31%	15	15%	10	10%	16	16%
For me, shopping is a way of facing the stress of my daily life and relaxing	23	23%	20	20%	10	10%	22	22%	25	25%
I sometimes feel that something inside pushed me to go shopping.	20	20%	15	15%	18	18%	14	14%	33	23%
There are times when I have a string urge to buy	30	30%	16	16%	26	26%	14	14%	14	14%
At times, I have felt somewhat guilty after buying a product, because it seemed unreasonable.	27	27%	33	33%	25	25%	3	3%	12	12%
There are something I buy that I don't show to anybody because I am afraid people will think I wasted my money.	17	17%	27	27%	15	15%	18	18%	23	23%
I often have an unexplainable urge, a sudden and spontaneous desire, to go and buy something.	11	11%	33	33%	21	21%	14	14%	21	21%
As soon as I enter a shopping center or mall I have an irresistible urge to go in to shop and buy something.	7	7%	21	21%	20	20%	16	16%	29	29%
I have often brought a product that I didn't need even when I knew and I had very little money left	15	15%	21	21%	20	20%	16	16%	29	29%

I like to spend money	11	11%	22	22%	25	25%	23	23%	19	19%

DISCUSSION

Compulsive buying has become a severe problem among young people.The purpose of the study was to assess the prevalence among undergraduate students on shopaholic disorder. The assessment helps to determine the prevalence of shopaholic among undergraduate students. The discussion of the present study based on the findings obtained from descriptive and inferential statistical analysis of collected data. It is presented in the view of the objectives of the study.The first objective of the study was to assess the prevalence of shopaholic among undergraduate students. Among 100 undergraduate students 34 (34%) are compulsive buyers and remaining 66 (66%) are non compulsive buyers. **The second objective** of the study was to associate the prevalence with selected demographic variables among undergraduate students on compulsive buying at selected colleges, Tirupati. The study revealed that there is significance association on prevalence of shopaholic with age, type of family, type of living area, and socioeconomic, education of the mother, monthly income of the fatherand monthly family income at p<0.05 level.

The study supported by Astrid MuellerJames,E.Mitchell, Ross D.Crosby et al.**,** stated that the aim of the study was to estimate the prevalence of compulsive buying and its association with socio demographic characteristics and the point prevalence of compulsive buying in the weighted representative sample 2,350 was estimated to be 6.9%. The results showed that there is no significant difference was found between women and men (6.9% and 6.8%, respectively) and also age was inversely related to the prevalence of compulsive buying and also found that individuals with compulsive buying reported more depressive symptoms assessed through the German version of the Brief Patient Health Questionnaire Mood Scale (PHQ-9) and the study concluded that further research on this topic is needed to establish a clearer delineation of when excessive buying is clinically significant and should be treated and how it could be prevented.

MAJOR FINDINGS

Major findings of this study showed that out of 100 undergraduate students, 34(34%) were compulsive buyers and remaining 66(66%) were non compulsive buyers. The study reveals thatthere is a significant association with prevalence of shopaholic related to education of mother, monthly income of father, monthly family income were statistically significant at 0.01 level whereas age, type of family, type of living area, socio economic class were statistically significant at 0.05 level. In accordance with remaining demographic variables like gender, religion, education of the father, monthly income of the mother, marital status, occupation of father and occupation of the mother were statistically not showing any significant association.

CONCLUSION

In this study out of 100 undergraduate students 34(34 %) have the prevalence of shopaholic and remaining 66(66%) are not. In association of prevalence with demographic variables like education of mother, monthly income of father, monthly family income were statistically significant at 0.01 level whereas age, type of family, type of living area, socio economic class were statistically significant at 0.05 level. The implications drawn from the present study were of vital concern to health professionals including nursing practice, nursing education , nursing administration and nursing research.

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