



Compulsive Buying Behaviour, Attitude Towards Money, Satisfaction With Life and Self-Esteem – A Study on Single and Married Women

KEYWORDS

Compulsive Buying Behaviour, Attitude towards Money, Satisfaction With Life, Self-Esteem and Single and Married Women

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ABSTRACT

The aim of the present investigation is to study the nature of compulsive buying behaviour, attitude towards money, satisfaction with life and self-esteem of single and married women between the ages 25-35 years respectively. Accordingly, a group of 120 women (60 from each category) were selected as sample in this investigation. A General Information Schedule, Compulsive Buying Scale, Money attitude Scale, Satisfaction with Life Scale and Rosenberg's Self-Esteem Scale were used as tools. The findings reveal that there seems to be moderate level of compulsive buying behaviour among the women of different age groups. No significant difference was observed in case of compulsive buying behaviour and attitude towards money, but significant difference was observed in case of satisfaction with life and self esteem. Besides this, compulsive buying behaviour is found to be positively correlated with attitude towards money and negatively correlated with satisfaction with life and self-esteem.

INTRODUCTION

Consumer psychology is the study of individuals, groups, or organizations and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs. Compulsive buying is the impulse to buy that is experienced as irresistible, manifesting itself mainly with respect to personal consumer goods, with negative psychological and financial consequences. On the other hand, attitude towards money plays a significant role in today's materialistic world which has become means and end for the happiness and well-being. Satisfaction with life is basically a measure of well-being. Self-esteem reflects a person's overall subjective emotional evaluation of his or her own worth. It is a judgment of oneself as well as an attitude towards the self. Purchase plays a significant role in enhancing consumer's confidence and self image which are components of self-esteem (Dittmar & Drury, 2000). Besides this, attitude towards money is independent of individual's income level and money has power to enhance self-esteem of individuals (Yamauchi & Templer, 1982). Robert and Jones (2001) found that compulsive buying is viewed as a resolution to anxiety and that compulsive buyers react to stress with higher levels of anxiety than do non-compulsive buyers. This could indicate that though consumers may experience financial anxiety, still they tend to spend indiscriminately. O'Guinn and Faber (1989) found that self-esteem is negatively related to compulsive buying behaviour. Considering the above the present investigation has been designed to study the compulsive buying behaviour, attitude towards money, satisfaction with life and self-esteem of a group of single and married women belonging to different areas of Kolkata city.

OBJECTIVES :

- To study the compulsive buying behaviour of single and married women between the ages 25-35 years.
- To study the attitude towards money of single and married women between the ages 25-35 years.
- To study satisfaction with life of single and married women between the ages 25-35 years.
- To study self-esteem of single and married women between the ages 25-35 years.

To study the correlation between compulsive buying behaviour and attitude towards money, satisfaction with life and self-esteem.

HYPOTHESES :

Hypothesis – I : Single and married women between the ages 25-35 years do not differ among themselves in terms of compulsive buying behaviour.

Hypothesis – II : Single and married women between the ages 25-35 years do not differ among themselves in terms of attitude towards money.

Hypothesis – III : Single and married women between the ages 25-35 years do not differ among themselves in terms of satisfaction with life.

Hypothesis – IV : Single and married women between the ages 25-35 years do not differ among themselves in terms of self-esteem.

Hypothesis – V : There is positive correlation between compulsive buying behaviour and attitude towards money, compulsive buying behaviour and satisfaction with life and also compulsive buying behaviour and self-esteem.

STUDY AREA AND SAMPLE :

A group of 120 females (60 single and 60 married) between the ages 25-35 years were selected as sample from different areas of Kolkata city. All are graduates and they belong to nuclear families of different areas of Kolkata City.

TOOLS USED :

General Information Schedule : It consists of items like name, address, age, educational qualification, marital status etc.

Compulsive Buying Scale (Maltias and Roberge, 1990) : It consists of 11 statements based on behaviours that indicate uncontrolled, impulsive and excessive buying of compulsive goods answerable in a five point scale from strongly agree to strongly disagree where high score indi-

icates high compulsive buying tendencies and vice-versa. The value of Cronbach alpha is 0.78

Money Attitude Scale (Yamauchi and Templer, 1982) : It consists of 19 statements based on power prestige, distrust (power sensitivity) and anxiety answerable in a five point from strongly agree to strongly disagree where high score indicates high attitude towards power prestige, distrust and anxiety and vice versa. The value of Cronbach alpha is 0.77

Satisfaction With Life Scale (Diener et al.,1985) : It consists of five statements answerable in a seven point scale from strongly agree to strongly disagree. The value of Cronbach alpha is 0.87

Rosenberg Self Esteem Scale (Rosenberg, 1965) : It consists of ten statements answerable in a four point scale from strongly agree to strongly disagree where high score indicates high level of self-esteem and vice-versa. The value of Cronbach alpha is 0.80

ADMINISTRATION, SCORING AND STATISTICAL TREATMENT :

All the tools were administered to the selected group of subjects by giving proper instruction. Data were collected and properly scrutinized. Scoring was done with the help of standard scoring key. Tabulation was done for each group and each test separately. Mean and S.D. were calculated. Comparisons were made by applying t-test.

RESULTS AND INTERPRETATION

Data inserted in Table – 1 reveals the compulsive buying behaviour of single and married women between the ages 25-35 years. From the mean score, it can be said that there seems to be indication of moderate level of compulsive buying behaviour of both single and married women. Analysis of data reveals that both the group have a desire to go for shopping, they often bought a product although very little money was left but there was no guilt behind their shopping behaviour. Comparative picture reveals no significant difference between the two groups. Thus, the **Hypothesis – I is accepted in this investigation.**

Table – 1 : Comparison between the single and married women in terms of compulsive buying behaviour

	Compulsive	Buying	Behaviour	
Categories	N	Mean	S.D.	t- value
Single	60	31.61	8.92	1.43*
Married	60	29.43	7.76	

Score range : 11-55, High score indicates high compulsive buying tendencies and vice-versa. * Difference is insignificant

Comparisons were also made between the single and married women in terms of attitude towards money (Data inserted in Table – 2). From the mean score it can be said that both single and married women have low level of power prestige attitude. Further analysis of data reveals that both the groups do not believe money as a tool to impress or influence others or it is an ultimate symbol of success. Besides this, moderate level of distrust, anxiety and attitude towards money was observed among themselves. Comparative picture reveals no significant difference between the two groups. Thus, the **Hypothesis - II is accepted in this investigation.**

Table – 2 : Comparison between the single and married women in terms of attitude towards money

Categories	Attitude	Towards	Money		
	Status	N	Mean	S.D.	t-value
Attitude towards money	Single	60	47.53	11.38	0.94*
	Married	60	45.16	10.79	
A) Power - prestige	Single	60	14.47	5.74	0.76*
	Married	60	13.70	5.17	
B) Distrust	Single	60	16.45	4.15	0.09*
	Married	60	16.38	3.59	
C) Anxiety	Single	60	16.73	4.24	1.84*
	Married	60	15.37	4.19	

Score range : Attitude towards money : 19-95; Power-prestige : 7-35; Distrust : 6-30; Anxiety : 6-30; High score indicates high attitude towards money and vice-versa

* Difference is insignificant

Data inserted in Table – 3 reveals the comparative picture between the single and married women in terms of satisfaction with life. From the mean score it can be said that there seems to be indication of moderate level of satisfaction with life as expressed by both the group but single women are comparatively more satisfied with life than that of the married women. Comparative picture reveals significant difference between the two groups. Thus, the **Hypothesis – III is rejected in this investigation.**

Table – 3 : Comparison between the single and married women in terms of satisfaction with life

Categories	Satisfaction	With	Life	
	N	Mean	S.D.	t-value
Single	60	23.57	5.10	2.43*
Married	60	20.88	6.86	

Score range : 7-35, High score indicates high satisfaction with life and vice-versa, *p<0.05

Data inserted in Table – 4 reveals the comparative picture between the single and married women in terms of self esteem. From the mean score it can be said that both the single and married women are under the category of normal self-esteem but single women has comparatively higher self-esteem than that of the married women. When comparison was made between the two groups, significant difference was observed. Thus, the **Hypothesis – IV is rejected in this investigation.**

Table – 4 : Comparison between the single and married women in terms of self-esteem

Categories	Self-esteem			
	N	Mean	S.D.	t-value
Single	60	19.75	3.36	2.42*
Married	60	18.00	4.51	

Score range : 0-35, High score indicates high level of self esteem and vice-versa; Score between 15-20 indicates normal self-esteem; *p<0.05

Data inserted in Table – 5 reveals the correlation between compulsive buying behaviour and attitude towards money, satisfaction with life and self-esteem. Findings revealed that there is positive correlation between compulsive buying behaviour and attitude towards money (power-prestige, distrust and anxiety) and negative correlation between satisfaction with life and self-esteem. Thus, the **Hypothesis – V is accepted for compulsive buying behaviour and attitude towards money and is rejected for**

compulsive buying behaviour and satisfaction with life and also compulsive buying behaviour and self-esteem

Table -6 : Correlation between compulsive buying behaviour and attitude towards money, satisfaction with life and self-esteem

Variable 1	Variable 2	Correlation
Compulsive buying behaviour	Power-prestige	0.43
	Distrust	0.39
	Anxiety	0.36
	Attitude towards money	0.39
	Satisfaction with life	- 0.38
	Self-esteem	- 0.41

CONCLUDING REMARKS

In conclusion it can be said that compulsive buying behaviour as expressed by both single and married women is at moderate level. Compulsive buying is at a greater risk now-a-days. People are becoming more concerned with shopping when they are being dissatisfied with conditions of their life and when they do not feel good about themselves. Thus, compulsive buying is a compensatory act for them. People should be more informed that how they are unknowingly adopting drastic behaviour to make their life better, but ultimately making it more miserable. This study can be applied to general population for their awareness as well as applied to the marketing industry to get a better picture of consumer behaviour.

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