Abstract

Bengaluru’s retail sector is witnessing an explosive growth thus making a boom in the city’s growing affluence. Over the last 10 years Bangalore’s population has increased around 30 per cent; it is ranked the seventh most affluent city in India thus leading to Compulsive Buying Behaviour (Senthil, 2009). According to ICD-10 and DSM-IV, compulsive buying is defined as “not otherwise unspecified impulse control disorder, an uncontrollable urge to shop and spend.” Borrowing from Vygotsky’s sociocultural theory (1987) and Erick’s psychosocial stages (1950) the hypothesis for the study was framed that perception of parents and compulsive buying are not significantly correlated. A quantitative study was conducted in order to investigate the hypothesis. A sample of 117 emerging adults aged between 18 and 25 were selected for the study. Using Independent sample t test and Pearson correlation, the results stated that there were no differences among perception of parents and compulsive buying behaviour among emerging adults.

Keywords: Compulsive buying behaviour, perception of parents, emerging adults, impulse control disorder, sociocultural theory, psychosocial theory.

This concept of excess shopping is known as “compulsive buying behaviour”. According to ICD-10 and DSM-5, compulsive buying is defined as "not otherwise unspecified impulse control disorder, an uncontrollable urge to shop and spend." Researchers admit that it is commonly observed in women between the ages of 18 and 30 years (Kraepelin, 1926). It is found that compulsive buyers are more envious, more likely to think that shopping is fun, less generous, more likely to feel guilty after buying things, higher on a usual fantasy-imagination orientation and lower on self-esteem. (D’Astous, Maltais&Roberge 1990).

According to Erick's psychosocial theory during infancy and toddlerhood, children easily attach to others. Young children normally form their initial primary relationships with their parents and other family members. As infants are completely dependent on caregivers for food, clothing, warmth, and nurturing, Erikson determined that children’s prime task during this first psychosocial stage of life is to learn to trust their caregivers. As they form relationships with others and develop an organized sense of self, the children's first few years set the stage for both immediate and overtime psychosocial development, that includes the emergence of prosocial behaviour, or the capacity to help, cooperate, and share with others. Bangalore’s retail sector is witnessing an explosive growth thus making a boom in the city’s growing affluence. In the last 10 years Bangalore’s population has increased around 30 per cent; it
is ranked the seventh most affluent city in India. It is estimated that over one-third of the households in Bangalore have an annual expenses between Rs 50,000 and Rs 1 lakh, whereas 40 per cent of the city’s population has annual incomes ranging between Rs 70,000 and Rs 1.4 lakhs. The 15-45 age group in this city is a retailer’s delight. This new population is characterized by upper-class double income families with high purchasing power. (Senthil, 2009)

India would be a platform to study emerging adulthood because the majority of the population is living in poverty, yet a flourishing middle class has taken advantage of increased educational opportunities and jobs in the field of informational technology. Apart from the economic changes taking place in the country, India is seen to have innumerable cultural beliefs (Hinduism) and practices (arranged marriage) that may influence emerging adulthood. A few studies have mentioned that compulsive buying begins at this stage of emerging adults thus being becoming shopping freaks (Vaid, 2012).

Erikson’s theory (1950) on psychosocial development he has combined the development of adolescent and young adult. But he did not name it a specific period therefore it is in some ways adolescent and in some ways young adulthood. He states that adult commitments and responsibilities are delayed while role of experimentation that began in adolescence continues and intensifies. In relation to the study it is estimated that emerging adults will have a lot of urge to indulge in experimentation by buying compulsively in order to set an identity. At the same time they will be influenced by parenting which would delay their responsibilities as adults, with an image of adolescence.

The fundamental reason for this study is because of the major challenges faced by Indians, as a developing country India is now going through transformations with a lot of luxury caused by metropolitan cities thus increasing buying power. This way people staying in cities are in a state of getting affected by issues with buying and hoarding. Studies show that emerging adults are seen to be affected by these recent evolution (Senthil, 2009). Though there are many studies conducted with regard to the topic, there is very little research conducted with relevance to the influence of parents and compulsive buying behaviour especially in India. Hence, the study will be focusing on parenting perceptions and compulsive buying behaviour among emerging adults thus contributing to this field of study.

This study focuses on emerging adults as they go through a series of transformation mainly psychological and social aspects like identity exploration, exploration of love relationships and work possibilities. Being in lucre cities these individuals are in a state of changing their perspective to modernity breaking away from the past. They seem to be self-focused as they attempt to become independent individuals which might create fallacy between them and their parents who still possess traditional values. This study would attempt to fill the gaps of previous research done in the same field by having parental perception and compulsive buying behaviour as the core variables, thus making the study a unique one. Therefore, the current study will provide a new dimension of the compulsive buying behaviour of emerging adults of Bengaluru – as it is seen to be the seventh affluent cities of India. (Senthil, 2009). Thus parents, caretakers, retail marketers as well as emerging adults would benefit through this study on compulsive buying a classified disorder from a new perspective.
Objectives of the Study
1. To study the level of compulsive and non-compulsive buying behaviour among emerging adults.
2. To study various components of parenting with regard to compulsive buying behaviour among emerging adults.
3. To study the perception of parents of the compulsive and non-compulsive buyers.
4. To study the gender differences among compulsive and non-compulsive buyers.
5. To study the gender differences of each parent with regard to the compulsive and non-compulsive buying behaviour of emerging adults.

Hypothesis:
1. There will be no gender difference in compulsive buying behaviour among emerging adults
2. There will be no difference in group characterized by mother’s influence
3. There will be no difference in the group characterized by father’s influence
4. There will be no significant difference in parental perception and compulsive buying behaviour among emerging adults.

Research design:
A quantitative research was conducted with correlational design, focusing on simple associations between variables and to find the extent to which the variables are related.

Variables
Predictor: Perception of Parents, Gender
Outcome: Compulsive Buying Behaviour

Sample of the Study
The sample size included 117 emerging adults where 49 boys and 61 girls were selected for the study between 18 to 25 years. Purposive sampling was used.

Tools used in the Study
Compulsive Buying Scale-Valence. D’Astous& Fortier (1988). A 5 point Likert scale, The Perception of Parent scale (POPS)-College student version was used to assess.

Procedure
The tools that were used in the study was gauged by five professionals for cultural validation so that it would be a valid and a reliable tool of measure in the Indian context. Further in the study purposive sampling technique was used to collect data from two educational institutions in Bengaluru. Next, the informed consent form was distributed for the members who would like to be a part of the study. A sample of 117 participants including both males and females were selected. Based on the number people willing to take part in the study a sample of 50 males and 67 females were selected as samples. A few details about the study was instructed to them after which two questionnaire namely- Perception of Parent Scale and Compulsive Buying Scale were administered.

The subjects were given a time of not more than thirty minutes to complete the questionnaire. After the participants finished taking up the test, the questionnaires were collected back and the subjects were thanked for taking part in the study. The questionnaires were collected and scored to formulate the test results.
Table 1. Result of tests of normality on Shapiro-Wilk test of factors of parenting and compulsive buying scale

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBScale</td>
<td>.916</td>
<td>110</td>
</tr>
<tr>
<td>MI</td>
<td>.868</td>
<td>110</td>
</tr>
<tr>
<td>MAS</td>
<td>.968</td>
<td>110</td>
</tr>
<tr>
<td>MW</td>
<td>.898</td>
<td>110</td>
</tr>
<tr>
<td>FI</td>
<td>.949</td>
<td>110</td>
</tr>
<tr>
<td>FAS</td>
<td>.936</td>
<td>110</td>
</tr>
<tr>
<td>FW</td>
<td>.957</td>
<td>110</td>
</tr>
</tbody>
</table>

The scores of normality on Shapiro-Wilk table shows that p is less than .05 for all variables except for MI (p = 0.09) therefore data are not normally distributed and the null hypothesis may probably be false.

Table 2. Results of gender and compulsive buying behaviour among emerging adults using independent sample t test.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Mean</th>
<th>Sd</th>
<th>T</th>
<th>df</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>36.57</td>
<td>10.74</td>
<td>-.660</td>
<td>108</td>
<td>.511</td>
</tr>
<tr>
<td>Female</td>
<td>37.83</td>
<td>9.34</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It was seen that females had more scores on compulsive buying scale where females (37.8 ± 9.3), males (36.5 ± 10.7), a statistically significant difference of 6.1 t (108) = -.660, p = .511 respectively.

Table 3. Results of t – test for mother influence on both the genders

<table>
<thead>
<tr>
<th>Gender</th>
<th>Mean</th>
<th>Sd</th>
<th>T</th>
<th>df</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>36.57</td>
<td>10.74</td>
<td>-.660</td>
<td>108</td>
<td>.511</td>
</tr>
<tr>
<td>Female</td>
<td>37.83</td>
<td>9.34</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Males (36.0 ± 6.5), females (34.4 ± 7.2), a statistically significant difference of 0.9 t (108) = 1.22, p = .22 respectively.

Table 4. Results of t-test for the father influence on both the gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Mean</th>
<th>Sd</th>
<th>T</th>
<th>df</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>33.51</td>
<td>6.80</td>
<td>.945</td>
<td>108</td>
<td>.347</td>
</tr>
<tr>
<td>Female</td>
<td>32.19</td>
<td>7.58</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Males (33.5± 6.8), females (32.1 ± 7.5), a statistically significant difference of 0.7 t (108) = .945, p = .34 respectively.

Table 5. Results of correlation between variables parenting, gender and compulsive buying behaviour

<table>
<thead>
<tr>
<th>Pearson Correlation</th>
<th>Gender</th>
<th>CBScale</th>
<th>MI</th>
<th>MAS</th>
<th>MW</th>
<th>FI</th>
<th>FAS</th>
<th>FW</th>
</tr>
</thead>
</table>

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Discussion
The purpose of the study was to analyse the relationship between perception of parents and compulsive buying behaviour of emerging adults. Gender was another variable associated with compulsive buying behaviour to investigate the arguments of previous studies on compulsive buying behaviour. The study included a sample size of 117 with 61 females and 49 males falling between the age group of 18 and 25. Perception of Parents Scale (POPS) and Compulsive Buying Questionnaire (CBQ). Under the scale of perception of parents six subscales were measured, mother involvement, mother autonomy and support, mother warmth, father involvement, father autonomy and support, father warmth along with gender and compulsive buying behaviour. Zero order correlations were conducted. It was seen that perception of parents and compulsive buying were not significantly correlated thus accepting the null hypothesis. At the same time it was also seen that there wasn’t much difference among both the genders- males and females in terms of compulsive buying behaviour thus null hypothesis is accepted.

The study included four hypothesis, the first hypothesis states that there would be no gender difference with regard to compulsive buying behaviour of emerging adults. This hypothesis was derived from the study conducted by Dittmar (2004) as it was is believed that psychologically motivated buying as a form of self–repair is both more important and culturally available for women compared to men (Dittmar & Drury, 2004). In the current study a zero order correlation was set with regard to the buying behaviour of males and females to prove the previous findings by increasing the female sample size. To statistically analyse the data an independent sample t test was run to check whether there was a significant relationship between the two variables. Results showed that there was not much difference in terms of compulsive buying behaviour among both the genders as there was a moderate positive correlation between both the groups. This might as well refute the previous studies which states that women are highly expected to shop than men (Dittmar & Drury, 2004).

Conclusion
The sample for the study consisted of 117 males and females out of which there was 49 males and 61 females. The sample was collected from the urban population of Bengaluru. The participants filled Compulsive Buying Questionnaire (CBQ) and Perception of Parents Questionnaire (POPS). The results of the study indicated that there was a zero correlation between perception of parents and lifestyle and compulsive buying behaviour. All the instruments which were used for this study was having good internal consistency. The Statistical Package for the Social Sciences (SPSS) Student Version was used for the statistical analyses performed in this study. Using the independent sample t test hypothesis 1, 2 and 3 were tested. In hypothesis 1, (p = .511 < 0.05) showing that there is no significant difference in score thus accepting the null hypothesis. In hypothesis 2, (p = .22 < 0.05). Results show that there is no significant difference in scores thus accepting the null hypothesis. In hypothesis 3, (p = .34 <0.05) showing a weak positive correlation of father’s involvement and compulsive buying behaviour thus accepting the null hypothesis. Six subscales were measured, mother involvement, mother autonomy and support, mother warmth, father involvement, father autonomy and support, father warmth along with gender and compulsive buying behaviour using the Pearson correlation where it was seen that there wasn’t...
much difference in scores p values- Mother involvement (p = .11 <0.05), mother autonomy and support (p = .23 <0.05), mother warmth (p = .17 <0.05), father involvement (p = .09 < 0.05), father autonomy and support (p = .08 <0.05) have no significant difference except for father warmth (p = .002 >0.05) were greater than 0.05 thus accepting the null hypothesis that there is no difference with perception of parents and compulsive buying behaviour.

Limitations of the Study

1. Due to time constrains the study did not focus on the factors influencing the compulsive buying behaviour among female samples that is higher than males.
2. The study did not focus on the gender difference of both the parents with regard to compulsive buying.
3. There wasn’t much focus on cultural and religious beliefs that influence the compulsive buying behaviour.
4. The study was restricted by selecting sample size only from the city of Bengaluru.
5. Since the criteria for the sample selection was that the subject staying with both the parents should be a part of the research, researcher did not include the questionnaires filled by the subjects who were with single parents which limited the sample size.

References


