

# Analyzing Motivational Determinants of Shopping Addiction Tendency\*

## Alışveriş Bağımlılığının Motivasyonel Öğelerinin Belirlenmesi

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### ABSTRACT

Shopping addiction tendency is defined as being so occupied about shopping that consumers become driven by uncontrollable shopping urges and as a result of facing negative psychological, social and financial consequences. Based on a field study on university students (N=372), this paper examines hedonic shopping, escapism and negative mood reduction, as motivational determinants of shopping addiction tendency, which is a relatively less studied area of consumer behavior in Turkey. The findings indicate that, hedonic shopping, escapism and negative mood reduction all have significant effect on shopping addiction. Getting its mainstream studies from compulsive buying literature, shopping addiction literature focuses mainly on the enjoyment gathered from shopping action. However this study provides new insights into potential antecedents of shopping addiction as negativity avoidance and escapism, which are negative psychological states with respect to shopping addicts quest for shopping enjoyment.

**Keywords:** Shopping Addiction Tendency, Hedonic Shopping, Negative Mood Reduction, Escapism

### ÖZ

Alışveriş bağımlılığı; bireylerin iç ve dış faktörlerden kaynaklanan psikolojik gerilimleri ile baş etmek adına yapılan kontrolsüz ve aşırı alışveriş yapma olarak tanımlanabilir. Üniversite öğrencileri üzerinde yapılan bir saha çalışması doğrultusunda (N=372), bu çalışma alışveriş bağımlılığına motivasyonel anlamda etkisi olduğu düşünülen hedonik alışveriş, gerçeklerden kaçış ve olumsuz ruh halini düzeltme faktörlerini incelemektedir. Araştırmanın sonuçları, her üç bağımsız değişkenin de alışveriş bağımlılığını anlamlı biçimde etkilediğini ortaya koymaktadır. Satın alma ve alışveriş bağımlılığı literatüründe bu çalışmayı farklı kılan unsur, bağımsız değişken olarak keyif ve ruh halini düzeltme gibi psikolojiyi olumlu etkisi olan öğelerle negative bir durum olan bağımlılığı açıklamaya çalışma hedefidir. Zira, bağımlılık literatürü çoğunlukla negatif olay ne nedenler üzerinde durmaktadır.

**Anahtar Kelimeler:** Alışveriş Bağımlılığı Eğilimi; Satın Alma Bağımlılığı Eğilimi; Hedonik Tüketim; Gerçeklerden Kaçış ; Negatif Ruh halini Düzeltme

In modern society, shopping is accepted as a fundamental element of economy. However the value attributed to shopping is not just satisfying a need rationally but also satisfying the need emotionally, which is a topic of significance in consumer psychology (Woodruffe-Burton et al., 2002; Tauber, 1972). In 1977, one of the first classification of shopper types indicated that consumers might shop for recreational as well as rational purposes (Bellenger et al, 1977). In time, the

meaning or motive attached to shopping has become diversified. Moreover, consumers now are eager to use shopping as a leisure activity, socialization act, escape from daily routine or coping mechanism with negative events/feelings (Solomon et al, 2006). No matter what the motive of shopping is, it could be admitted that most consumers enjoy the shopping process or use shopping as a self-gratification activity without being an addict. However this overrated compensatory

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mechanism has the potential to become a pathological pattern of shopping (Unger and Raab, 2015 ; O'Guinn and Faber,1989). Many researchers accept the well-known continuum, which specifies that unproblematic leisure shopping may develop into shopping addictions of different levels, where the shopping tendency and the magnitude of triggers might grow in time (Clark and Calleja, 2008 Elliott,1994; Scherhorn,1990; D'Astous,1990). Hence shopping addiction needs to be taken as a serious phenomenon, both for individuals and for society at large.

In the relevant literature, there is an ambiguity in clarifying shopping addiction, compulsive shopping and compulsive buying terms. Actually, the genesis of studies on shopping addiction finds its roots in compulsive buying, addictive buying and excessive buying literature, which serve as common points in psychology, psychiatry, sociology, social psychology and consumer behavior. As a psychiatric term, behavioral addiction is associated with loss of control and emerging negative consequences in terms of psychologically, physically or socially (Rose and Dhandayudham,2014; Sussman, Lisha and Griffiths,2010). The common theme connected to behavioral addictions is that they repetitively occur and they are maladaptive (Clark and Calleja, 2008; Bradley,1990). In that perspective, shopping addiction is defined as (Andreassen 2014,198) "being overly concerned about shopping, driven by an uncontrollable shopping motivation, and to investing so much time and effort into shopping that it impairs other important life areas." Similarly, Walters (1999) emphasized the progression, preoccupation, perceived loss of control and negative outcomes nature of shopping as proving to be an addiction, whereas Black (2007) pointed out specific addiction symptoms as craving, withdrawal, loss of control, and tolerance (Andreassen et al., 2015). Shopping addiction originates from compulsive buying, where compulsive buying is a "chronic, repetitive purchasing that becomes primary response to negative events or feelings" (O'Guinn and Faber, 1989: 155). In fact, some researchers used both terms almost interchangeably due to considerable similarities (Dittmar et al.,1996; Scherhorn 1990). However, as analyzed deeply, three noteworthy difference exist between these terms. First of all, compulsive shoppers, experience shopping urge as an unwelcome pressure and distressing activity, whereby in addiction the shopping serves as a pleasurable activity on the action (Goodman,1989). Whereas, shopping addicts are stated to take enjoyment from the shopping

action itself. Secondly as Elliott (1994, 159) proposed, " this behaviour is (more accurately described as an addiction because it involves the extension of normal behaviour into a pathological habit (Clark and Calleja, 2008). In other words, compulsive buying can be seen as a part of Impulse Control Disorder (ICD) in terms of impulsivity, heightening tension and gratification connected to disorder (Grant and Kim,2003). In that sense, some researchers connected the "compulsive buying/shopping" term to obsessive-compulsive disorder (Hollander 1993; Hollander and Allen ,2006; Kottler et al., 2004). Comparative to compulsive buying/shopping, shopping addiction is largely referred to a milder version of that control disorder due to therapeutic implications and effective methods of intervention (Grusser and Albrecht,2007; Grant and Kim,2003). Lastly, Bas (2016) added another difference between compulsive shoppers and shopping addicts as, compulsive shoppers as rejecting their abnormal activity, whereas, addicts as being aware of their addiction but indefeasibly continue shopping. In both cases, person is powerless to resist this strong urge to shop on continuous basis. Clarifying shopping addiction is only possible by uncovering the antecedents of shopping addiction. So in that sense, it may be useful to find an answer to the key question of what motivates addicts, rather than to disclose the personality traits of the individual or to examine environmental contingencies. Therefore, the main aim of this study is to enlighten the motivational determinants of shopping addiction tendency in typical consumers. Through the scope of this study it is believed that if motives behind shopping addiction are somehow clarified and shared with society, consumers may become aware of the factors that trigger them to become shopping addicts and hence may help them to resist this tendency or motivate them to find effective self-defensive mechanisms.

## CONCEPTUAL FRAMEWORK AND DEVELOPMENT OF HYPOTHESES

In the relevant literature there are diverse entitlements about this excessive, uncontrollable and abnormal form of shopping or buying such as compulsive buying, compulsive shopping or buying addiction. Research on these issues is intensive after 1980's; however the concept as in the original form of "compulsive buying" leans back to 1915. Shopping addiction finds its roots from all of these concepts, however to clearly define and position apart, especially compulsive buying concept needs

to be examined. Even the compulsive buying related articles acknowledge compulsive buying as a part of addictive behaviours (O'Guinn and Faber, 1989, 148). In that perspective shopping addiction literature embraces compulsive buying/ shopping literature. The earliest definition comes from Kraepelin in 1915, who is accepted as founder of modern psychiatry according to Encyclopedia of Psychology, and refers to this dysfunctional consumer behavior as *onomania* as mania for buying (Swan-Kreimer et al., 2005). Later, that term appeared on Bleuler's Textbook of Psychiatry (1924) emphasizing the irresistible strong impulsive urges for buying. (Lo and Harvey, 2011). However, it is the study of Faber et al. (1987) that heightened attention to this abnormal consuming behaviour. Compulsive buying is accepted as a chronic, abnormal form of shopping or spending pattern, accompanied by uncontrollable and repetitive motives to buy (Edwards, 1993). Also, the need for shopping or buying serves as a response to negative events or feelings that the individual is incapable of facing or solving, and usually results in detrimental social, financial and psychological consequences (Kyrios et al, 2004 ; O'Guinn and Faber, 1989 ; Faber and O'Guinn, 1992; McElroy et al., 1994). Some researchers consider this problem as a compulsive disorder, since it is related to unstoppable urges (Faber and O'Guinn, 1992); whereas other researchers refer to it as being an addiction (Desmond, 2003), which is in fact a pathological habit in an individuals' life, mostly resulting in severe and unpleasant consequences. Thereupon, Elliot (1994) indicates that using the term "addiction" is more appropriate than using the term "compulsive" since shopping or buying is a preference, and sometimes it may be beneficial to the individual socially or psychologically. Supporting that view, Scherhorn (1990) stresses that through shopping, positive feelings such as pleasure or enjoyment may be felt temporarily and occasionally by any consumer. Therefore, since the aim of this study is to enlighten typical but occasional abnormal shopping behaviors that may show some signs of addiction and not be psychologically problematic shopping behaviors that are chronic, which would be a topic of study of psychology, psychiatry, etc. In this study the term "shopping addiction tendency" is used instead of "shopping addiction" to emphasize consumers' incline to act as shopping addicts now and then. So in that context, the term "shopping addiction tendency" may be conceptualized as an inclination that typical consumers might experience from time to time rather than being a severe psychological deficiency as is the

case for shopping addiction. In that sense, shopping addiction tendency varies from compulsive buying in multiple ways. Firstly it is a tendency that is believed to be even in typical consumer, but may be activated with a response to negative and positive events, rather than a trait that is owned like, obsessive-compulsivity. Secondly, shopping is integrated into the concept so that consumers do not necessarily buy something but needs to be engaged in shopping activity no matter, the result is either a purchasing act or not. Thirdly, like Edwards (1993) it is believed that, this abnormal behavior needs to be examined on continuum not to underestimate moderate levels of shopping addiction, unlike Faber and O'Guinn's (1988) dichotomous researches which are associated with compulsive buying.

The reason why this study deliberately uses the "shopping addiction tendency" concept instead of the compulsive shopping concept or the buying addiction concept is twofold. Although, buying and shopping concepts share much in common, serious distinctions exist between the two concepts. Shopping can be defined as a set of activities the individual is engaged in prior to his/her final decision, if such a decision is made, whereas buying is a term where the individual acquires a specific item at a certain price from a particular retailer at an explicit time (Natarajan and Goff, 1992). In other words, the term "shopping" is used to include the preoccupations prior to the buying process, like window shopping or in-store planning where it may not necessarily result with the purchase act. Moreover, in relevant literature (Faber and O'Guinn, 1988; Valence et al, 1988), it is pointed out that compulsive or addictive buyers' interest is on the shopping process rather than the actual acquisition of goods. That's why a general term as "shopping" is perceived instead of buying in that study.

The extant work on compulsive shopping tends to describe the shopping addiction concept in terms of: identifying its antecedents (Faber and O'Guinn, 1992; Mowen and Spears, 1999; Rodriguez-Villarino et al., 2006); delineating its consequences (Ridway et al., 2008; Workman and Paper, 2010; Weaver et al., 2010; Yi, 2012); proposing new scales (Faber and O'Guinn, 1992; Valence et al., 1988; Edwards, 1993; D'Astous, 1990); or constructing profiles of shopping addicts (Roberts and Pirog, 2004; Saleem et al., 2010; Mikolajczak-Degrauwe et al., 2012). In this study only the antecedents of shopping addiction are considered and adapted to describe shopping addiction tendency.

## MOTIVATIONAL ANTECEDENTS OF SHOPPING ADDICTION TENDENCY

Taking previous literature into consideration, different factors for motivational antecedents of shopping addiction tendency is conceptualized as; hedonic shopping (Babin et al,1994; Lee et al,2009, Woodruffe-Burton et al., 2002), escapism (Faber and Vohs,2004 ; Chang et al,2004) and negative mood reduction (Kacen,1998; Clark and Calleja,2008; Ridgway et al.2008).

### Hedonic Shopping

Previous research findings on compulsive buying studies argue that experiential or hedonic sensation seeking may motivate the consumer to engage in shopping (Arnolds and Reynolds, 2003; Woodruffe-Burton et al., 2002; Babin et al., 1994). Surely, hedonic shopping has to traced to hedonic shopping concept. The “hedonic consumption” term was initially introduced by Hirschmann and Holbrook (1982) to consumer behavior literature where the authors made the well-known and widely accepted definition of hedonic consumption as “those facets of consumer behavior that relate to the multi-sensory, fantasy and emotive aspects” (Hirschman and Holbrook, 1982:92). In short, hedonic motives can be explained as pleasant feelings accompanied by shopping or buying (Kukarkinney et al., 2009). Yet as Arnold and Reynolds (2003) indicate, there exist several hedonic motivations such as: adventure, social, gratification, idea, role and value, which are generally associated with experiencing a pleasure and emotional elevation from the shopping activity itself rather than the items bought (Westbrook and Black, 1985). Babin et al. (1994) confirm the significant relationship between consumers’ tendency to compulsive buying and hedonic values, signifying the threat of repetitive pleasure seeking from shopping that can eventually turn into devastating shopping addiction. Also, Lee et al. (2009) underline the fact that compulsive buyers are affected positively by hedonic values created by online shopping web sites, hence are eager to spend more time and more money triggered by these feelings. Additionally in their research on holistic conceptualization of shopping, Woodruffe-Burton et al. (2002) indicate that the interaction between hedonic value seeking and compulsive shopping is very high. Thus it could be hypothesized that:

H1: Hedonic shopping has a positive effect on shopping addiction tendency.

### Escapism

Another motive for shopping addiction comes from escape theory (Faber and Vohs, 2004), which is a term originally used by Baumeister (1988) in a shopping context. Simply, escapism refers to an individuals’ incline to avoid facing the unpleasant facet of reality, both cognitively and emotionally (Henning and Vorderer, 2001; Vorderer, 1996). Escapism tendency is thought to stem from the high standards or perfectionist expectations acquired in the early childhood of individuals (Heatheron ve Baumeister, 1991) facilitated by contingencies triggered by the marketing environment. Attracted by the sensory-rich environment provided by retailers, the consumer enters a delusion as a means of forgetting all unhandled problems or negativities in life. In time, individuals’ reluctance to face their lives stimulates them to engage in more shopping behavior, and the more they shop, the more likely this behavior results in a vicious circle. Additionally, Chang et al. (2004) refer to escapism tendency, as not just a breakaway from negative events, but also as running away from boredom or routines of daily lives. Actually in need to create some personal space and in order to break from the routinization of tasks undertaken between home and work, shopping is used as a way of protecting mental health by contemporary consumers, who desperately seek a way of breaking out of predefined steps, and hence use shopping as a temporary withdrawal from everyday monotonous life (Henning and Vorderer, 2001; Firat and Venkatesh, 1995). Therefore, it could be hypothesized that:

H2: Escapism has a positive effect on shopping addiction tendency.

### Negative Mood Reduction

Studies examining the etiology of shopping addiction, reach the consensus that shopping has an alleviating effect on consumers (Elliot, 1994; McElroy et al., 1994). Addictive shoppers, who experience strong negative emotions, believe the lifting effect of shopping on their moods, even though it is temporary (Ridgway et al, 2008; Edwards, 1993; Faber and O’Guinn, 1992; Valence et al., 1988). Positive feelings experienced during shopping, acts as a motivation to shop or buy more and eventually, the person finds him/herself frustrated with unopened packages hidden in their closets (Ridgway et al., 2008). In their qualitative study, Faber and Christenson (1996) found that respondents tend to feel less negative and moreover better

after shopping and yet they characterize the aforementioned “mood repair instinct” to play a key role in defining shopping addiction. Similarly, Miltenberger et al. (2003) propose the need to get a sense of relief from negative moods as being one of the most powerful antecedents of compulsive buying. Elliott (1994) also stresses the significant positive relationship between mood repair and compulsive shopping in his study. In another study examining the effect of retail atmosphere on individuals’ moods, it was found that participants’ level of pleasure, arousal and control significantly changes after buying something (Kacen, 1998). Biological triggers of shopping addiction are described as emphasizing that serotonin instability generates a tension in the human body, and in order to reduce this stress the individual finds convenient activities to undertake, like shopping (Andreassen et al., 2015; Potenza and Hollander, 2002; Clark and Calleja, 2008; Orford, 2001). Thereby, shopping becomes a conditioned response to cope with negative feelings. Thus it is hypothesized that:

H3: Negative mood reduction has a positive effect on shopping addiction tendency.

In light of the above information, the proposed conceptual model of the study is as seen in Figure 1.

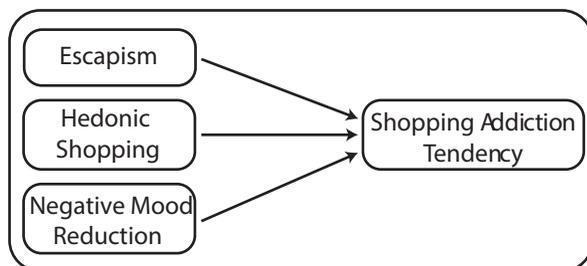


Figure 1: Proposed Conceptual Model

**RESEARCH METHODOLOGY**

In order to test the conceptual model given in Figure 1 and to test the proposed hypotheses, a quantitative research was conducted.

**SAMPLING PROCEDURE AND SAMPLE PROFILE**

In literature, many research exist focusing on the negative relationship between age and shopping addiction or compulsive buying, hence perceiving shopping addiction as a potential problem especially for the youth (Kearney and Stevens, 2012; Yurchisin and Johnson, 2004; Mowen and Spears, 1999).

Similarly, Black (2007) states that, individuals aged 18 to 30 and earning less than 50 000 USD are more likely to be suffering from shopping addiction than the rest of the society (Karim and Chaudhuri, 2012). In some studies it is stated that the 18-24 aged university youth may be accepted as an ideal sample to study shopping addiction, due to their demographic profiles and spending/shopping habits (Kearney and Stevens, 2012; Yurchisin and Johnson, 2004). Also, it is projected that 1% to 6% of the whole population are compulsive buyers, whereas this ratio increases to 6% to 12.2% in young individuals (Faber and O’Guinn, 1989). Therefore, in this study the sampling frame is determined as Turkish university students who show all types of shopping pattern, as indicated by previous research findings.

The sampling method used for the study was convenience sampling where data were collected from students of four different universities, which are located in Istanbul, Izmir and Manisa. The data were collected through face to face self-administered structured questionnaires. The questionnaire was initially developed in English, and then translated into Turkish by the authors and then a second back-translation was conducted by two bilingual lecturers. Additionally, before the actual research, a pilot study was conducted on 30 students to check the wording of the questions and to make sure that all questions were clear and easily understood. When incomplete questionnaires were excluded, a total of 372 useable questionnaires (response rate = 60.60%) remained for further analysis. The respondent profile and their basic shopping habits are presented in Table 1.

Table 1: Respondent Profile and Shopping Habits

Variable	Frequency	Percentages
Gender		
Male	146	39.2%
Female	226	60.8%
Income (Monthly)		
Under 500 TL	76	20.4%
501-1000 TL	112	30.1%
1001-1500 TL	70	18.8%
1501-2000 TL	41	11.0%
2001-2500 TL	20	5.4 %
2501 TL and above	53	14.2%
Occupation		
Part time	57	15.3%
None	315	84.7%
Shopping Frequency		
Every day	7	1.9%
2-3 times in a week	51	13.7%
Every week	67	18.0%
2-3 times in a month	128	34.4%
Every month	92	24.7%
2-3 times in a year	27	7.3%
Place to Shop		
Only stores	150	40.3%
Only online	1	0.3%
Stores and Online	194	52.2%

As Table 1 shows, of the 372 respondents 60.9% are female, 39.2% are male and the highest percentage of respondents (20.4%) have monthly income under 500 TL. Majority of the sample is not working (84.7%) whereas a minor group (15.3%) has a part time occupation. So, few individuals stated they are working, it can be concluded that the monthly income of these respondents are a part of total household income. In terms of basic shopping habits, it can be inferred that most of the respondents (34.4%) shop 2-3 times in a month and more than half of the respondents (52.2%) prefer both store and online shopping.

## RESEARCH INSTRUMENT

The research model is composed of three independent variables and one dependent variable. In Table 2 the details about the constructs, measures, exploratory factor analysis results and reliability results of these variables are given. All items were measured using a 7-point Likert-type scale (1=Strongly Disagree; 7=Strongly Agree) to increase the response sensitivity of the sample. Since shopping addiction is still an area where only very limited studies exist in literature, in this study in order to be able to measure this concept it was necessary to combine a multiple of scales related to compulsive buying which were modified to fit the shopping context rather than using the original spending or buying contexts. After detailed examination of the scales, they were purified by elimination of irrelevant items and leaving only items related to shopping. Hence the proposed shopping addiction tendency scale is composed of nine items where six items are adopted from D'Astous et al. (1990) scales, which are actually a modified form of Valence et al. (1988) scales. The remaining three items were adopted from Faber and O'Guinn's (1992) pioneering compulsive buying scale. The Cronbach's Alpha reliability coefficient of the shopping addiction tendency scale was quite high ( $\alpha=0.874$ ) showing that the scale is highly reliable. Hedonic shopping scale was adopted from Hausman (2000), terms related to buying was converted to shopping. This scale is originally composed of seven items, however one item (I go shopping to watch other people) was below the minimum threshold of 0.4 and it was removed from the scale. The Cronbach's Alpha reliability coefficient of the hedonic shopping scale was quite high ( $\alpha=0.863$ ) showing that it is highly reliable. Negative Mood Reduction (NMR) scale was adapted from Kang and Johnson's (2011) study on retail therapy, as a part of shopping value. The scale includes five items which

proved to be highly reliable with a Cronbach's Alpha reliability coefficient value of  $\alpha=0.886$ . Escapism scale was adopted from Mattwick and Rigdon's (2004) three item scale. The Cronbach's Alpha reliability coefficient of the escapism scale was quite high ( $\alpha=0.875$ ) showing that it is highly reliable. From Table 2 it can be seen that the percentage of variance of the scales are within an acceptable level. Additionally, the loadings of all the items of the scales are quite high.

For construct validity, as Campbell and Fiske (1959) proposed, both convergent and discriminant validity of the related scales are checked. Convergent validity ensures a particular scale is actually measuring that intended concept, and is achieved if the value of Average Variance Extracted (AVE) get the minimum level of 0,5 in each construct for the model (Safiih & Azreen, 2016; Fornell & David, 1981). As shown in Table 3, all AVE values of variable scales are above 0,5 (0,662; 0,722 ; 0,786 ; 0,839).

Discriminant validity presents the degree to which two theoretically similar concepts are different. In their research book, Hair et al. (2012) indicate that, the marketing studies that engage in some type of discriminant validity assessment, use the Fornell-Larcker criterion (72.08%), cross-loadings (7.79%), or both (26.13%) (Henseler et. al., 2015). Through that study, Fornell-Larcker criterion is used for assessing discriminant validity, which is done to see the square root of every AVE value for each item is larger than any correlation among any item pairs (Zait & Berteau, 2011; Fornell & Lecker, 1981). Fornell and Larcker (1981) advocate that, average variance extracted (AVE) need to be greater than the shared variance (the squared correlation) to indicate that scale possess discriminant validity. The AVE represents the average amount of variance that a construct explains in its indicator variables relative to the overall variance of its indicators. This is supported also by Hair et al. (2006), which is basically for any two constructs, average variance extracted (AVE) need to be greater than the shared variance (the squared correlation) to indicate that scale possess discriminant validity. The average variance extracted (AVE) for each variable is calculated manually for all the constructs using the formula suggested by Hair et al., (1995) , which is (Safiih & Azreen, 2016, 117);

$$AVE = \sum K^2 / n$$

$K$  = factor loading of every item  
 $n$  = number of items in a model

As shown in Table 3, this criterion are met all variables; no correlation exceeds the square root of the AVE.

**Table 2:** Questionnaire Measures, Exploratory Factor Analysis and Reliability Results

Measurement Items	% variance extracted	Eigen value (range of loadings)	Cronbach's alpha
<b><u>Shopping Addiction Tendency (D'Astous et al,1990 ; Faber and O'Guinn,1992)</u></b>	50,62	4.533 (0.78 to 0.58)	0,874
1. Went on buying binge and wasn' able to stop.			
2. Bought something and when I got home I wasn't sure why I had bought it.			
3. When I have money, I can not help but spend part or whole of it.			
4. I often buy something I see in a store without planning, just because I got to have it.			
5. I sometimes feel that something pushes me to go shopping.			
6. I often have a real desire to go shopping and buy something.			
7. I have often bought a product that I did not need even when I knew I had very little money left.			
8. I like to spend money.			
9. Shopping is constantly on my mind.			
<b><u>Hedonic Shopping (Hausman,2010)</u></b>	59,83	3.590 (0.82 to 0.71)	0,863
1. I like to shop for the novelty of it.			
2. Shopping satisfies my sense of curiosity.			
3. I feel like exploring ne worlds when I shop.			
4. Shopping offers new experiences.			
5. I go shopping to be entertaine.			
6. I get a real "high" from shopping.			
<b><u>Negative Mood Reduction (Kang and Johnson,2011)</u></b>	69,32	3.466 (0.89 to 0.74)	0,886
1. Shopping is an escape from loneliness.			
2. Shopping is a way to remove myself from stressful environments.			
3. Shopping is a way to take my mind off things that are bothering me.			
4. Shopping for something new fills an empty feeling.			
5. Shopping is a way to control things when other things seem out of control.			
<b><u>Escapism (Mattwick and Rigdon,2004)</u></b>	80,07	2.402 (0.91 to 0.86)	0,875
1. I get so involved as I shop that I forget everything else.			
2. Shopping makes me feel like I am in another world.			
3. Shopping "gets me away from it all"			

All items are measured 7 point scale ( ranging from 1 = strongly disagree; 7 = strongly agree )

## RESULTS

Before testing the effects of the three antecedents on shopping addiction tendency, correlation analysis was conducted to assess the relationship between the

variables used in the proposed model. Means, standard deviations and correlations among all variables are reported in Table 3.

**Table 3:** Overall Means, Standard Deviations, and Correlation of All Variables

Variables	Mean	SD	1	2	3	4
1.Shopping Addiction Tendency*	2.99	1.33	<i>(0.662)</i>			
2.Hedonic Shopping*	3.72	1.45	0.606**	<i>(0.722)</i>		
3.Negative Mood Reduction*	2.92	1.56	0.645**	0.660**	<i>(0.786)</i>	
4.Escapism*	2.54	1.53	0.623**	0.591**	0.760**	<i>(0.839)</i>

\*Means are calculated according to 7 point scale. \*\* p < .01.Note: Italicized numbers on the diagonal show the square root of the average variance extracted.

As seen in Table 3, all of the variables used in the study show significant correlations with each other with quite high correlation coefficients at 1% significance level. Taking into account the correlations of hedonic shopping, negative mood reduction and escapism with shopping addiction tendency, the highest correlation was achieved between negative mood reduction and shopping addiction tendency ( $r = 0.645$ ), followed by escapism and shopping addiction tendency ( $r = 0.623$ ), and lastly between hedonic shopping and shopping addiction tendency ( $r = 0.606$ ). The highest score achieved for correlation of variables is between negative mood reduction and escapism ( $r = 0.706$ ); and the lowest score achieved for correlation of variables is between hedonic shopping and escapism ( $r = 0.591$ ). It should be noted that all of the correlation scores achieved are quite high showing that there exist a high relationship between hedonic shopping, negative mood reduction, escapism and shopping addiction tendency variables. The high correlation between negative mood reduction and escapism is of no surprise as prior literature also stresses this fact (Elliot, 1994; McElroy et al., 1994; Ridgway et al, 2008; Edwards, 1993; Faber and O’Guinn, 1992; Valence et al., 1988) and it is quite understandable that many people try to avoid negative moods by converting their attention to something much more enjoyable, such as shopping.

To test the proposed conceptual model, regression analysis was used (see Table 4). Initially, the independent variables that take place in the proposed model (hedonic shopping, negative mood reduction and escapism) were individually regressed onto the dependent variable (shopping addiction tendency). The objective of this study was to check the whole explanatory power of the three constructs, which was at an acceptable level (adjusted  $R^2 = 49.6\%$ ). However, via simple linear regression analysis it was confirmed that none of the independent variables was solely capable of explaining the variance on the dependent

variable more than the sum of all of the variables (Adj.  $R^2$  of HS=36.2%; Adj.  $R^2$  of NMR=37.4%; Adj.  $R^2$  of E=40.4). The coefficient of determination indicates that 49,6% of the variation of the shopping addiction tendency variable can be explained by the three independent variables, which is higher than the scores achieved by the individual independent variables. Hence, it is confirmed that all independent variables explain the variation of the dependent variable much better than any of the individual independent variables by themselves.

**Table 4:** Multiple Regression Results

	Standardized Regression Coefficient ( $\beta$ )	t-statistics
Hedonic Shopping (HS)	.277	5.509
Negative Mood Reduction (NMR)	.194	3.400
Escapism (E)	.337	6.313

\*Dependent Variable=Shopping Addiction Tendency  
 \*\*df = 3/368, F = 122.927 ,  $R^2 = 0.501$ , Adj.  $R^2 = 0.496$ .

As seen in Table 4, the multiple regression analysis results confirm the correlation analysis results, meaning that not only significant bivariate relationships exist between all of the variables, but also all of the three independent variables (hedonic shopping, negative mood reduction and escapism) have significant effects on the dependent variable (shopping addiction tendency).

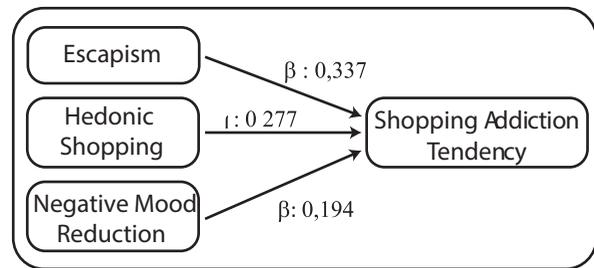
The results of the multiple regression analysis show that Hypothesis 1 (H1) is supported. In other words, hedonic shopping has a significant effect on shopping addiction tendency ( $\beta=0.277$ ,  $p=0.000$ ). This finding also validates the study’s shopping addiction definition whereby addicts differ from compulsive shoppers as of getting pleasure from the activity itself, rather than referring to it as a distressing activity (Goodman, 1989).

This relationship is also, in parallel with Babin et al. (1994), whereby compulsive tendency and hedonic values are proved to be significantly related to each other, and individuals' innocent sense of getting pleasure from shopping may in time result in the dark side of shopping addiction. Moreover, Lee et al. (2009) study indicates that compulsive buyers are attracted to web sites as they create positive feelings in them and eventually these buyers become willing to spend more time and money in online platforms. Additionally, Woodruffe-Burton et al. (2002) found a significant relationship between hedonic value seeking and compulsive buying in holistic shopping behavior

Hypothesis 2 (H2) is also supported indicating that negative mood reduction has a significant effect on shopping addiction tendency ( $\beta=0.194$ ,  $p=0.001$ ). This finding is consistent with Elliot's (1994) study, whereby a significant correlation was found between depression-alleviative consumption pattern and compulsive buying. Moreover, Faber and Christenson's (1996) qualitative study focused on the key role of mood repair instinct on compulsive buying. Similarly, in their study Faber et al. (1987) indicate that most of the participants in their study engaged in shopping when they underwent strong affective mental states, especially negative ones.

Lastly, Hypothesis 3 (H3) is supported, indicating that escapism has a significant effect on shopping addiction tendency ( $\beta=0.337$ ,  $p=0.000$ ). This positive relationship was also confirmed by other studies in relevant literature (Faber and Vohs, 2004; Baumeister, 1990). Faber (2004) states that, the consumer suppresses the unpleasant facet of self-awareness, by getting preoccupied with shopping, which is in fact a dimension of escapism theory. Of course, the triggers of consumers' tendency to get away from reality may not all stem from the individual's mental dissatisfaction, but also from the disappointment and frustration experienced in one's professional or social life. Scherhorn et al. (1990) also confirm Faber's escape theory by considering addictive buying as a far more extreme version of mood alleviative action to withdraw from the unattractive truth.

In conclusion, as shown in Figure 2, all of the proposed hypotheses in this study are accepted, where escapism ( $\beta=0.337$ ;  $p=0.000$ ) has the highest effect on shopping addiction tendency followed by hedonic shopping ( $\beta=0.277$ ;  $p=0.000$ ) and negative mood reduction ( $\beta=0.194$ ;  $p=0.001$ ).



**Figure 2:** Research model with regression coefficients

## DISCUSSION and CONCLUSION

The findings of this study make significant contributions to the understanding of shopping addiction tendency among university youth in multiple ways. Contrary to previous studies' attempt to determine the demographic or attitudinal characteristics of shopping addicts, this study provides a conceptual framework from a motivational perspective. Thus in the study the effects of hedonic shopping, negative mood reduction and escapism on shopping addiction tendency were examined. The findings showed that all of the variables taking place in the proposed conceptual model have significant correlations with each other confirming that hedonic shopping, negative mood reduction and escapism are highly related.

In the study, all of the proposed hypotheses were accepted. Thus hedonic shopping, negative mood reduction and escapism all have significant effects on shopping addiction tendency. According to the research findings, escapism is found to be the most effective factor on shopping addiction tendency. This fact can be interpreted as either that shopping is done as an activity where the consumer willingly withdraws from the daily routine in a problem-free way (as long as it is a tendency and not addiction) or gets away from the problems in his/her life. This finding is consistent with previous literature, which specifies that a shopping addicts' initial motivation stems from negative feelings. In other words, a consumer shops addictively in order to avoid negative feelings or to elevate his/her negative feelings. The findings of this study suggests that consumers experiencing tension, and as a result who have a strong urge to make excessive and uncontrollable shopping, may not do so only to flee from negative moods. Instead, they may also shop in order to escape from daily routines or temporary problems in life, or just for the joy of it.

The second most effective factor on shopping addiction tendency is hedonic shopping which is an important contribution to literature since compulsive buying literature only focuses on the negative mood repair characteristics of buying or shopping and not on the entertainment and self-enjoyment side of it. In other words, this finding can be accepted as a primer proposition of, taking pleasure or enjoyment derived from shopping which could be taken into consideration when studying shopping addiction tendency. The higher this pleasure is experienced, the more the consumer is inclined to shop, seeking positive feelings and hence the higher the tendency for shopping addiction. The higher this pleasure is experienced, the more the consumer is inclined to shop, seeking positive feelings. Another important fact to be stressed, is consumers' quest for curiosity and novelty associated with shopping found out to have no significant contribution to shopping addiction tendency. Hence, as the shopping addiction literature suggested mood alleviation effect of shopping, both to escape from negative feelings or experience enjoyment, is the most visible motivational factor to lead consumer on the shopping addiction continuum. AS Elliot (1994) suggested, shopping as a routine activity might be problematic if the individual becomes continuously pre-occupied with shopping, experience loss of control during shopping and soon or or later face with devastative outcomes of this addiction. It is vital to evoke a sense of awareness on that issue. As Boundy (1993) pointed out, it is dangerous to use shopping as a distraction and stimulation to cope with negative events or moods. Once, this is vicariously learned, than the individual has the potential to go on extreme levels of addiction continuum.

The findings show that the third hypothesis, which states that negative mood reduction has a significant effect on shopping addiction tendency, was also accepted. This finding is important for two reasons. First of all, this finding is consistent with previous literature, which specifies that a shopping addicts' initial motivation stems from negative feelings. In other words, a consumer shops compulsively in order to avoid negative feelings or to elevate his/her negative feelings. On the other hand, the findings of this study indicates that negative mood reduction has the least effect on shopping addiction tendency as compared to escapism and hedonic shopping, meaning that it is the weakest contributor to shopping addiction tendency. This is an anticipated outcome that is stressed even in the definition of shopping addiction. The findings

of this study suggest that consumers experiencing tension, and as a result who have a strong urge to make excessive and uncontrollable shopping, may not do so only to get away from negative moods. Instead, they may also shop in order to escape from daily routines or temporary problems in life, or they may shop just for the pleasure of it and enjoyment.

In the media, shopping is positioned as a "therapy" for contemporary 21th century consumers. However this is a far more optimistic scenario and neglects the threat that the need for shopping may eventually develop into an inevitable and uncontrollable desire to shop which may have destructive effects on consumers. So, it is vital to make a distinction at this point: when is shopping an innocent mood regulatory activity and when is it an activity with destructive outcomes? Especially in developing countries like Turkey, exploring the dark side of this unhealthy and abnormal shopping behavior is extremely important both for the well-being of the individual and the welfare of society as a whole. It is also extremely necessary that financial corporations are aware of shopping addiction tendency. This way they might be able to recognize the individuals who are inclined to shop excessively, hence who may cause a danger to them as they will not be saving anymore and also may not be able to repay their loans. Since this problem is not only self-destructive but also cause damages to the overall economic well-being of society, all parties involved must be concerned with this potential problem. This study not only raises attention to this phenomenon, but also proposes a potential answer to what factors affect consumers who have a tendency for shopping addiction.

The results of this study indicate that all of the independent variables used in this study, specifically searching for pleasure, improving mood or escaping from reality, are appealing to the emotions of the consumers. In this sense, it is important to find ways to build self-awareness of consumers so that they understand what feelings and factors cause shopping addiction and whether they have a tendency for it. For example, campaigns for building social awareness may be organized by governments to educate and inform consumers on this subject. Additionally, firms may be discouraged from sending messages that motivate consumers to buy much more than their needs or may be encouraged to alert consumers that excessive spending is unhealthy and that consumers should "spend sensibly".

## LIMITATIONS AND FUTURE DIRECTIONS

As with other studies, this study also suffers from various limitations, which actually also indicate a potential for future research. Internal and external validity of the results is limited due to convenience sampling. Obviously, future studies adopting probabilistic sampling methods would be able to provide more generalizable results. Another consideration is related to the unit of analysis as being limited to only university students. Although data collection was restricted to students, in literature there exist studies arguing that the young generation is an appropriate sample to conduct research on, due to their shopping habits (Kearney and Stevens, 2012; Yurchisin and Johnson, 2004). Hence although this is a limitation, since there is an inverse relationship between age and shopping addiction, the findings may be quite reflective of the population. Nevertheless, conducting the same research on samples with

varying demographic characteristics and in other cultures will contribute to the validity of the model. For this study two well-known scales (D'Astous et al., 1990; Faber and O'Guinn, 1992) were combined and purified and used as the shopping addiction tendency scale as there were no existing scales to measure this variable. However there exist practices using a one or a combination of compulsive buying scales to measure shopping or buying addiction (Clark and Calleja, 2008; Özçelik, Gegez, Burnaz, 2017 ; Bozdağ ve Alkar,2018). Although the reliability score of the scale is quite good, alternative compulsive buying scales may also be studied to offer a more comprehensive scale on shopping addiction tendency. Future research could replicate and/or extend this research model to make further contributions to existing shopping addiction literature. To extend the model, additional motivational determinants are worth studying, like positive mood empowerment, status consumption or the effect of social environment.

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