



A STUDY ON MATERIALISM, ANXIETY AND GENDER DIFFERENCES IN
COMPULSIVE BUYING BEHAVIORS AMONG YOUNG ADULTS IN MALAYSIA

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A Study on Materialism, Anxiety and
Gender Differences in Compulsive Buying Behaviors
Among Young Adults in Malaysia

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Declaration

We declare that the material contained in this paper is the end result of our own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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This research paper attached hereto, entitled “A Study on Materialism, Anxiety and Gender Differences in Compulsive Buying Behaviors among Young Adults in Malaysia” prepared and submitted by Lim Shi Yuan, Lim Yit Han and Loh Carmen in partial fulfilment of the requirements for the Bachelor of Social Science (Hons) Psychology is hereby accepted.



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Abstract

Compulsive buying behaviors are demonstrated among most young adults regardless of which nations they belong to. This is an issue that have developed significantly every year and should be concerned by the global. In addition, the rate of bankruptcy due to compulsive buying behaviors and prevalence of anxiety disorder has an incline number, particularly the period of implementation of Movement Control Order. Therefore, this study is interested to study the relationship between, materialism, consumer anxiety, gender differences and compulsive buying behavior. A cross-sectional design is applied to conduct the study. Judgmental sampling is used to recruit a total number of 90 respondents who aged between 18 to 26 years old, with 46 males (51.1%), and 44 females (48.9%) in Malaysia. A questionnaire consists of Material Values Scale, The Self-rating Anxiety Scale and Edwards Compulsive Buying Behaviour Scale was used to collect the necessary data. This questionnaire is spread through email and different social media platforms. The results showed that there is a significant positive relationship between materialism and compulsive buying behavior. Next, it also indicated that consumer anxiety has a significant positive relationship with compulsive buying behavior. However, the findings demonstrated that there is no significant difference in compulsive buying behavior between male and female. This study able to fill in the existing research gap. Besides, the research provides future researchers a better understanding on the issue and a direction on how to conduct research on this topic. It is also beneficial for the policy makers and marketers.

Keywords: Compulsive Buying Behaviour, Materialism, Anxiety, Gender differences, Young Adult, Malaysia

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Chapter I

Introduction

1.1 Research Background

Shopping has become an essential element of our daily life and economy in today's society culture. Nowadays, shopping is for leisure, pleasure and is the most significant activity in people's lives. Some people do not just purchase goods because they need them, but they also purchase them just to satisfy demands like escape from daily life and aesthetic delight. However, when shopping becomes an addiction, it will stop being enjoyable and will lead to compulsive buying (Tatic & Cinjarevic, 2016). Most people frequently overlook the effect of compulsive buying. Maraz et al. (2015) highlight that compulsive buying behavior is a maladaptive behavior as a reaction to negative impact with daily life and cause financial issues. Based on Birruntha (2022), Malaysian household debt to GDP is the highest among South-East Asia. Over the previous five years, nearly 25 000 Malaysians under the age of 35 have declared bankruptcy. Researchers have been interested in the topic of compulsive buying (He et al., 2018; Müller et al., 2021). Based on American Psychiatric Association (2013), in the DSM-5, the compulsive buying had not been listed, and was agreed by Piquet-Pessôa et al. (2014), because the evidence is insufficient to label compulsive buying as an addiction. Despite that, a recent study of Granero et al. (2016) suggest that compulsive buying behavior shall considered a behavioral addiction.

Selvaraj conducted a survey in 2013 with 1000 respondents and the result shows that 47% of young Malaysians utilized more than one-third of their monthly income to pay off debts and 37% were spending more than their income (Carvalho & Hamdan, 2015). Majority of bankruptcy cases in Malaysia are because of the inability to pay back debt as a result of hire

purchase transactions, credit card, loans and others. Moreover, Malaysian online shoppers have increased from 24.5% to 48% from 2011 to 2017 (Ng & Khan, 2018). Thus, compulsive buying disorder can be seen through the increase of shoppers online as well. The highest rating stated that Malaysians value leisure time, freedom of action and discretionary spending more than others. This culture may lead Malaysians to have a high degree of debt especially the young generation (Adzis et al., 2017). A rapid increase in dysfunction purchasing behavior in recent decades especially among young adults which had negative psychological and financial effects (Ong et al., 2021).

The current study is on materialism, anxiety and gender differences in compulsive buying behavior among Malaysian young adults. Based on Sharif and Khanekharab (2017), people with materialistic attitudes are more prone to compulsive shopping because they believe that increasing their consumption would have some psychological advantages like enhancing their identity and elevating their social position. Individuals who are highly materialistic were more likely to utilize installment credit and had debt of more than \$1000. Besides, they will also exhibit an attitude on borrowing money (especially for luxury products). On the other hand, individuals with low levels of materialism were more likely to engage in mutual funds and invest (Adzis et al., 2017).

Study of Weinstein et al. 2015 stated that compulsive shopping helps improve positive emotions and lessen loneliness, depression and anxiety. In order to deal with anxiety individuals, turn to compulsive buying to deal with their anxiety (Harnish et al., 2019). Goldsmith et al., (2015) study said compulsive buying disorder report being preoccupied with shopping, feeling tense or anxiety before making a purchase makes them feel relieved after doing it. Anxiety disorder which involves excessive buying so that the disorder will disappear upon its remission. Diversifying their purchases is a strategy used by certain purchasers,

whereas compulsive buying is used by others (Marazziti et al., 2014). Besides, studies have not identified gender-specific compulsive buying behavior; however most clinically diagnosed compulsive purchasers are mostly 80% of the population (Lee & Workman, 2015). Maraz et al (2016) indicates that 20 people have compulsive behavior buying some time in their life and younger age and women are linked to a higher risk of compulsive buying behavior. Therefore, it is important to look into the studies of compulsive buying behavior because it brings several consequences to not only the buyer itself but also family and society.

1.2 Research Objectives

1. To investigate the relationship between materialism and compulsive buying behavior among young adults in Malaysia.
2. To investigate the relationship between consumer anxiety and compulsive buying behavior among young adults in Malaysia.
3. To investigate the differences between males and females in compulsive buying behavior among young adults in Malaysia

1.3 Research Questions

1. Is there any significant relationship between materialism and compulsive buying behavior among young adults in Malaysia?
2. Is there any significant relationship between consumer anxiety and compulsive buying behavior among young adults in Malaysia?

3. Are there any differences between males and females in compulsive buying behavior among young adults in Malaysia

1.4 Hypotheses

H₀: There is no significant positive relationship between materialism and compulsive buying behavior among young adults in Malaysia.

H₁: There is a significant positive relationship between materialism and compulsive buying behavior among young adults in Malaysia.

H₀: There is no significant positive relationship between consumer anxiety and compulsive buying behavior among young adults in Malaysia.

H₂: There is a significant positive relationship between consumer anxiety and compulsive buying behavior among young adults in Malaysia.

H₀: There is no significant difference in compulsive buying behavior between male and female young adults in Malaysia.

H₃: There is a significant difference in compulsive buying behavior between male and female young adults in Malaysia.

1.5 Significance of Study

The research is very crucial and intended to contribute and bestow society a comprehensive understanding toward the concurrent issue which is compulsive buying behaviors as well as figuring out how gender differences, materialism, and anxiety may affect compulsive buying behaviors among young adults in Malaysian context. As when compulsive buying behaviors go uncontrolled, many unexpected consequences might happen in the future, so there is a need to grasp Malaysians' attention to this issue and clarify the seriousness of this issue. Meanwhile, in Malaysian context, indeed lack of local expertise delving into compulsive buying behaviors issue, and limited number of local research can only be found. Thus, current study will be determining the research gaps on compulsive buying behaviors and specifically how materialism, anxiety, and gender differences might be leading to compulsive buying behaviors among young adults, in Malaysian context.

Apart from that, current research can behave as a paradigm for all to teach the public necessity of utilizing costs of living wisely in daily expenditures, but not squandering the money on nonsense, especially young adults in Malaysia. Current study can also be used as teaching material such as harm reduction models, allowing people to learn the adverse consequences of compulsive buying behaviors and how jeopardy it is. By this study is done, future researchers and other readers can figure out and tailor a treatment programme regarding compulsive buying behaviors.

In terms of practical contribution, the problems or challenges in this particular field could be identified. So, it facilitates brainstorm regarding potential solutions or approaches that could address the problem or challenge. While, current research could serve as references for

future researchers to determine which areas they should focus on, in order to gain a comprehensive understanding and databased evidence on the topic at hand.

1.6 Problem Statement

Worldwide, compulsive buying behaviors are demonstrated among most young adults regardless of which nations they belong to. As mentioned, compulsive buying behaviors are not only among young adults in Malaysia, but also in other countries. According to a study done by Koran et al (2006), which elucidates statistically one out of every 20 young adults will indulge in compulsive buying behaviors in the United States (US), simultaneously it also indicates there is a high prevalence of compulsive buying behaviors within them.

Based on the study done by Pérez de Albéniz-Garrote et al (2021), it stated that the women engage themselves more often in shopping, leading to massive compulsive buying behaviors because it brings pleasure and excitement, which helps them to alleviate the anxiety feeling in psychological dimensions. Women tend to have compulsive buying behavior in order to alleviate the emotional status, and the tension from work and family, leading to waste of unnecessary (Bani-Rshaid & Alghraibeh, 2017). So, the gender differences also may also lead to differing levels of compulsive buying behaviors.

Meanwhile, based on the study published by Rahim et al (2022), in recent decades, specifically among young adults, compulsive buying behaviors have developed significantly, along with detrimental psychological and financial repercussions. Overall, compulsive buying behaviors in people may come with adverse consequences for individuals themselves as well as the relationship of family, friends, and even society (Horváth & Adıgüzel, 2018). As

previous statements can be corroborated, compulsive buying behaviors might be leading to some negative consequences including bankruptcies, higher unemployment rates, poorer relationship with family, and extravagant use of natural resources (Aw et al., 2018).

According to Zainal (2019), although compulsive buying behaviors deem to be underrated, yet still many people, especially young adults, are imperceptibly unnoticed with their own financial situation and further engaging themselves in compulsive buying, squandering beyond their budgets and eventually declared bankruptcy. Moreover, the rate of bankruptcy due to compulsive buying behaviors has an incline number, particularly the period of implementation of Movement Control Order (MCO). In order to curb the COVID-19 pandemic, MCO was implemented for a more than one year period from 2020 until 2021, the compulsive buying behaviors issues had even gotten worse without any concern. The previous statement can be collaborated by statistical data showing that 10,317 people had filed for bankruptcy during the MCO timeframe from March 2020 to July 2021 (Rahim et al., 2021). In addition, according to the research done by Nori et al. (2022), which also indicates due to the implementation and restriction of MCO, the buying behaviors have been altered by switching from physical to online purchases, and people are deeming online shopping behaviors as first-necessity behavior regardless of whether the purchased products are necessary or not.

Unquestionably, as soon as the implementation of MCO, due to the isolation within a private environment, there is found arousal of unpleasant feelings such as anxiety within people. According to Yuen et al (2020), which indicates individuals have a high tendency to alter their behaviors when facing uncertainties and negative feelings. As facing uncertainties will have aroused anxiety, the anxiety will direct people to squander money on unnecessary products (Di Crosta et al., 2021). As the proliferation of buying unnecessary products increases, it goes along with an increase of compulsive buying behaviors within people.

Additionally, online shopping has the tendency to delude the buyers into visualizing them yet to overspending the savings, thus leading to a situation whereby they engage themselves in compulsive buying behaviors aggressively (Chuah et al., 2018). By all these obvious consequences, it could provoke the negative mental health issues within individuals, and which may then result in other terrible psychological dimension issues as well as reality issues.

Furthermore, not many studies have been done in the Malaysian context regarding the issue, compulsive buying behaviors. Therefore, the research is expected to fill in the research gap and claim to discover how different variables may predict compulsive buying behaviors.

1.7 Conceptual Definitions

Compulsive Buying Behaviour.

A type of psychological condition which is defined as the presence of enduring, recurrent, unrestrained, impulsive action of buying which occurred as the primary reaction toward unpleasant circumstances or emotion regardless of negative economical, psychological, social and vocational consequences (Shoham & Makovec Brenčič, 2003).

Materialism

Refers to a characteristic that places a strong priority on ownership of assets or material items as essential to one's identity, and as the path to fulfillment (Ong et al., 2021).

Consumer Anxiety

A consumer's pathological response of fear emotion which is expressed as unpleasant emotion status, and the negative influence toward physiological response, cognition and behavior (Adwas et al., 2019).

Gender differences

Defined as the variation among the male and female which may be determined by some aspects such as differences in ability, gender roles and gender stereotype (Worthy et al., 2020).

1.8 Operational Definitions

Compulsive Buying Behaviour.

To determine the compulsive buying behaviour of respondents, a 13-item questionnaire known as Edwards Compulsive Buying Behaviour Scale (ECBS) will be used (Edwards, 1993). ECBS is a scale developed by Elizabeth A. Edwards in 1993 which can examine different aspects of compulsive buying. All items in ECBS will be evaluated through five-point Likert scale which ranging from 1 "never" to 5 "often". Higher average or total score in ECBS denotes a higher level of compulsive buying tendency.

Materialism

The Material Value Scale (MVS) constructed by Marsha L. Richins in 2004 will be applied in the study to evaluate materialism (Richins, 2004). This MVS contains three subscales, which are the success subscale, centrality subscale and happiness subscale. Each subscale has five items scored on five-point Likert scale which ranging from 1 "strongly disagree" to 5 "strongly agree", therefore total 15 items in this MVS. The total score ranging from 15 to 75 will be

achieved by summing up all items' scores. The higher scoring reports the higher the materialism of the respondent.

Consumer Anxiety

Consumer anxiety is measured by a twenty-items scale known as Self-rating Anxiety Scale (SAS; Zung, 1971). The respondents are required to rate each item from 0 (None OR A little of the time) to 4 (Most OR All of the time). The total raw score is then converted into an index using a calculation. The higher scoring indicates the higher intensity of anxiety.

Chapter II

Literature Review

2.1 Compulsive Buying Behavior

Compulsive buying includes a preoccupation with purchasing, intense craving to buy, repeated periods of buying without considering the consequences (Müller et al., 2014). Majority of those who fulfilled the criteria of compulsive buying reported having obsessive urges or ideas to buy things and financial issues were the most frequent problem they faced. These statistics also imply that the effect of compulsive buying may be diffuse, affecting not just financial problems but also the individual well-being and physical health (Harvanko et al., 2013). Credit card users might begin as impulsive consumers but over time they might change to compulsive buying behaviors by showing a greater urge to purchase (Pradhan, 2018). Compulsive buying might be classified as non-substance (behavior) addiction because the criteria are similarities with substance use disorder (Müller et al., 2015).

Besides, comparatively to non-compulsive purchasers, compulsive buyers are more likely engaged in social comparison and may have larger expectation of social approval by making purchases with the daily deal group (Kukar-Kinney, 2016). In the study of Asad et al (2012), there is a connection of personality factors with impulsive and compulsive buying behaviors. According to the study, those experience emotional instability, anxiety and depression are prone to engage in impulsive and compulsive buying behavior. Gallagher et al. (2017) study states that there is a positive correlation of anxiety and compulsive buying which people who have higher anxiety will buy compulsively. Moreover, Islam et al., (2018) study stated that primary factors that individuals engage in materialistic ideals is because of social comparison with peers and media especially the context of adolescent and young adult.

Other than that, during COVID-19 pandemic quarantine is a must during the period. Quarantine prevents people from receiving social support from others to avoid the spread of virus thus it may cause people to use alternative unhelpful coping mechanisms like compulsive shopping during the period of time. From the studies fear of the pandemic and self-isolation are positive correlations with compulsive buying (Jaspal et al., 2020). From this study, it can be seen that internal and external might provoke compulsive buying. According to the study of Omar et al (2015) in Malaysia among young adults, compulsive buying has a strong association with depression. Thus, the present study aims to study materialism, anxiety and gender differences in compulsive buying behaviors among the Malaysian young adults.

2.2 Materialism and Compulsive Buying Behavior

Materialism defined as a value which an individual put on material belongings and the acquisition as required to desirable type of behavior in accomplishing the desired. The value of material items is intrinsically linked to people's temporary enjoyment, satisfaction, and false impression of the well-being in their life and also the propensity to compare own as well as others' success by the material possessions quantity (Tarka, 2020). Study of Rahim et al. (2022), stated that materialism influences compulsive buying behavior. It demonstrated that single moms that are materialistic might lead to feelings of inadequacy and the urge to compare themselves to others may engage in compulsive shopping that could harm their financial situation. Islam et al., (2018) study stated that primary factors that individuals engage in materialistic ideals is because of social comparison with peers and media especially the context of adolescent and young adult.

Pradhan et al (2018) study in Poland stated that young adults who have a larger propensity for compulsive buying tend to have a greater relationship between the compulsive buying as well as materialism than the overall population. Tarka (2020) stated that young consumers in Poland have significant degree of materialism which confirms that there is a relationship between materialism as well as the compulsive buying. Study from Malaysia supports that identity confusion and materialism has a significant relationship with Social Network Site Usage (SNS) and online compulsive buying (Sharif et al., 2017). Harnish & Bridges (2015) stated that compulsive buying has a relation connected with materialism.

However, the study of Iqbal & Aslam (2016) shows the result that there is no significant relationship between compulsive buying and materialism. The finding seems to be equivalent with study of Omar et al. (2015) stating that materialism seems to have no connection with compulsive buying. Most studies stated there is a relationship of materialism and compulsive buying behavior. This is because mostly adolescents and young adults compare themselves with peers and the media. Islam et al., (2018) media is a major factor that increases materialism because it entices users into comparing with each other and leads to compulsive buying. Thus, it is important to study materialism and compulsive buying behavior among Malaysian young adults.

2.3 Gender Differences and Compulsive Buying Behavior

Large numbers of research have elucidated that women are deemed to have greater inclined to display compulsive buying behaviors (Weaver et al., 2011; Lee & Workman, 2015; Bani-Rshaid & Alghraibeh, 2017; Pérez de Albéniz-Garrote et al., 2021). According to Bani-Rshaid and Alghraibeh (2017), in Arabian context, women have high tendency to indulge in

compulsive buying behaviors which allows them to escape and alleviate the tension from works and family, whereas men are in charge of the financial matters, which could make women to feel less accountable and burdened for their compulsive buying behaviors. Regarding the discrepancy of gender, both men and women exhibit compulsive buying behaviors on different types of item. Women are prone to spend money on self-expressive items that can be symbolic such as jewelry and cosmetics to satisfy their self-image and personality displays and treat spending money as a means of emotional regulation. In contrast, men have a propensity to make compulsive buying behaviors on instrumental items such as electronics, hardware, and automotive products (Pacheco et al., 2022; Nicoli De Mattos et al., 2016; Lee & Workman, 2015).

Additionally, compared to men, women are prone to derive pleasure from shopping as well as indeed women have higher exposure to various opportunities of shopping as needs for replenishing groceries for households, this unwittingly increases women to be high in compulsive buying behaviors (Lee & Workman, 2015). Conversely, although women are deemed to be having high prevalence in compulsive buying behaviors compared to men, according to the study published by Lee and Workman (2018), it indicates despite women being perceived as higher prevalence in compulsive buying behaviors, but in fact in United States, there was no noticeable difference across men and women in the inclination of compulsive buying behaviors.

2.4 Anxiety and Compulsive Buying Behavior

Anxiety can be known as a feeling which is full with arousal of uneasiness, worry, and fear toward something that is typically overwrought and uncontrolled as a response to unusual

events (Levitt, 2015). According to a study done by Darrat et al (2016), it indicates when people are having high levels of anxiety, people may turn to adopt compulsive buying behaviors, to deal with the anxiety feelings, and get rid of their undesirable and negative emotional states. Besides that, when anxiety goes high, it could provoke people to conduct some spontaneous actions and further urges the people to spend compulsively in order to decompress and derive happiness (Ong et al., 2021). Davenport et al 2012 stated that during the process of squandering money creates pleasure and excitement within people, which elucidates that compulsive buyers occasionally enjoy the process of squandering money, and never focus on the consequences of particular actions, which could lead compulsive buyers to be perplexed and the ignorance may brings out many unbearable negative consequences. Simultaneously, many compulsive buyers perceive their actions as “loss of control”, which would further exacerbate anxiety within them afterwards as unable to take control of the desires, additional financial difficulties due to splash out and remorse over unneeded purchases (Davenport et al., 2012). However, there are some exceptions in which some compulsive buyers do experience ecstatic emotional uplift in compulsive buying behaviors afterwards (Moon & Attiq, 2018).

2.5 Theoretical Framework

Social Cognitive Theory

Social Cognitive Theory (SCT) suggests an individual could learn or gain knowledge from their own experiences and also by observing others within the social context (Bandura, 1986). The theory was founded by Albert Bandura in 1986. SCT is the extension of social learning theory which is another concept proposed by Albert Bandura in 1977. In this theory, people will act as the active agents that could be affected by or affect their environment. SCT

emphasizes on the influence of cognition such as value, knowledge and attitude towards one's behavior as well as their environment. According to the idea of reciprocal determinism, the complex integration of the three factors which are the cognitive or personal factor, behavior factor and environment factor is a system in which all elements are interrelated and will affect each other (Blalock et al., 2008). Individuals will use the information which they learnt from their direct experience, as well as others' behavior and the consequences to guide their subsequent behavior (Conner & Norman, 2015).

SCT theory could be used to explain our research. According to the observational learning concept in SCT, one will learn behavior or belief from observing and imitating the model in their social context, especially when the behavior of the model is demonstrated successfully and being rewarded (LaMorte, 2016). So, an individual could learn how to cope with the anxiety by modeling how others from their environment behave when facing such an issue. For example, the individuals could model their family members and friends who perform compulsive buying behavior to cope with the anxiety. If they find out that the compulsive buying behavior performed by others is able to bring positive consequences such as temporary relief, it will increase the likelihood of them to model the behavior. So, when the individuals experience anxiety in the future, they might imitate compulsive buying behavior and use it as a method of coping anxiety. Previous research also showed that anxiety is one of the predictors of compulsive buying behavior (Gallagher et al., 2017).

Furthermore, an individual's attitude toward material items could be influenced by their environment. Mass media as one of the examples of environment factors could promote the material value through the contents or advertisements (Nickerson, 2022). For instance, some companies or firms will apply many different marketing techniques through the advertisements in social media to persuade the public into buying the advertised branded or luxury product.

Such advertisements are not only used by marketers to cultivate the materialistic attitude among audiences, but also facilitate the audience to believe the information in advertisements more than reality children (Vandana & Lenka, 2014). When the individual holds the material value, it will affect the behavior factor, thus leading toward an increase of compulsive buying behavior. Previous study found that an increase in materialism will cause the compulsive buying behavior to increase as well (Lim et al., 2020).

2.6 Conceptual Framework

In this study, there will be three independent variables which are materialism, consumer anxiety as well as gender difference, and a dependent variable which is the compulsive buying behavior. The relationship between materialism and compulsive buying behavior is investigated in the research. At the same time, relationship between consumer anxiety and compulsive buying behavior is also being examined as well. One of the concerns of the study is to evaluate strength of correlation between these two independent variables (materialism and consumer anxiety) and the dependent variable. Another interest of the research is to study association between gender difference as well as the compulsive buying behavior.

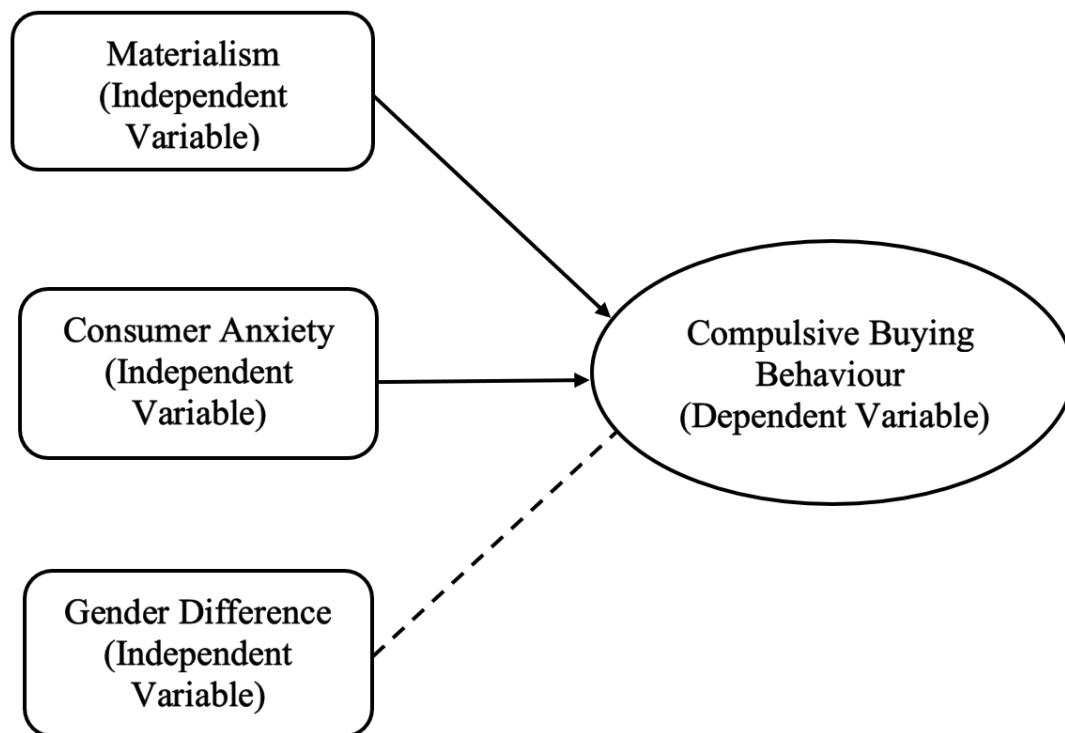


Figure 2.1 Conceptual Framework of the Study on Materialism, Anxiety and Gender Differences in Compulsive Buying Behaviors among Young Adults in Malaysia.

Chapter III

Methodology

3.1 Research Design

Throughout the process, this research is conducting quantitative research. To approach respondents with confidential and heart rest assured, survey research is utilized to reach out to respondents, by adopting self-reporting questionnaires. Cross-sectional design study is assigned due to various advantages such as cross-sectional design studies are particularly scarce, quick and inexpensive to undertake (Kesmodel, 2018; Setia, 2016). According to Setia (2016), which stated that cross-sectional design study is suitable for health behaviors related topics which fulfill current study's condition which delves into prevalence of compulsive buying behaviors. Cross-sectional design study is also known as one type of observational study, it is used to investigate the variables. On top of that, cross-sectional design study is gathering pertinent information and raw data at a precise moment in time is what distinguishes it from other types of research (Kesmodel, 2018). Tentatively, the raw data of three variables which are gender differences, materialism, and anxiety will be then analyzed respectively using SPSS. to better comprehend the prevalence of compulsive buying behaviors in Malaysian context, among young adults.

3.2 Sampling Procedures

Sampling method

In this research, the target population being studied is the young adults in Malaysia. The sampling method has been somewhat determined by the population and research goals of

the study. Judgemental sampling as one of the non-probability sampling techniques was implemented to select the respondents. In this sampling method, researchers chose and pick members of the sample who possess certain aspects which are concerned in the study based on their knowledge (Turner, 2020). The selection criteria of the sample will be young adults with age range between 18 to 29, and also those who are Malaysian citizens. Unlike the probability sampling method that every individual has an equal chance of being chosen, only those who meet the mentioned criteria are able to be involved in the study. The reasons why judgment sampling is applied is because this method is economical, easy-to-use, effective, timesaving and fulfills the purpose of study (Taherdoost, 2016). Moreover, online questionnaires were used to collect the responses in this study, so judgemental sampling is more appropriate for researchers in looking for samples.

Location of study

To recruit participants from different states of Malaysia, the questionnaire was spread primarily through the internet. The advantage of using this medium is that it would help researchers to save time and money from traveling to different locations, as well as avoid close contact with the respondents during Covid-19 pandemic. The online questionnaire was sent to the target sample through email and different social media platforms such as Microsoft Teams, WhatsApp, Facebook, Messenger, WeChat, Instagram, Discord and so on.

Ethical clearance and approval

Before the research begins, the ethical approval of study was obtained by submitting all the necessary documents to UTAR Scientific and Ethical Review Committee (SERC) through Institute of Postgraduate Studies and Research (IPSR). The study abides by all the research

ethics and code of conduct as well as the code of practice. This study is approved by the UTAR SERC on 10 January 2023. (U/SERC/02/2023) (Appendix A)

Pilot Study

After obtaining the ethical clearance approval the pilot study was carried out to the prior of actual data collection. The reason of carrying out this pilot study is to validate the reliability of the scales used in the study. According to Billingham et al (2013), mention that 30-36 responses is the ideal sample size for a pilot study. Therefore, the present study involved 30 Malaysian young adults that have shopping experience that are aged between 18-29 years old. The data was collected from 14 February 2023 until 20 February 2023 that lasted for one week.

Actual Study

The data collection for the actual study was carried out after completing the pilot study. The sample size for the actual study is 68 respondents. Conversely, the respondents collected were 102 participants. The data was collected from 22 February 2023 until 14 March 2023 which lasted for 3 weeks.

Reliability Test of Pilot Study and Actual Study

Reliability testing is carried out to test the reliability of the three instruments for both pilot and actual tests. According to Raharjanti et al. (2022), Cronbach's alpha value between 0.6 to 0.8 indicates that is in the acceptable range. The result for the pilot test which the reliability for the three scales is within the acceptable range which are MVS (.855), SAS (.893) and ECBS (.902). In addition, all three scales show good internal consistency. Thus, it is stated that the questionnaire was used where reliable.

After collecting all the data of the actual study, the reliability was conducted as well of the three instruments. The result for actual study which the reliability for the three scale value are MVS (.666), SAS (.869) and ECBS (.873). Nevertheless, all three scales show good validity because it is between the range of 0.6. Thus, in the actual study the questionnaire used is also reliable.

Sample Size, Power, and Precision

G*Power software application version 3.1.9.7 was used to undergo sample size analysis. Based on Cohen (1988), $f^2 = .02$ is small effect size, $f^2 = .15$ is medium effect size and $f^2 = .35$ is large effect size. Multiple linear regression was used to study the predictors of materialism and anxiety. Tentatively, the correlation coefficient of materialism was $r = 0.542$ (refer to Appendix B) and anxiety $r = 0.308$ (refer to Appendix B) were used to calculate the effect size which is 0.425 (refer to Appendix B). Additionally, there were few studies reported that the proportion of missing data in quantitative research ranges from 42% to 68%, so additional 68% must be accrued, to ensure the sample size is sufficed and accurate after process of data cleaning (Suresh & Chandrashekara, 2012; Dong & Peng, 2013; Cheema, 2014). Thus, the final sample size will be $n=68$

3.3 Data Collection Procedures

Inclusion Criteria and Exclusion Criteria

For this research, there are some inclusion criteria were considered to select the participants. The first one is the participants must be in the age range between 18 to 29 years old. Besides, it is necessary that the participants have a Malaysian citizenship. Lastly, it is

important to make sure that the participants to have any physical or shopping experience previously. On the starting of survey, there are a few questions used to screen whether the participants meet the requirements. The first question is “Are you a Malaysian”; the second question is “Is your age range between 18 to 29?”; and the third question is “Have you ever shopped before?”. If the participant does not meet the criteria like not in between the age range, not Malaysian or never shopped before, the questionnaire will end immediately. Through this method, it would help to prevent wasting time of the participants who are not eligible for the research to answer the entire questionnaire and saving researchers’ time when data cleaning.

Procedures of obtaining consent

In this research, the informed consent was obtained from the respondents who participate in the second section of questionnaire. In this section, the participants will be informed that their data or information will be protected through the Personal Data Protection Act 2010 (“PDPA”). Besides, some information such as a brief introduction of the study, the represented faculty, procedures, and confidentiality as well as participation will be presented here. The email of researchers also included in this section in case the participants need further information or wish to withdraw from the research. To ensure the voluntary of participants, the questionnaire will end immediately if they disagree with the informed consent.

Description of data collection procedures

After the ethical clearance approval is obtained from UTAR SERC through IPSR, a survey questionnaire is created using the Qualtrics platform. The questionnaire is then spread through email and different social media platforms such as Microsoft Teams, WhatsApp, Facebook, Messenger, WeChat, Instagram, Discord and so on. A brief explanation will be given to the participants by researchers to ensure that they understand the important

information such as informed consent, inclusion criteria, content of questionnaire and objectives of the survey.

3.4 Instruments

Material Values Scale (MVS). Richins and Dawson (1992) created the material values scale (MVS) to assess consumer materialism. The first scale consists of 18 items and then shorten it into 15-items because the other three item were problematic in this regard and criterion validity and other evaluations revealed that three of these items had additional flaws. Therefore, a 15-items MVS was created with the three most problematic elements was removed. Moreover, these 15 items measure better version in terms of psychometric features, notably dimensional characteristics, with no loss in explanatory power. The scale consists of five items in each subscale which include 5-items in success, 5-items in centrality and 5-items in happiness.

The scale is measured through a five-point Likert scale ranging from 1 “strongly disagree” to 5 “strongly agree”. The example questions of the subscale for success are “Some of the most important achievements in life include acquiring material possessions” and “I don’t place much emphasis on the amount of material objects people own as a sign of success”. Examples of questions for centrality are “I try to keep my life simple, as far as possessions are concerned” and “The things I own aren’t all that important to me.” The examples for happiness are “I have all the things I really need to enjoy life” and “My life would be better if I owned certain things I don’t have”. The scale has 6 reverse-scoring items. The total score ranging from 15 to 75 will be achieved by summing up all items’ scores. The higher scoring reports the

higher the materialism of the respondent. The scale shows a good overall reliability of (.86) and validity (.35).

The Self-rating Anxiety Scale (SAS). This scale is developed by Zung, (1971) so that a patient can indicate his own replies on self-administered scale and the observer can indicate his clinical judgment of the patient's state using the same set of criteria. The scale consists of 20-items. The respondents are required to rate each item from 0 (None OR A little of the time) to 4 (Most OR All of the time). The total raw score is then converted into an index using a calculation. Is calculate by dividing the total of the raw scores received on the 20 items by the highest possible score of 80, converting the result to a decimal, and multiplying it by 100. The higher scoring indicates the higher intensity of anxiety. The example questions in the scale are "I feel more nervous and anxious than usual" and "I feel afraid for no reason at all". Items 5, 9, 13, 17, and 19 are reversed scores and total scores on the SAS range from 0 to 80. The scale's internal consistency was Cronbach's alpha =.82 and concurrent validity ($r=.30$). Score of Cronbach's alpha for SAS was .83 shows good validity and reliability (Dunstan & Scott, 2020).

Edwards Compulsive Buying Behaviour Scale (ECBS) is a scale created by Elizabeth A. Edwards in 1993 to examine the different aspects of compulsive buying. The scale consists of 13 items and scores rated through a five-point Likert scale ranging from 1 "never" to 5 "often". The scale is also divided into five factors regarding compulsive buying behavior. ECBS scale at first consist of 29-item then it enhances to 13 items because of weak correlation of total score. After the have remove the item they item were left with factor 1 tendency to spend (item 12, 14,16, 26), compulsive/drive to spend (item 3 and 29), feelings about Shopping and Spending (item 5 and 6), Dysfunctional Spending (item 17 and 19) and Post-Purchase Guilt (item 18 and 23).

The reverse items in the scale were 5 and 6. The higher the average or total score in ECBS denotes a higher level of compulsive buying tendency. The example questions for the scale are “I get little or no pleasure from shopping” and “I feel anxious after I go on a buying binge”. After the reduction to 13 items scale the result for Cronbach’s alpha was .88 which indicated a high reliability. Moreover, the subscale was tested with high reliability as well with Cronbach’s alpha factor 1 (.91), factor 2 (.76) factor 3 (.90), factor 4 (.86) and factor 5 (.79) respectively.

Chapter IV

Result

4.1 Assumption of Normality

In this study, there were five normality indicators which are skewness, kurtosis, Kolmogorov-Smirnov Test (K-S test), Histogram and Q-Q Plot were used to test the assumption of normality of every variable.

Skewness and Kurtosis

According to research done by Gravetter and Wallnau (2014), the acceptable range for skewness and kurtosis value is ± 2 . Based on Table 2, the skewness and kurtosis values for materialism are -.331 and -.100, for anxiety are .548 and .121 and for compulsive buying behaviour are .135 and -.317. All values fall between the acceptable range. Thus, all three variables show no violation of normality.

Table 1

Skewness and Kurtosis Values of Every Variables

	Skewness	Kurtosis
Materialism	-.331	-.100
Anxiety	.548	.121
Compulsive buying behavior	.135	-.317

Kolmogorov-Smirnov (K-S) And Shapiro-Wilk Test

According to research done by Gupta et al. (2019), if the p value is greater than .05, it indicated that the test is non-significant which mean in is normal distribution data. Based on Table 3, the data for materialism in K-S test is $D(90)=.069, p >.05$ and Shapiro-Wilk Test is $D(90)=.978, p >.05$, for anxiety K-S test is $D(90)=.081, p >.05$ and Shapiro-Wilk Test is $D(90)=.081, p >.05$, and for compulsive buying behaviour K-S test is $D(90)=.069, p >.05$ and Shapiro-Wilk Test is $D(90)=.069, p >.05$. Thus, all p values for K-S test and Shapiro-Wilk test are greater the .05 which indicates that the variables are non-significant which means there is no violation of K-S test and Shapiro-Wilk test. Therefore, it is a normal distribution.

Table 2

Kolmogorov-Smirnov Test and Shapiro-Wilk Test of Every Variables

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Materialism	.069	90	.200*	.978	90	.124
Anxiety	.081	90	.193	.971	90	.045
Compulsive buying behaviour	.069	90	.200*	.983	90	.312

*. This is a lower bound of the true significance.

Histogram

According to the table, it shows that histogram of materialism is normal distribution and negatively skewed, for anxiety skew is normal distribution and is positively skewed and for compulsive buying behaviour is normal distribution and positive skewed which show non violation (refer Appendix E)

Q-Q Plot

The table has showed that the normality for Q-Q Plot for the variables were satisfied. This is because the observed values for most of the variables fall closely on the diagonal line (refer Appendix E), having said that the variables are not largely deviated from expected value. As overall, he Q-Q Plot normality indicator was not violated.

Defining and Processing of Statistical Outlier

Throughout this study there was one statistical outlier detected in the boxplot from the normality test by assessing SPSS. There was only one outlier (Response 87) being revealed in the variable of materialism. Hence, the outlier was removed and the data was computed once more, there were 90 statistical analyses after wiping out the outlier.

Conclusion for Assumption of Normality

Based on the skewness, kurtosis, (K-S) test, histogram and Q-Q Plot all show no violation and count as normality.

4.2 Descriptive Statistics

Table 3

Demographic information of respondents

	Frequency	Percentage (%)
Age		
18	2	2.2
21	4	4.4
22	37	41.1

	23	38	42.2
	24	3	3.3
	25	4	4.4
	26	2	2.2
Gender			
	Male	46	51.1
	Female	44	48.9

The table 3 has revealed the details of respondents, and demographic information including, age, gender, ethnicity, shopping experience, as well as education level. Next, there was a total number of 90 respondents, with 46 males, and 44 females. In terms of age, 2.2% of them aged at 18 years old ($n = 2$), 4.4% aged at 21 years old ($n = 4$), 41.1% aged at 22 years old ($n = 37$), 42.2% aged at 23 years old ($n = 38$), 3.3% aged at 24 years old ($n = 3$), 4.4% aged at 25 years old ($n = 4$), and 2.2% aged at 26 years old ($n = 2$).

In terms of nationality, all of the respondents were from Malaysian ($n = 90$), as this study only focused on Malaysian young adults, which says all non-Malaysian were excluded. Besides that, in terms of ethnicity, Chinese respondents account for a big proportion ($n = 83$), up to 92.2%, followed by 5.6% of Indians ($n = 5$) and 2.2% of Malays ($n = 3$) (refer Appendix F). Additionally, the respondents are mostly from Perak ($n = 34$) and Kedah ($n = 31$), which are consisting of 37.8% and 34.4% respectively, followed by 7.8% from Penang ($n = 7$), 5.6% from Johor ($n = 5$), 3.3% from Sarawak ($n = 3$), Negeri Sembilan ($n = 3$), and

Kuala Lumpur ($n = 3$) respectively, and 1.1% from four states respectively which are Kelantan, Pahang, Malacca, and Sabah (refer Appendix F).

Furthermore, in terms of education level, 84.4% of respondents ($n = 76$) have possessed the undergraduate programme, Bachelor's degree, followed by 7.8% ($n = 7$) have possessed the Diploma, 4.4% ($n = 4$) have SPM and below, and only 3.3% ($n = 3$) have possessed postgraduate programme, Master's degree (refer Appendix F).

Aside from that, in terms of frequency of shopping, there was 5.6% of respondents ($n = 5$) are shopping few times per day, 35.6% of respondents ($n = 32$) are shopping few times per week, 42.2% of respondents ($n = 38$), 16.7% of respondents are shopping few times per month, ($n = 25$) are shopping once per month (refer Appendix F). Amongst all, high up to 62.2% of respondents ($n = 56$) were more prefer online shopping than physical shopping; conversely, the other 37.8% ($n = 34$) of respondents were more prefer physical shopping than online shopping (refer Appendix F).

4.3 Pearson correlation coefficient

Table 4

Pearson's Product-Moment Correlation (PPMC) in examining relationship of Materialism and Anxiety toward Compulsive Buying Behavior

	Compulsive Buying Behavior	
	<i>p</i>	<i>r</i>
Materialism	.000	.368**
Anxiety	.001	.331**

** . Correlation is significant at the 0.01 level (2-tailed).

Pearson correlation coefficient was run via SPSS. As the table 4 shown, the Pearson correlation coefficient $r(90) = .368$ and $p < .001$, which shows the result is extremely significant, because the smaller the p value, the smaller the error. Besides that, this table has shown that it has a positive significant relationship between materialism and compulsive buying behaviors. Which means ***when materialism increases, compulsive buying behaviors will increase as well***. So, the null hypothesis can be rejected, and alternative hypothesis can be supported in this case.

According to the table 4, the Pearson correlation coefficient $r(90) = .331$ and $p = .001$. In this case, when $p < .005$, the result will be interpreted as significant. Besides that, this table 4 has shown that it has a positive significant relationship between anxiety and compulsive buying behaviors. Which stands that ***when anxiety increases, compulsive buying behaviors will increase as well***. So, the null hypothesis can be rejected and alternative hypothesis can be supported.

4.4 Independence T-test

Table 5

Gender	N	Mean	SD	<i>t</i>	df	<i>p</i>
Male	46	30.935	8.808	-.657	88	.513
Female	44	32.114	8.179			

Independence T-test was conducted to test out the differences between males and females. Based on the result that stated on the table 5, there was no significant difference between males and females, $t(88) = .319, p = 0.513, p > 0.05$, indicated the null hypothesis is supported. Despite the result indicated women ($M = 32.114, SD = 8.179$) attaining higher scores than men ($M = 30.935, SD = 8.808$). The result, $p = 0.513, p > 0.05$, indicates that *there was no significant difference between male and female young adults in Malaysia in terms of compulsive buying behaviors.*

Chapter V

Discussion

5.1 Discussion of findings

H₁: There is no significant positive relationship between materialism and compulsive buying behavior among young adults in Malaysia.

To test whether the first hypothesis is supported, Pearson correlation coefficient was run via SPSS software. The result showed that there is a significant positive relationship between materialism and compulsive buying behaviour. Hence, when an individual's materialism increased, their compulsive buying behaviour will increase too. The finding indicated that the first null hypothesis was rejected.

According to some past studies, they are agreeing with the present finding of there is a significant positive relationship between materialism and compulsive buying behaviour (Pradhan et al., 2018; Tarka, 2020; Sharif et al., 2017; Harnish & Bridges, 2015). According to Islam et al. (2017), material value is positively correlated with the compulsive buying behavior among young adults. It also suggests that the development of materialism is linked to the sociological factors such as peer pressure and the influences of media (Islam et al., 2017). For instance, people who frequently involved in social activities or having a higher exposure to media would develop materialism leading to compulsive buying. Young adults mostly spent a lot of time on social media and social activities. In the present study, the population is focusing on the young adults which explain the result of materialism is positively correlated to compulsive buying behaviour.

However, there a few past studies which are contradict with the present study (Iqbal & Aslam, 2016; Omar et al., 2015). The findings of these past studies argue that materialism

seems to have no connection with compulsive buying. This could be explained through the Malaysia context used in the present study. As cultural and social factors have a strong influence on both materialism and compulsive buying behaviour, thus it would affect the results if the research were not done in the same region.

H₂: There is no significant positive relationship between consumer anxiety and compulsive buying behavior among young adults in Malaysia.

The current study indicated that there is a significant positive relationship between consumer anxiety and compulsive buying behaviour. So, when the consumer anxiety increased, the compulsive buying behaviour will be most likely to increase as well. The result indicated that the second null hypothesis is not supported and shall be rejected.

The result of the current study is consistent with several past result. There are three past studies which showed that consumer anxiety is positively correlated to compulsive buying behaviour (Darrat et al., 2016; Ong et al., 2021; Davenport et al., 2012). The reason which leads to this result is that an individual would perform compulsive buying behaviour or enjoy spending money to rid of their undesirable and negative emotional states (Darrat et al., 2016). Besides, through compulsive buying, the consumers would neglect the negative consequences of this behaviour to gain pleasure and happiness in the process (Ong et al., 2021; Davenport et al., 2012). According to a meta-analysis by Breedvelt et al. (2019), it suggests that as high as 16% of students who pursuing higher education would develop anxiety disorder. Based on the demographic data of the current study, the sample consist of roughly 70% of students. This also further explain why consumer anxiety has a positive relationship with compulsive buying behaviour. When the students perform compulsive buying due to anxiety, they might gain a temporary relief, but then worsen the well-being due to the consequent negative consequences.

This would later increase their anxiety level due to the inability to manage their urges and financial issues as a result of overspending on unnecessary purchase (Davenport et al., 2012).

In contrast, some past studies argue that there is a significant negative relationship between consumer anxiety and compulsive buying behaviour. According to Moon & Attiq, (2018), some compulsive buyers will experience ecstatic emotional uplift after performing the compulsive buying behaviors.

H₃: There is no significant difference in compulsive buying behavior between male and female young adults in Malaysia.

To test whether the third hypothesis is supported, independence T-test was conducted by using SPSS software. The final results indicated that there is no significant difference in compulsive buying behavior between male and female. In this case, the null hypothesis is accepted and supported by the findings. It is worth noting that the result showed women have a higher tendency to perform compulsive buying behavior when compared to men.

However, most of the past studies found suggest that there is a significant difference in compulsive buying behavior between male and female, with female having a higher tendency of compulsive buying (Weaver et al., 2011; Lee & Workman, 2015; Bani-Rshaid & Alghraibeh, 2017; Pérez de Albéniz-Garrote et al., 2021). According to Pacheco et al. (2022), women will conduct this behaviour to escape and reduce the tension from works and family. In Arabian context, men are usually in-charge of the financial matters, leading to women feel less accountable and burdened for their compulsive buying (Pacheco et al., 2022). Besides, women would spend more on self-expressive items such as jewelry and cosmetics to fulfil their self-image and regulate their emotion (Nicoli De Mattos et al., 2016). Hence, female is more susceptible to compulsive buying behavior when they need to spend on more things and

categories. In addition, women are exposed to the various opportunities to shop due to the needs to replenishing groceries for households (Lee & Workman, 2015). The inconsistency between present study and past studies could be due to the sample size is not big enough. The survey used only collected 92 final responses, which might be too small. A limited sample size might reduce the precision of results and increase more uncertainty around the findings. Besides, it also will influence the statistical power of the study, thus, resulting in the inability to investigate the true relationships between factors. However, the part where the present findings showed that women have a higher tendency to perform compulsive buying behavior when compared to men is similar with the existing research studies.

5.2 Implication

Theoretical implication

From the findings of the research, it indicates that there are some theoretical implications. This study applied Social Cognitive Theory (SCT) proposed by Albert Bandura and found out that there is a significant relationship between materialism, consumer anxiety and compulsive buying behavior in the context of Malaysia. Due to the lack of previous study on this topic, the research able to fill in the research gap exist. For instance, only a few local expertise are focusing in the compulsive buying behavior and limited number of local research found in Malaysia. It is a crucial for the researcher to consider the factor that Malaysia is a multicultural and multi-ethnic country. Hence, the various cultures, races, beliefs, family environment, educations and policies will lead to a very different result. According to the result of the study, it also proved that the theoretical framework of SCT can be used to explain the

hypotheses. So, future researchers could use this framework to further investigate the relationship between different factors and compulsive buying behavior.

Practical implication

Firstly, the study could be used by policymakers or government. Nowadays, with the rapid development of internet, the issue of compulsive buying is getting serious and should be paid attention on it. This study would help the policymakers to gain an insight into the issue such as understand the factors which associated with the compulsive buying behaviour. By referring to the study, policymakers could establish some laws and regulations to limit the marketers from promoting the value of compulsive buying through their sales strategy. For instance, some regulations established shall limit the marketers to influence the consumers' materialism value using malicious business tactics. Moreover, policymakers could organize some awareness campaign or program to educate the public. By referring to the findings, policymakers can reduce the compulsive buying behavior rate by organizing talks regarding anxiety or materialism value as the factors are correlated. Besides, policymakers could work with higher education institution to develop more programs such as psychological well-being campaign and financial planning workshops which aimed to control students' compulsive buying behavior.

Next, the study will be useful for future researchers especially those in Malaysia. As compulsive buying is an issue concerned by the global, many researchers are interested to explore on this topic. The study not only provide a better understanding on the issue, but also give a direction on how to conduct research on this topic. Due to the study is conducted based on Malaysia context, it will help the local future researchers to access the information needed easily and also would be beneficial for their literature review. Besides, by referring to the study,

future researchers could predict some errors, biases and mistakes which may encountered in their study, thus avoid the problem to happen.

Furthermore, the study is also beneficial for the marketers or business in tailoring their marketing strategies. By studying the consumer psychology, marketers could design a more effective business plan to facilitate the sales of their products or services. From the findings of the research, it indicates that anxiety and materialism are positively correlated to the compulsive buying behaviour. Hence, marketers could utilize those factors to attract the consumers' interest on their products. For example, by adding elements related to materialism such as luxury or better brand image, it will be leading to the consumer to compulsively buying their products. In the meanwhile, it is important for policymakers to limit the marketers from abusing the compulsive buying behaviour and create a balance which is far for both marketers as well as the consumers.

5.3 Limitations of the study

It is important to take into account certain limitations of this study. The first limitation is people do not have equal chances to attempt to the questionnaire. Since every single questionnaire was distributed upon respondents online, which means there was no physical attempts made to approach strangers in haul to get the questionnaire done. It excludes individuals who may not have access to or be comfortable with using online platforms. The exclusive use of online questionnaires may have led to unequal participation opportunities, potentially excluding individuals who lack access to digital platforms or who may not feel comfortable using them. Additionally, this method may have missed potential participants who were interested in the survey but were not reached through online means. Overall,

relying solely on online distribution methods can limit the diversity and representativeness of this sample, and may result in biased results.

Next, the second limitation of this study is that it could not be generalized and extrapolated to populations that are outside the age range of 18 to 29 years old. The particular reason for this circumstance is present study only focused on Malaysian young adults who aged from 18 to 29 years, which means that the result of present study might not applicable to other populations. This is because different age group may have unique experiences, perspectives and values that can influence their behaviors. Therefore, the results of present study may not be generalizable to populations that are outside the age range.

5.4 Recommendation

In future studies, it is recommended that future researchers could consider using a combination of online and in-person recruitment methods when distributing questionnaire to participants. By involving both physical and online attempts to approach and distribute questionnaires to participants aim to increase the efficiency and effectiveness of the research process. For instance, online attempts could involve reaching out to participants through social media, email, or online forums, as well as physical attempts involve conducting in-person recruitment at community centers or other public spaces. By using both methods, researchers can reach a broader range of potential participants, including those who may not have access to or be comfortable using online platforms. Additionally, using physical attempts can help researchers build rapport and trust with participants, leading to a higher response rate and more accurate data. Overall, combining of both physical and online approaches can mitigate the limitations such as the potential for missed opportunities nor unequal opportunities that could be faced by participants.

Other than that, the second recommendation is future researchers could consider conducting research on population who aged outside the age range from 18 to 29 years old. By exploring other age group populations, researchers can examine how different variables or factors may affect outcomes and behaviors in diverse groups of people. This can provide a more comprehensive understanding of present study's topic under investigation and help inform policies and interventions that cater to a broader range of individuals. Additionally, expanding the age range can also help researchers to examine how certain behaviors, attitudes, and beliefs evolve over time, and across different generations. As overall, studying populations outside age range from 18 to 29 years old can generate new insights and advance knowledge in various fields.

5.5 Conclusion

Compulsive buying behaviour has become the important topic to understand the reasons people start compulsive buying regardless physical shopping or online shopping. Based on the study, materialism and compulsive buying behaviour has a positive relationship which when materialism increase compulsive buying behaviour increase. Moreover, there is also a positive relationship between consumer anxiety and compulsive buying behaviour as well. However, there were no significant differences in compulsive buying behaviour between male and female. Although, there is no significant different in compulsive buying behaviour between male and female it is insufficient to conclude that there is no different regardless of gender and compulsive buying behaviour because the sample size is small. Nevertheless, it is important to raise awareness on this issue in order to avoid it from getting more serious and prevent people from compulsive buying which might lead to the negative consequences such as overspend of their money or affecting their well-being.

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Appendix A

Ethical Clearance Approval



UNIVERSITI TUNKU ABDUL RAHMAN DU012(A)
Wholly owned by UTAR Education Foundation Co. No. 578227-M

Re: U/SERC/02/2023

10 January 2023

Dr Pung Pit Wan
Head, Department of Psychology and Counselling
Faculty of Arts and Social Science
Universiti Tunku Abdul Rahman
Jalan Universiti, Bandar Baru Barat
31900 Kampar, Perak.

Dear Dr Pung,

Ethical Approval For Research Project/Protocol

We refer to the application for ethical approval for your students' research project from Bachelor of Social Science (Honours) Psychology programme enrolled in course UAPZ3013/UAPZ3023. We are pleased to inform you that the application has been approved under Expedited Review.

The details of the research projects are as follows:

No	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	Personality Traits and Masculinity as Predictors of Homophobia Among Malaysian Young Man	1. Chiew Yee Kuan 2. Esther Ching Qian Han 3. Ling Chui Hong	Dr Chie Qiu Ting	10 January 2023 – 9 January 2024
2.	Social Media Use and Self-esteem as Predictors of the Risk of Experimentation with e-cigarettes Among University Students in Malaysia: Peer Influence as Mediator	1. The Xin Rou 2. Tam Jing Yi Evelyn 3. Yap Xue Li		
3.	"The Soft Things That We Hold Onto" – A Study on the Association Between Attachment Styles, Presence of Transitional Objects and Psychological Security Among Malaysian Young Adults	1. Poon Ying Ying 2. Chow Yu Ying 3. Sam Hei Man		
4.	The Predicting Effects of Attitudes, Subjective Norms, Perceived Behavioral Control on the Intention Towards Food Waste Reduction Behavior Among Malaysian Young Adults	1. Chan Hooi Mui 2. Shirley Lok Xiao Rui 3. Tee Hui Lin	Dr Gan Su Wan	
5.	Parent-Child Relationship, Perceived Social Support, and Perceived Discrimination as Predictors of Well-Being Among LGBTQ Emerging Adults in Malaysia	1. Haw Ying Huei 2. Lee Nie 3. Yashnevathy a/p Govindasamy		
6.	Personal Growth Initiative, Self-efficacy and Social Support as Predictors of Life Satisfaction Among Undergraduate Students in Malaysia	1. Diu Jia Suan 2. Chow Wen Chung 3. Tneh Sin Lin	Dr T'ng Soo Ting	
7.	Self-esteem, Locus of Control and Hopelessness as Predictors of Depression Among University Students in Malaysia	1. Cheang Yen Thung 2. Chuah Yue Xuan 3. Kelvin Goh Wei Jin		



No	Research Title	Student's Name	Supervisor's Name	Approval Validity
8.	Personality Traits and Masculinity as Predictors of Homophobia Among Malaysian Young Man	1. Chiew Yee Kuan 2. Esther Ching Qian Han 3. Ling Chui Hong	Dr Chic Qiu Ting	10 January 2023 – 9 January 2024
9.	Determinants of Psychological Well-being Among Single Young Adults in Malaysia: Attitudes Towards Singlehood, Stereotypes and Social Support	1. Kan Vivian 2. Ngo Da Long 3. Wong Jia Man	Dr Nurul Iman Binti Abdul Jalil	
10.	Self-control, Chronotype, and Future Time Perspective as Predictors of Bedtime Procrastination Among Malaysian Young Adults	1. Isaac Lai Lik Jun 2. Leong Syn Jieh 3. Tan Hor Yinn		
11.	Perceived Stress, Resilience, Self-esteem as Predictors of Life Satisfaction Among University Students in Malaysia	1. Chueh Di-An 2. Hen Cavin 3. Lim Ya Xuan		
12.	The Relationship Between Smartphone Addiction, Internet Gaming Disorder (IGD), and Sleeping Problem (Insomnia) Among Young Undergraduate Students in Malaysia	1. Leong Lerk Yung 2. Liew Yee Hang 3. Shin Bin Shyen	Dr Ooh Seow Ling	
13.	Pornography Use, Body Image, and Relationship Satisfaction Among Malaysian Young Adults	1. Wong Wan Ching 2. Hen Zi Wei 3. Teeba Suriya a/p Kumar		
14.	Anxiety, Social Support and the Association with Psychological Well-Being Among Undergraduate Students	1. Sherine Divya a/p Pubalan 2. Nisa a/p Jothi		
15.	Loneliness and Perceived Social Support as the Predictor of Internet Addiction Among Undergraduates in Malaysia	1. Tan Jia Chyi 2. Tan Tong Yen 3. Vong Yang Yi	Dr Pung Pit Wan	
16.	Depression and Self-efficacy as Predictor to Academic Procrastination Among Undergraduate Students in Malaysia	1. Ricken Chung Li Ken 2. Tay Chong Leng 3. Joel Lee Xin Wei		
17.	Parenting Style as Predictors of Prosocial Behaviours Among Undergraduates in Malaysia	1. Wendy Tan Syn Yao 2. Liong Chu Lam		
18.	Relationship Among Self-control, Grit and Academic Procrastination Among Undergraduates in Malaysia	1. Cheow Pui Kei 2. Lim Jo Yee 3. Yap Yee Qi	Dr Siah Poh Chua	
19.	Dark Triad Personality and Moral Disengagement as the Predictors of Cyberbullying Among Undergraduate Students in Malaysia	1. Li Xin Yan 2. Hew Hui Teng 3. Loh Shao Heng		
20.	The Relationship Between Self-control, Coping Strategy and Online Game Addiction Among Undergraduate Students in Malaysia	1. Lim Chia Huey 2. Lim Shu Yee 3. Tan Shi Wei		
21.	Does Being Angry Dismiss Me from Moral Norm-keeping? An Experimental Study on the Mediating Relationship of Moral Disengagement on Anger and Cyberbullying Intention	1. Chen Win Chuan 2. Tanreet Kaur a/p Suakwinder Singh 3. Wong Puy Lyng	Dr Tan Chee Seng	
22.	The Relationship Between Autonomy, Subjective Socioeconomic Status, and Exposure to Alternative Partners on Social Media and Attitude Towards Singlehood Among Adults in Malaysia	1. Chong Yoke Sun 2. Denisha a/p Vislnasam 3. Lahvaanya a/p Pannir Selvem		
23.	Intimate Partner Violence and Psychological Distress Among Couples in Malaysia: The Role of Stockholm Syndrome	1. Samantha Ng Hui Li 2. Julianna Hoo Ju Yun	Mr Tan Soon Aun	
24.	The Mediating Role of Stress Between the Relationship of Perfectionism & Mental Well Being Among Undergraduates in Malaysia	1. Renukaa a/p Siva Kumar 2. Shabeena Yohanes a/p Stevenraj 3. Yugesh a/p Santara Sheeran		
25.	The Relationship Between Mental Health Literacy, Help-seeking Behaviour, and Socioeconomic Status Among Young Adults in Malaysia	1. Ang Yu Lun 2. Ch'ng Wei Sheng 3. Chua Leewen		



No	Research Title	Student's Name	Supervisor's Name	Approval Validity
26.	Sex Addiction is Associated with Personality, Social Circles, and Mental Health Issues	1. Loke Win Yi 2. Ng Zhen Le 3. Tey Cre Ying	Mr Tay Kok Wai	10 January 2023 – 9 January 2024
27.	The Relationship Between Body Mass Index (BMI), Social Media Intensity and Body Image on Anxiety Among Youths in Malaysia	1. Angelina Gin Ger Ong 2. Kumetni a/p Gobi 3. Shirley Jesslyna a/p Jayaseelan		
28.	Family Functioning, Childhood Trauma, and Self-esteem as the Predictors of Social Anxiety Among Malaysian University Students	1. Jivithan a/l Sasidaran 2. Merlena Ann Mariasoosai 3. Sela a/p Sobin Mondal		
29.	Relationship Between Vocal Fatigue, Emotion, and Motivation with Mask-wearing Among Kampar UTAR Educators	1. Celine Tan Si Min 2. Chong Yueen Cheng 3. Loo Xin Yan	Ms Lee Wan Ying	
30.	The Relationship Between Gender Role Attitudes, Attitudes Toward Childbearing, Family Functioning and Attitudes Toward Marriage Among Young Adults in Malaysia	1. Choo May Yan 2. Chloe Ng Chu Yin 3. Claryce Cheong Yong Qing		
31.	A Study on Materialism, Anxiety and Gender Differences in Compulsive Buying Behaviors Among Young Adults in Malaysia	1. Lim Shi Yuan 2. Lim Yit Han 3. Loh Carmen		
32.	Post-traumatic Stress Disorder (PTSD) as The Predictor of Emotional Well-being and Resilience Among Undergraduate Students During the COVID-19 Outbreak	1. Darshinee a/p Arudkanth 2. Divya Tharshini a/p Puantharan 3. Nivethah a/p Kalaiyarasan	Ms Liza Hartini Binti Rusdi	
33.	The Relationship Between Living Standard and Mental Health Literacy Among Youth in Malaysia	1. Su Kailun 2. Chew Weng Kit 3. Vinmosha a/p K Jevaseelan		
34.	Relationship Between Loneliness, Self-esteem and Binge Eating Among Undergraduates in Malaysia	1. Ong Ting Wei 2. Ng Chien Yi 3. Lim Wei Fang		
35.	The Influence of Job Stress and Resilience on Job Satisfaction Mediated by Work-life Balance Among Lecturers in Universiti Tunku Abdul Rahman	1. Lee Jun Kang 2. Foong Wei How 3. Luo Wen	Ms Sanggari a/p Krishnan	
36.	Mindfulness, Resilience, and Work-Family Conflict Predict Job Performance Among Working Adults	1. Teoh Yi Wen 2. Cheah Jie Min 3. Lott Sin Yee		
37.	Compulsive Internet Use, Self-esteem, Self-efficacy as Predictors of Academic Procrastination Among Undergraduate Student	1. Lin Xingyi 2. Wong Xin Lynn 3. Zhan Shurwei	Ms Teoh Xi Yao	
38.	Relationship Between Self-esteem, Loneliness, Stress and Excessive Use of Social Media Among Undergraduate Students in Malaysia	1. Lee Hao Yan 2. Daniel Chow Weng Kin 3. Fong Zhen Yann		
39.	An Exploratory Study on the Impacts of Social Media on Malaysian Young Adults' Psychological Wellbeing	1. Rae Oon El Jin 2. Kelvin Lim Zhi Jian 3. Huang Jing Fei	Pn Wirawahida Binti Kamarul Zaman	
40.	A Case Study: Parenting Practices of Millennial Single Fathers and Its Effects on Children	1. Chua Ng Gie 2. Paige Chee Hui Min 3. Pearl Lee Yi Yao		

The conduct of this research is subject to the following:

- (1) The participants' informed consent be obtained prior to the commencement of the research;
- (2) Confidentiality of participants' personal data must be maintained; and
- (3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.
- (4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,



Professor Ts Dr Faidz bin Abd Rahman
Chairman
UTAR Scientific and Ethical Review Committee

c.c Dean, Faculty of Arts and Social Science
Director, Institute of Postgraduate Studies and Research

Appendix B

Calculation of Effect Size

Table 5
Correlation analysis.

Constructs	Mean	S.D	1	2	3	4	5
1. Peer Group (PG)	3.7859	0.8665	0.879				
2. Media Celebrities Endorsement (MCD)	3.2741	0.9618	0.478	0.825			
3. TV Advertisement (TVA)	3.0400	0.8531	0.428	0.563	0.801		
4. Materialism (M)	2.8311	0.9484	0.287	0.624	0.556	0.835	
5. Compulsive Buying Behavior (CBB)	3.3114	0.8146	0.357	0.537	0.462	0.542	0.843

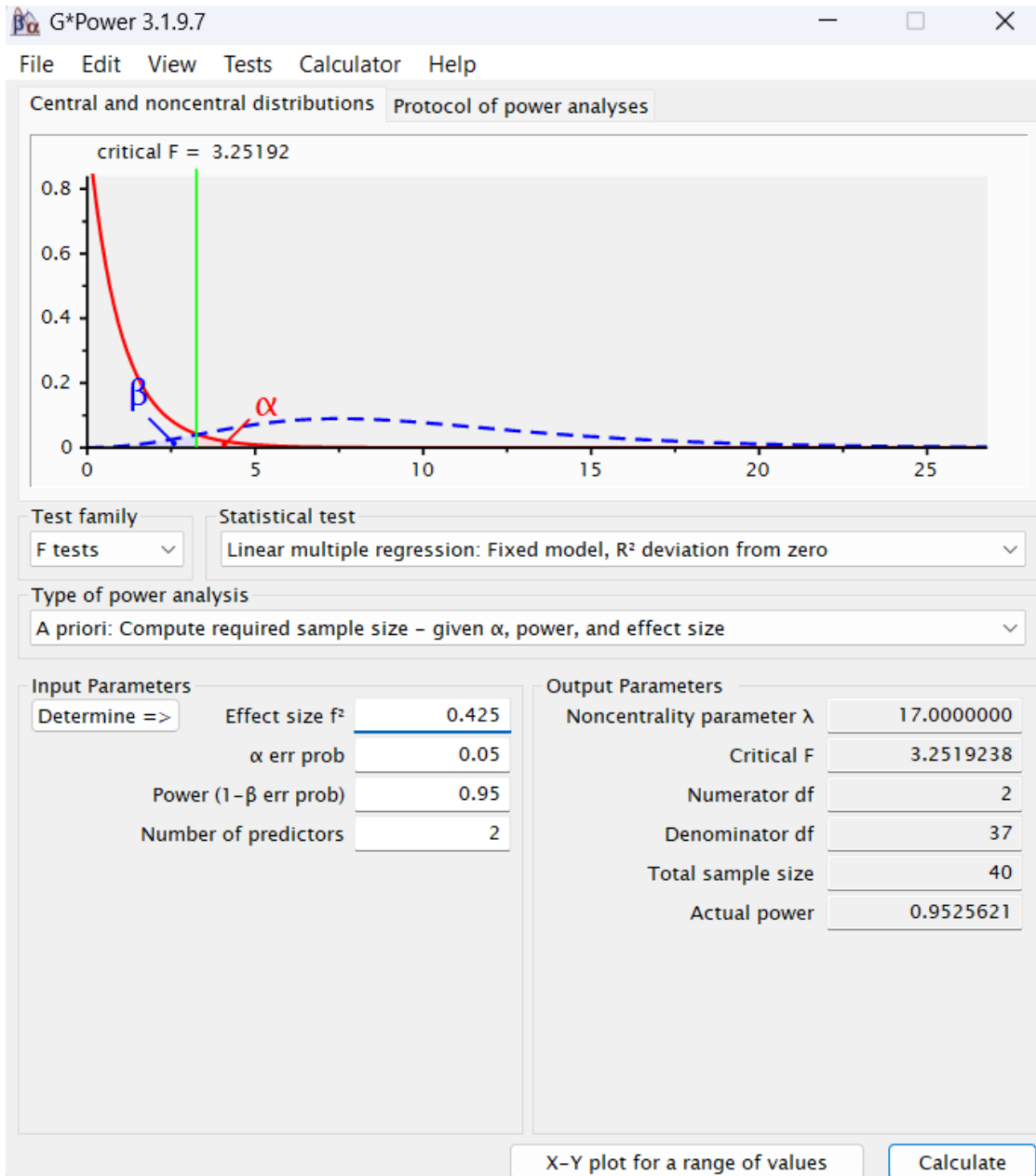
Note: Diagonal elements are the square root of the average variance extracted of each construct; Pearson correlations are shown below the diagonal.

Table 2
Pearson correlation coefficient between questionnaire variables in all participants.

	Spielberger state anxiety inventory (SSAI) [16]	Spielberger trait anxiety inventory (STAI) [16]	Edwards Compulsive Buying Scale [15]	Yale–Brown Obsessive Compulsive Scale [4,5]
Spielberger state anxiety inventory (SSAI) [16]				
Spielberger trait anxiety inventory (STAI) [16]	$r = 0.362^{**}$			
Edwards Compulsive Buying Scale [15]	$r = 0.023$ p = n.s	$r = 0.308^{**}$		
Yale–Brown Obsessive Compulsive Scale [4,5]	$r = 0.154$ p = 0.09	$r = 0.34^{**}$	$r = -0.316^{**}$	

*P < 0.05 ** P < 0.01 *** p < 0.001 n = 120.

G Power Analysis




Appendix C

Questionnaire

COMPULSIVE BUYING BEHAVIORS: What a mistake!

Please answer the following details.

Q1 ★

▼  Skip to


End of Survey if No Is Selected

1. Are you a Malaysian?

Yes

No

Q2 ★

▼  Skip to


End of Survey if No Is Selected

2. Is your age range between 18 to 29?

Yes

No

Q3 ★

▼  Skip to

End of Survey if No Is Selected

3. Have you ever shopped before?

Yes

No

Consent form:

Department of Psychology and Counseling
Faculty of Arts and Social Science
Universiti Tunku Abdul Rahman

Introduction

We would like to conduct a research study to examine materialism, anxiety and gender differences in compulsive buying behaviors among young adults in Malaysia.

Procedures and Confidentiality

The following questionnaire will require approximately 10 minutes to complete. All information provided will remain as private and confidential. The information given will only be reported as group data with no identifying information and only use for academic purpose.

Participation

All the information gathered will remain anonymous and confidential. Your information will not be disclosed to any unauthorized person and would be accessible only by group members. Participant in this study is voluntary, you are free to withdraw with consent and discontinue participation in anytime without prejudice. Your responses will be coded numerically in the research assignment for the research interpretation. Your cooperation would be greatly appreciated. If you choose to participate in this project, please answer all the questions as honestly as possible and return the completed questionnaire promptly. Personal Data Protection Statement In accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

Notice:

1. The purposes for which your personal data may be used are inclusive but not limited to:-

- For assessment of any application to UTAR
- For processing any benefits and services
- For communication purposes
- For advertorial and news
- For general administration and record purposes
- For enhancing the value of education
- For educational and related purposes consequential to UTAR
- For the purpose of our corporate governance
- For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan

2. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

MATERIALISM, ANXIETY, GENDER DIFFERENCES AND COMPULSIVE BUYING BEHAVIORS

3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

4. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes. Consent Form for Research Participation and Personal Data Protection

Title of Project: A study on materialism, anxiety and gender differences in compulsive buying behaviors among young adults in Malaysia. NOTE: This consent form will remain with the UTAR researchers for their records. I understand I have been asked to take part in the research project specified above by UTAR students for the purpose of their Final Year Project/course assignment for UAPZ 3013 Final Year Project 1. I have had the project explained to me, and I have read the Explanatory Statement, which I keep for my records.

I understand that:

- I will be asked to complete a questionnaire regarding a study to examine materialism, anxiety and gender differences in compulsive buying behaviors among young adults in Malaysia
- My participation is voluntary, that I can choose not to participate in part or all of the project, and that I can withdraw at any stage of the project without being penalized or disadvantaged in any way
- I may ask at any time for my data to be withdrawn from the project - No information I have provided that could lead to the identification of any other individual will be disclosed in any reports on the project, or to any other party
- I will remain anonymous at all times in any reports or publications from the project
- It is my sole responsibility to look after my own safety for the above project.

In the event of any misfortune or accidental injury involving me, whether or not due solely to personal negligence or otherwise, I hereby declare that UTAR shall not be held responsible. By submitting this form I hereby authorize and consent to UTAR processing (including disclosing) my personal data and any updates of my information, for the purposes and/or for any other purposes related to the purpose.

I acknowledge that if I do not consent or subsequently withdraw my consent to the processing and disclosure of my personal data, UTAR will not be able to fulfil their obligations or to contact me or to assist me in respect of the purposes and/or for any other purposes related to the purpose.

Who should I contact for further information?

Should you have any queries regarding the survey questionnaire or the present research, or want to withdraw from the research at a later date, you may email any of the following members:

- Lim Shi Yuan (shiyuan012@1utar.my)
- Lim Yit Han (dannylimyh@1utar.my)
- Loh Carmen (lohcarmen22@1utar.my)

I have been notified by you and that I hereby understood, consented and agreed per UTAR above notice.

- Yes
- No

Please fill in your details as the following questions

Q1	*
Age	
<input type="text"/>	

Q2	*
Gender	
<input type="radio"/> Male	
<input type="radio"/> Female	
<input type="radio"/> Others	
<input type="text"/>	

Q3

*

Which state are you from?

- Kedah
- Kelantan
- Perlis
- Negeri Sembilan
- Kuala Lumpur
- Perak
- Pahang
- Johor
- Malacca
- Penang
- Terengganu
- Sabah
- Sarawak
- Selangor

Q4

*

Race

- Chinese
 - Malay
 - Indian
 - Others
-

Q5

*

Education level


- SPM and below
 - Diploma
 - Undergraduate (Bachelor's degree)
 - Postgraduate (Master's degree)
 - Doctorate (PHD)
 - Others
-


Q6

*

Employment Status (You are able to choose multiple option)

- Employed
 - Unemployed
 - Student
 - Inability to work
 - Others
-

 Import from library

 Add new question

Part B

Q1 ★

How often do you shop?

- Few times per day
- Few times per week
- Few times per month
- Once per month

Q2 ★

Would you prefer online shopping or physical shopping?

- Online shopping
- Physical shopping

Q3 ★ ...

What platform do you usually use to conduct online shopping? (You could choose multiple option)

- Shopee
- Lazada
- Taobao
- Others

[Import from library](#) [+ Add new question](#)

Part C

Q1 🔍 ★ ...

Please rate the questions that are listed below:

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
1. I admire people who own expensive homes, cars, and clothes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Some of the most important achievements in life include acquiring material possessions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I don't place much emphasis on the amount of material objects people own as a sign of success.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The things I own say a lot about how well I'm doing in life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I like to own things that impress people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I try to keep my life simple, as far as possessions are concerned.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. The things I own aren't all that important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Buying things gives me a lot of pleasure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I like a lot of luxury in my life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. I put less emphasis on material things than most people I know.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. I have all the things I really need to enjoy life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. My life would be better if I owned certain things I don't have.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. I wouldn't be any happier if I owned nicer things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. I'd be happier if I could afford to buy more things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Import from library](#) [+ Add new question](#)

Part D

Q2

Please rate the questions that are listed below:

	None OR A little of the time	Some of the time	Good part of the time	Most OR All of the time
1. I feel more nervous and anxious than usual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I feel afraid for no reason at all.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I get upset easily or feel panicky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I feel like I'm falling apart and going to pieces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I feel that everything is all right and nothing bad will happen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. My arms and legs shake and tremble	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I am bothered by headaches, neck and back pains	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I feel weak and get tired easily	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I feel calm and can sit still easily	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. I can feel my heart beating fast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. I am bothered by dizzy spells	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. I have fainting spells or feel like it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. I can breathe in and out easily	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. I get feeling of numbness and tingling in my fingers, toes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. I am bothered by stomach-aches or indigestion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. I have to empty my bladder often	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. My hands are usually dry and warm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. My face gets hot and blushes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. I fall asleep easily and get a good night's rest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. I have nightmares	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Import from library](#) [Add new question](#)

Part E

Q3

Please rate the questions that are listed below:

	Never	Rarely	Sometimes	Always	Often
1. I feel driven to shop and spend, even when I don't have the time or the money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I get little or no pleasure from shopping.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I hate to go shopping.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I go on buying binges.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I feel "high" when I go on a buying spree.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I buy things even when I don't need anything.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I go on a buying binge when I'm upset, disappointed, depressed, or angry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I worry about my spending habits but still go out and shop and spend money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I feel anxious after I go on a buying binge.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. I buy things even though I cannot afford them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. I feel guilty or ashamed after I go on a buying binge.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. I buy things I don't need or won't use.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. I sometimes feel compelled to go shopping.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Import from library](#) [Add new question](#)

Add Block

End of Survey

Thank you for your precious time!
Your response has been recorded.

Appendix D

Reliability Test

Reliability Test of Pilot Study

Reliability of Material Value Scale (MVS) for 30 respondents

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.855	.847	15

Reliability of Self-rating Anxiety Scale (SAS) for 30 respondents

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.893	.899	20

Reliability of Edward Compulsive Buying Behavior (ECBS) for 30 respondents

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.902	.898	13

Reliability Test of Actual Study

Reliability of Material Value Scale (MVS) for 90 respondents

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.666	.669	15

Reliability of Self-rating Anxiety Scale (SAS) for 90 respondents

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.869	.877	20

Reliability of Edward Compulsive Buying Behavior (ECBS) for 90 respondents

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.873	.873	13

Appendix E

Normality Assumptions

Descriptives

		Statistic	Std. Error	
TOTAL_MVS	Mean	45.7444	.65220	
	95% Confidence Interval for Mean	Lower Bound	44.4485	
		Upper Bound	47.0403	
	5% Trimmed Mean	45.9383		
	Median	46.0000		
	Variance	38.282		
	Std. Deviation	6.18727		
	Minimum	30.00		
	Maximum	57.00		
	Range	27.00		
	Interquartile Range	8.25		
	Skewness	-.331	.254	
	Kurtosis	-.100	.503	
TOTAL_SAS	Mean	38.9111	.93585	
	95% Confidence Interval for Mean	Lower Bound	37.0516	
		Upper Bound	40.7706	
	5% Trimmed Mean	38.5802		
	Median	39.0000		
	Variance	78.823		
	Std. Deviation	8.87826		
	Minimum	22.00		
	Maximum	64.00		
	Range	42.00		
	Interquartile Range	13.00		
	Skewness	.548	.254	
	Kurtosis	.121	.503	
TOTAL_CB	Mean	31.5111	.89376	
	95% Confidence Interval for Mean	Lower Bound	29.7352	
		Upper Bound	33.2870	
	5% Trimmed Mean	31.4074		
	Median	31.0000		
Variance	71.893			

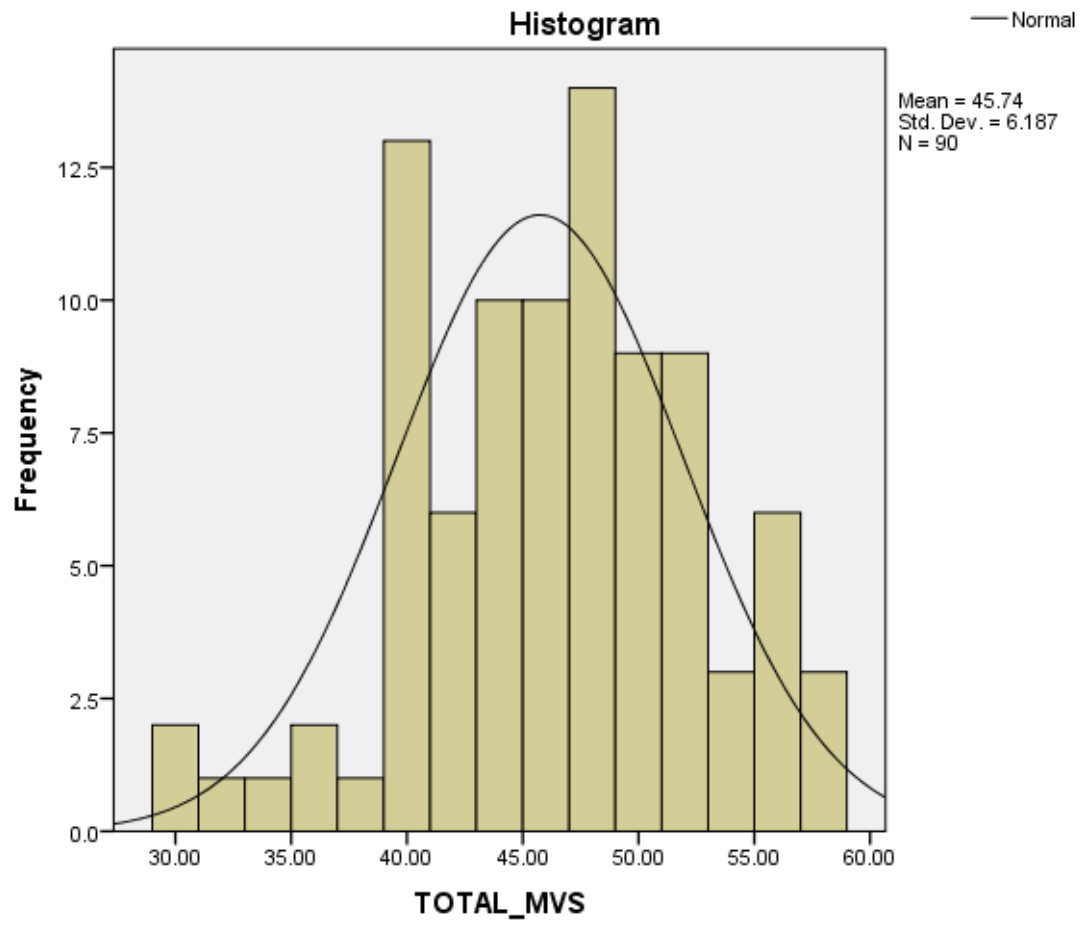
Std. Deviation	8.47898	
Minimum	15.00	
Maximum	54.00	
Range	39.00	
Interquartile Range	12.25	
Skewness	.135	.254
Kurtosis	-.317	.503

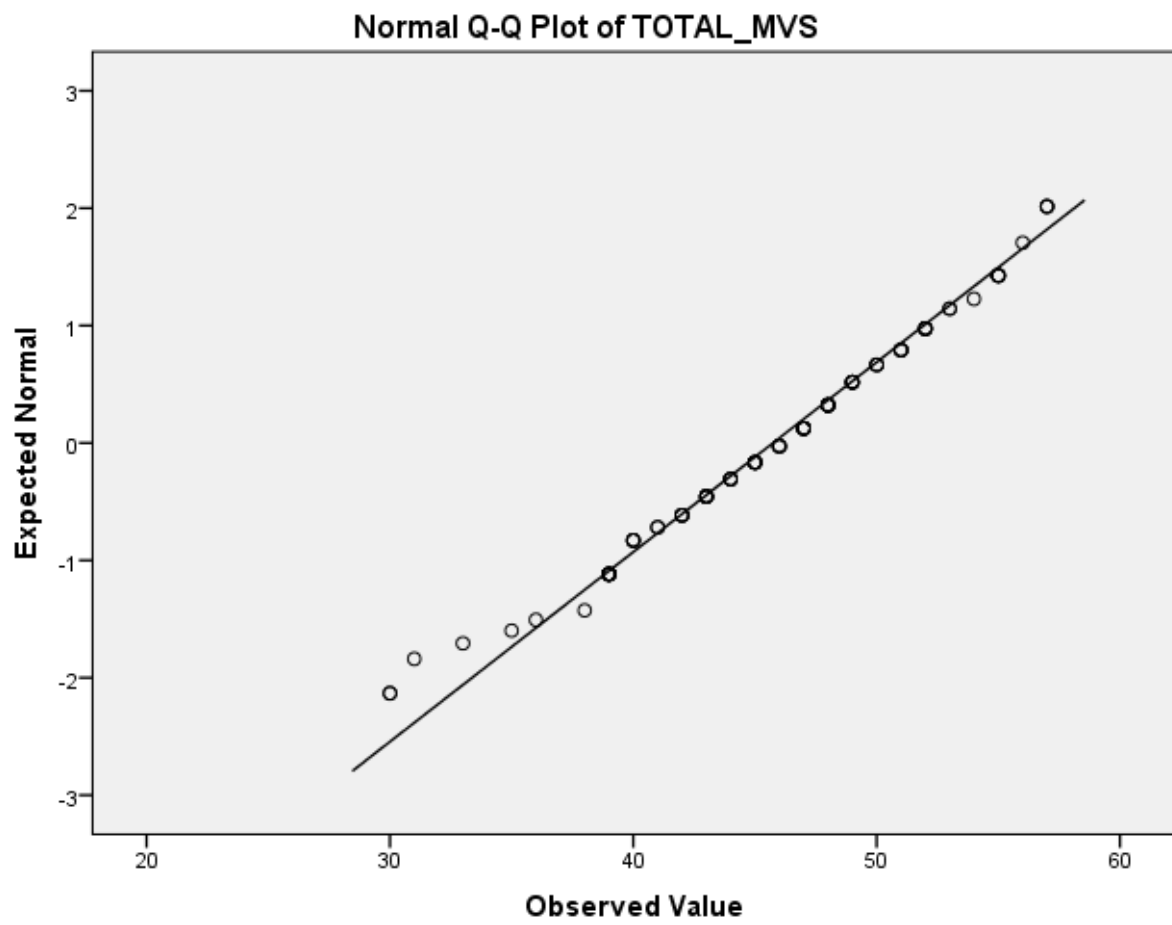
Tests of Normality

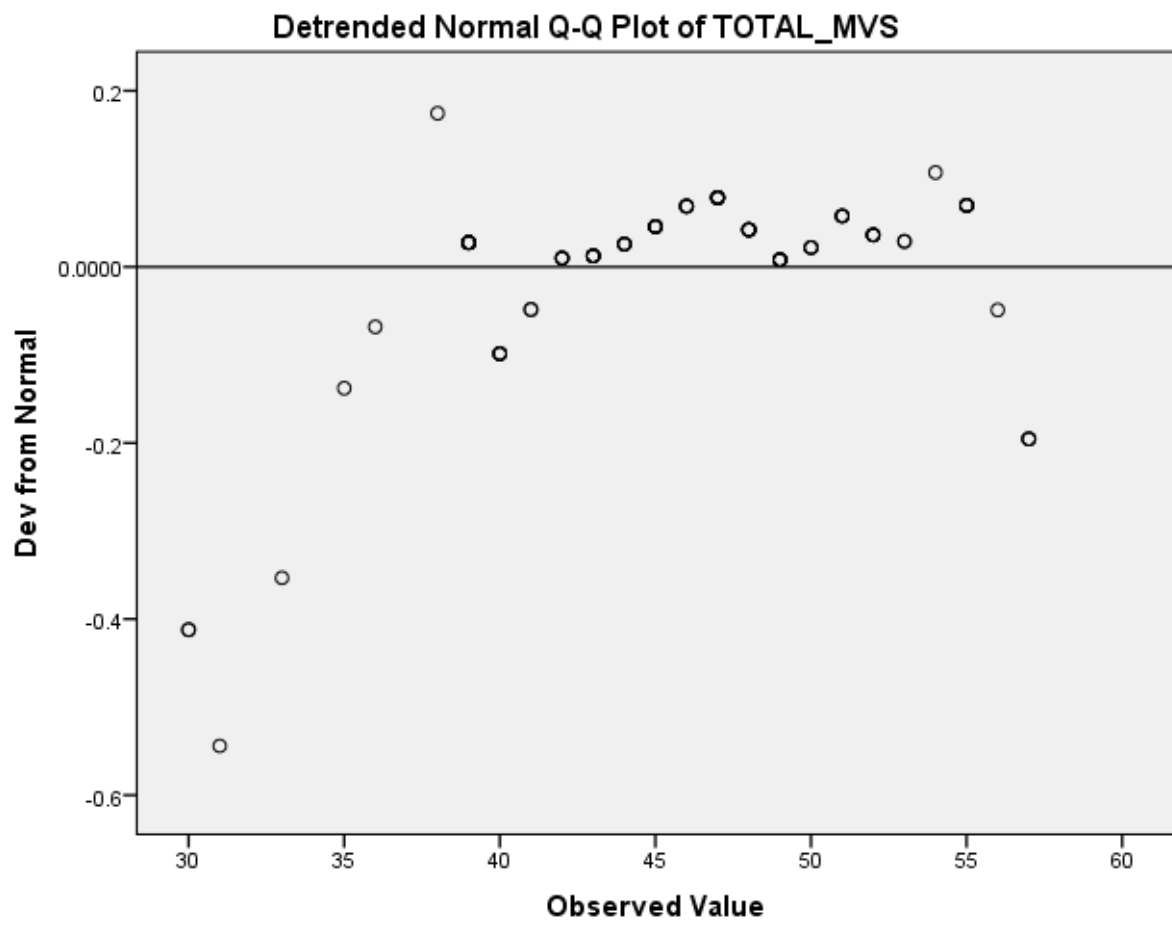
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
TOTAL_MVS	.069	90	.200*	.978	90	.124
TOTAL_SAS	.081	90	.193	.971	90	.045
TOTAL_CB	.069	90	.200*	.983	90	.312

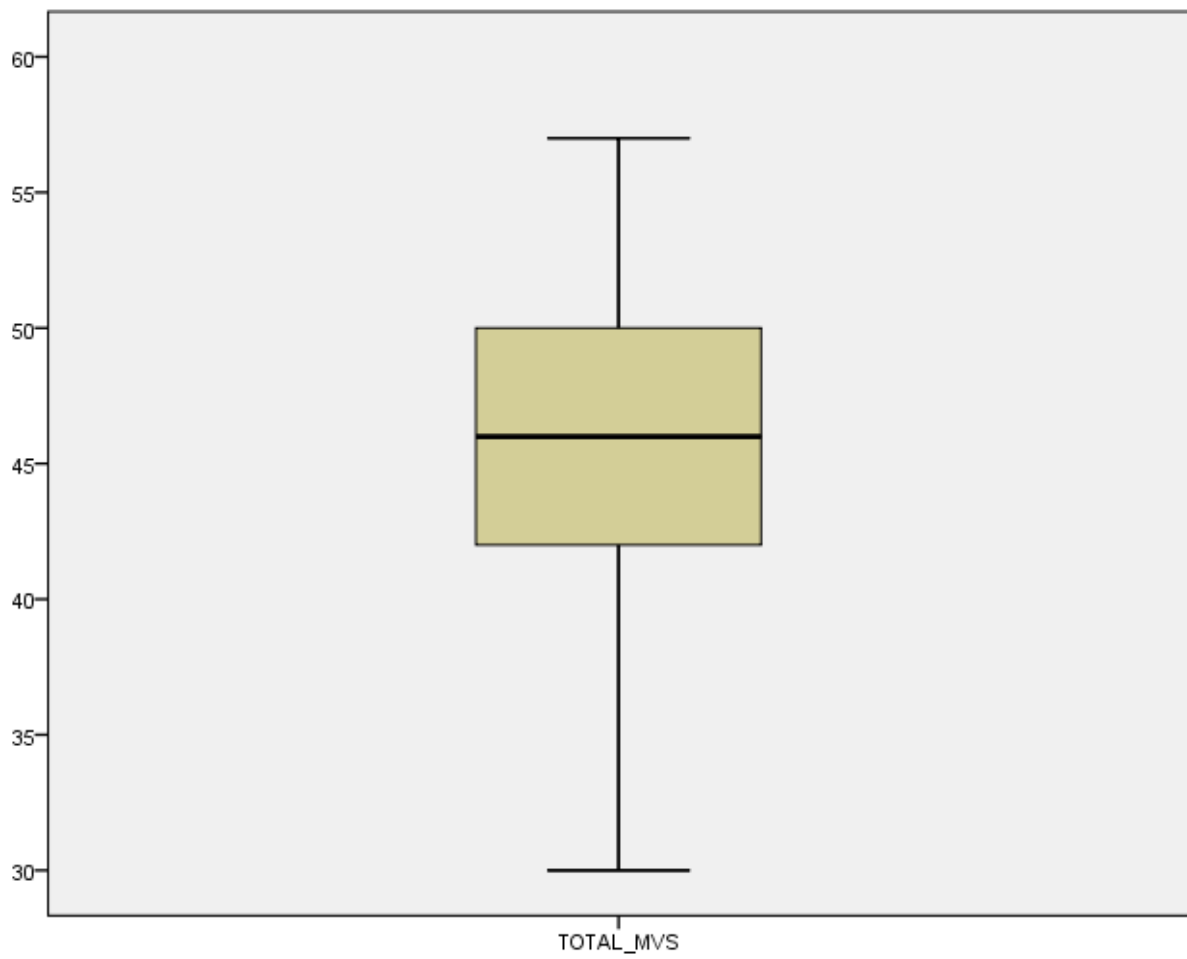
*. This is a lower bound of the true significance.

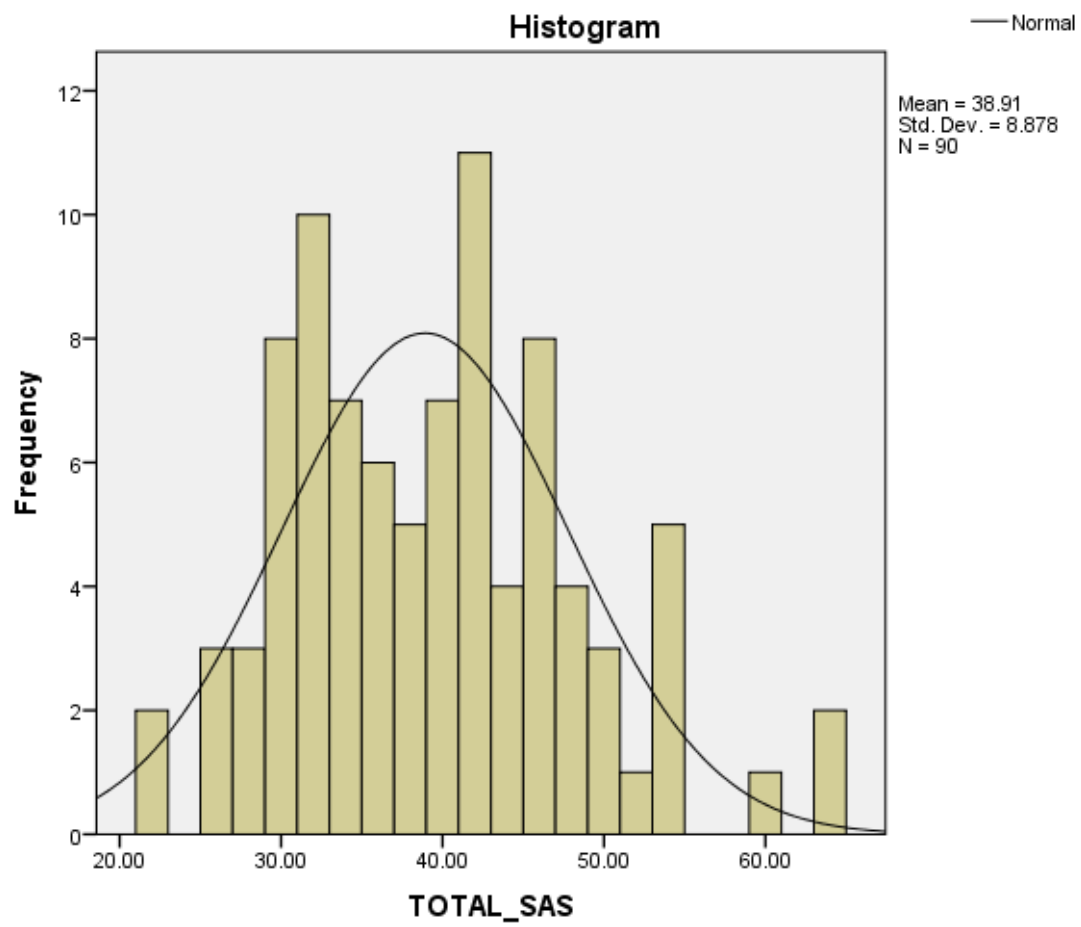
a. Lilliefors Significance Correction

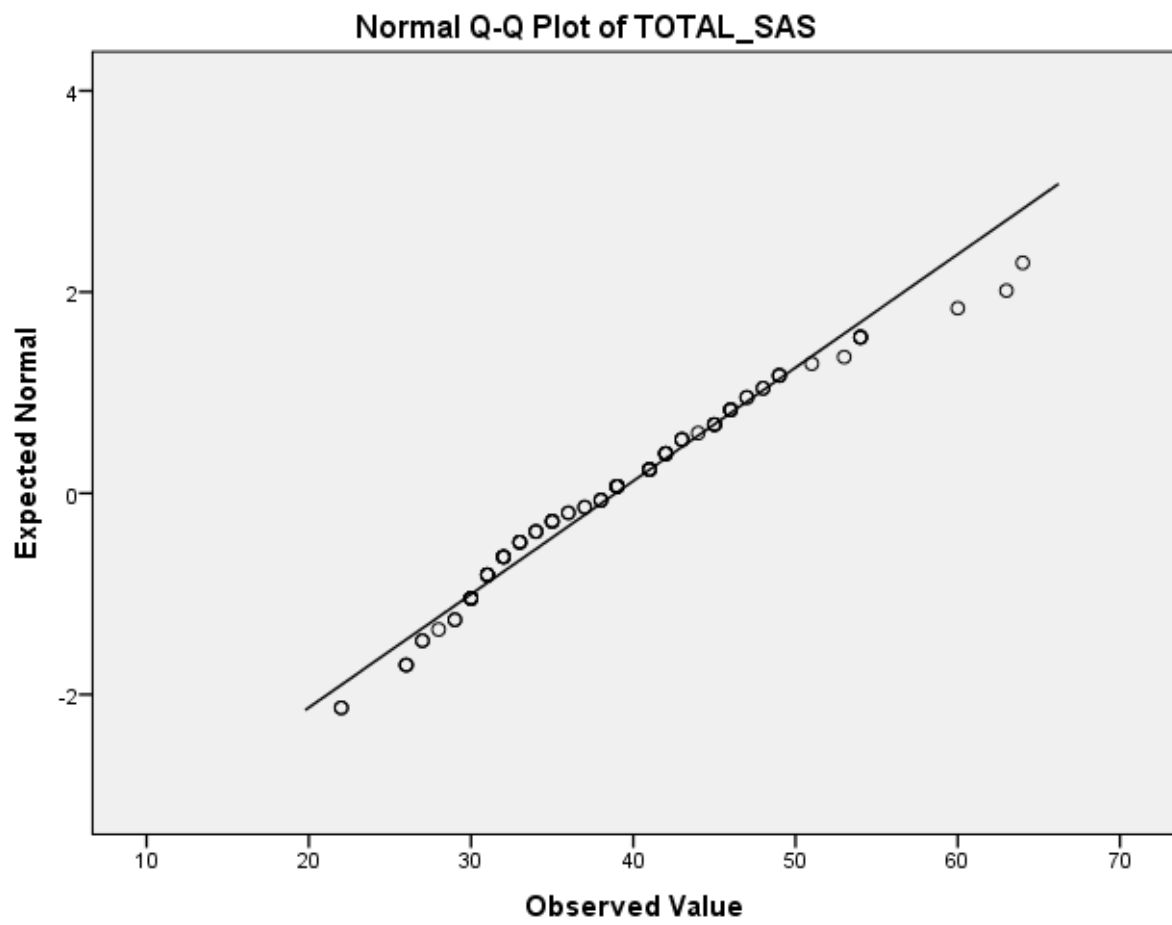


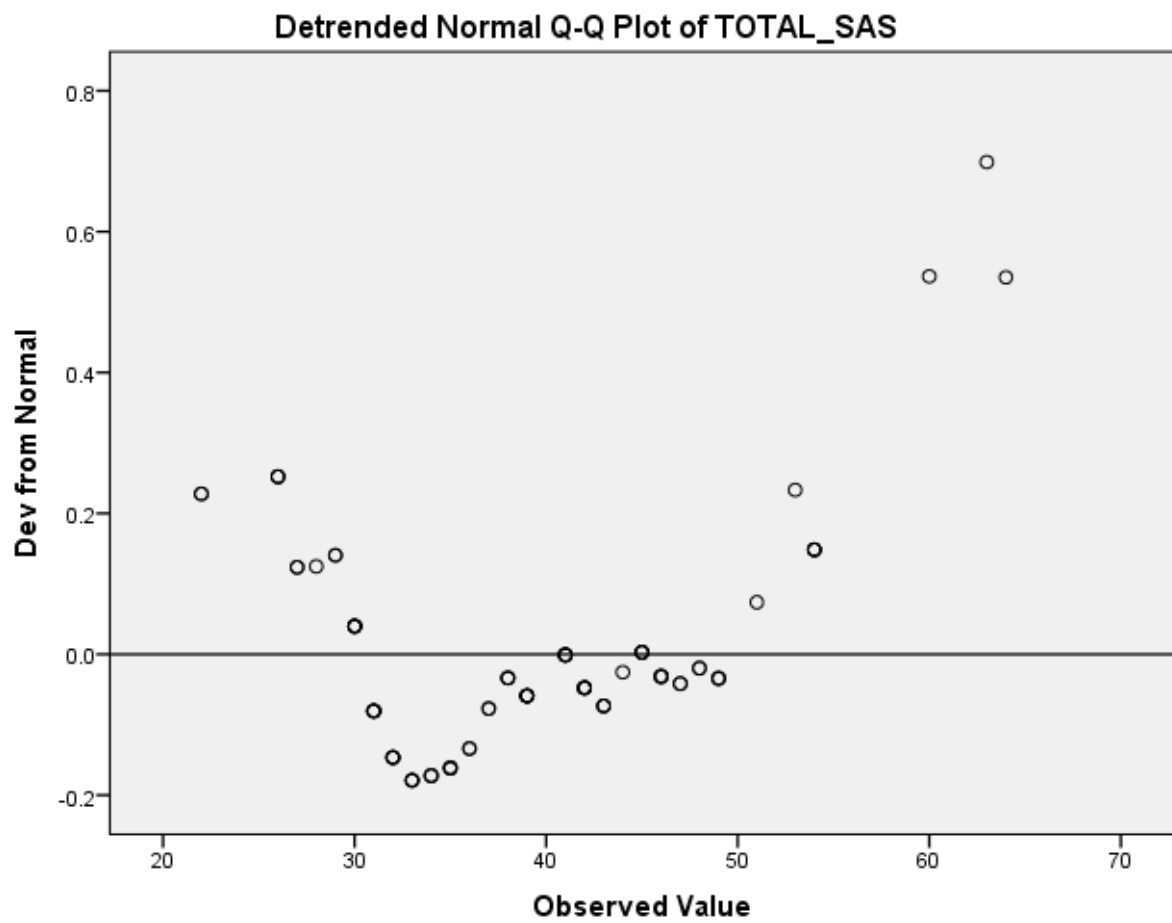


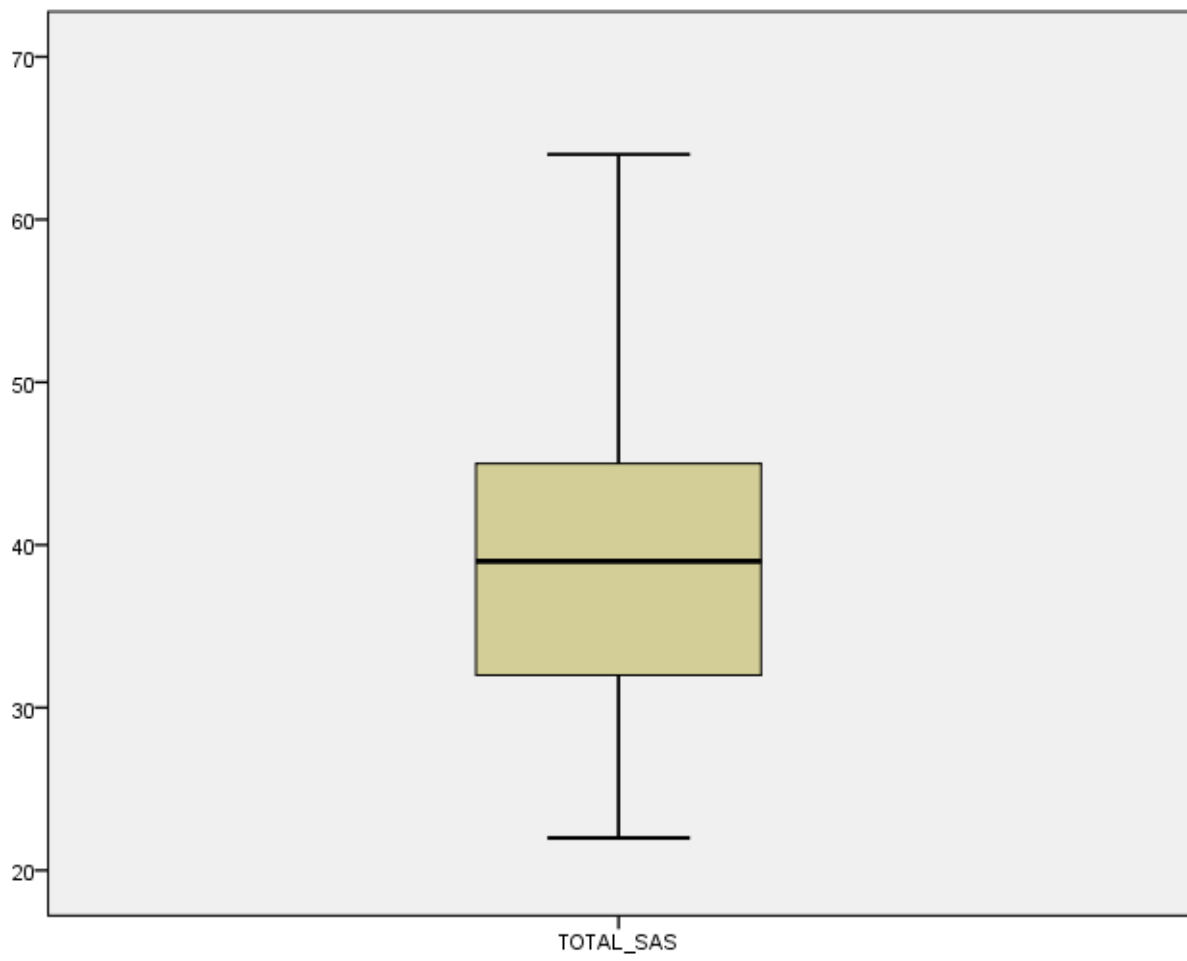


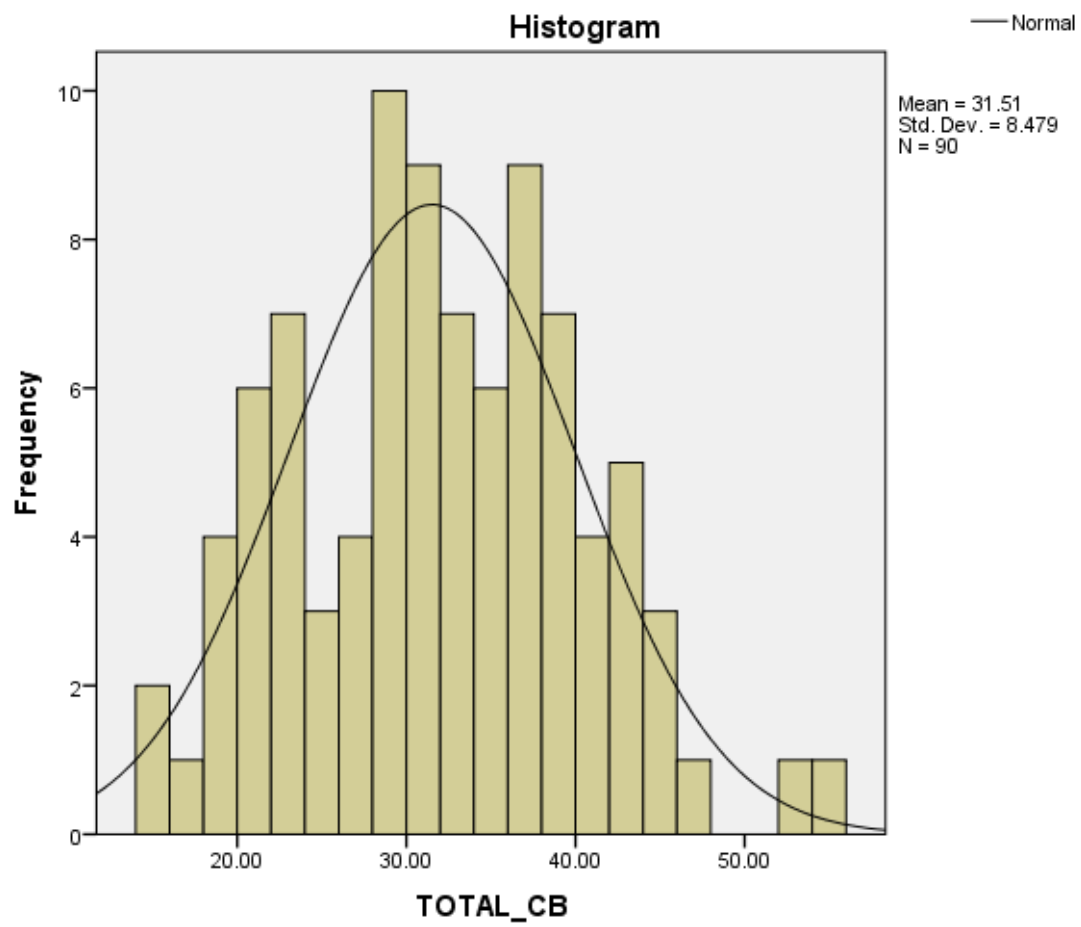


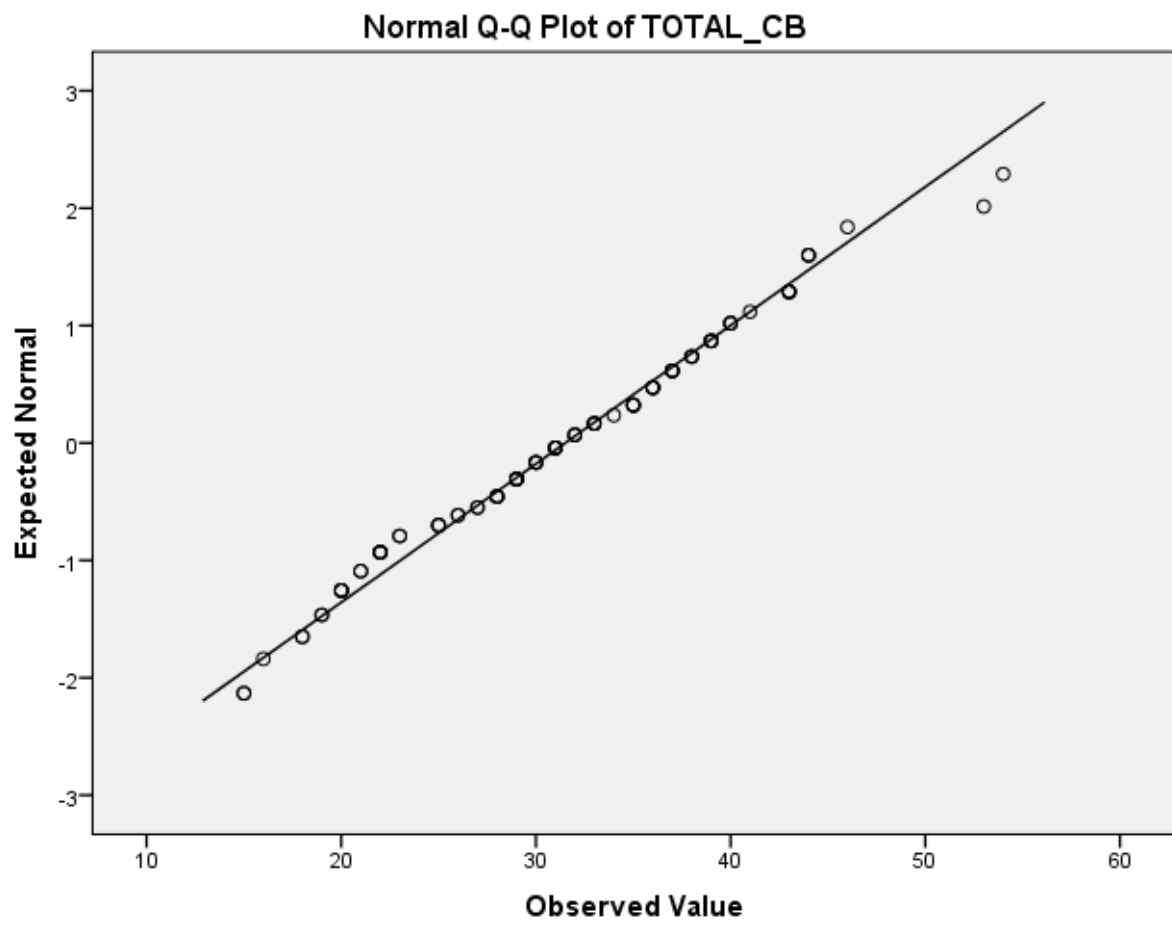


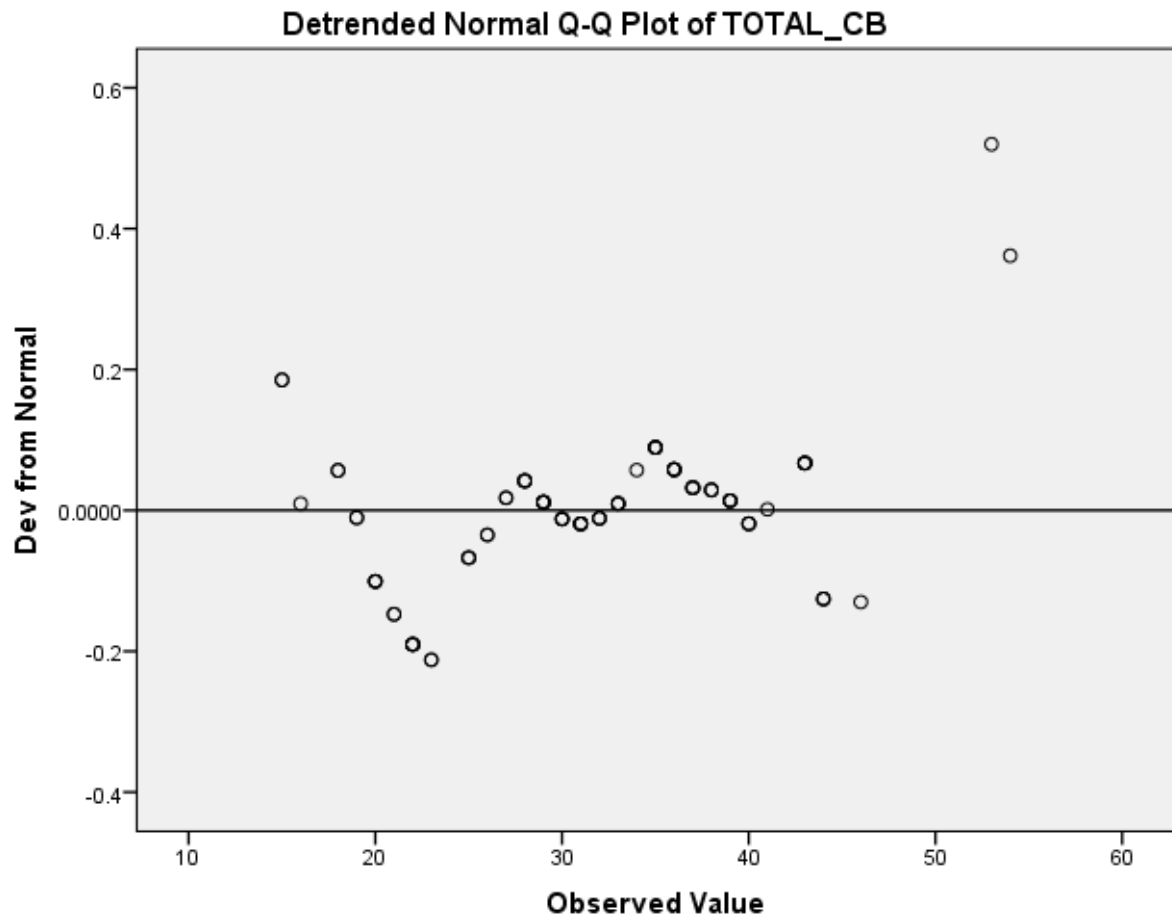


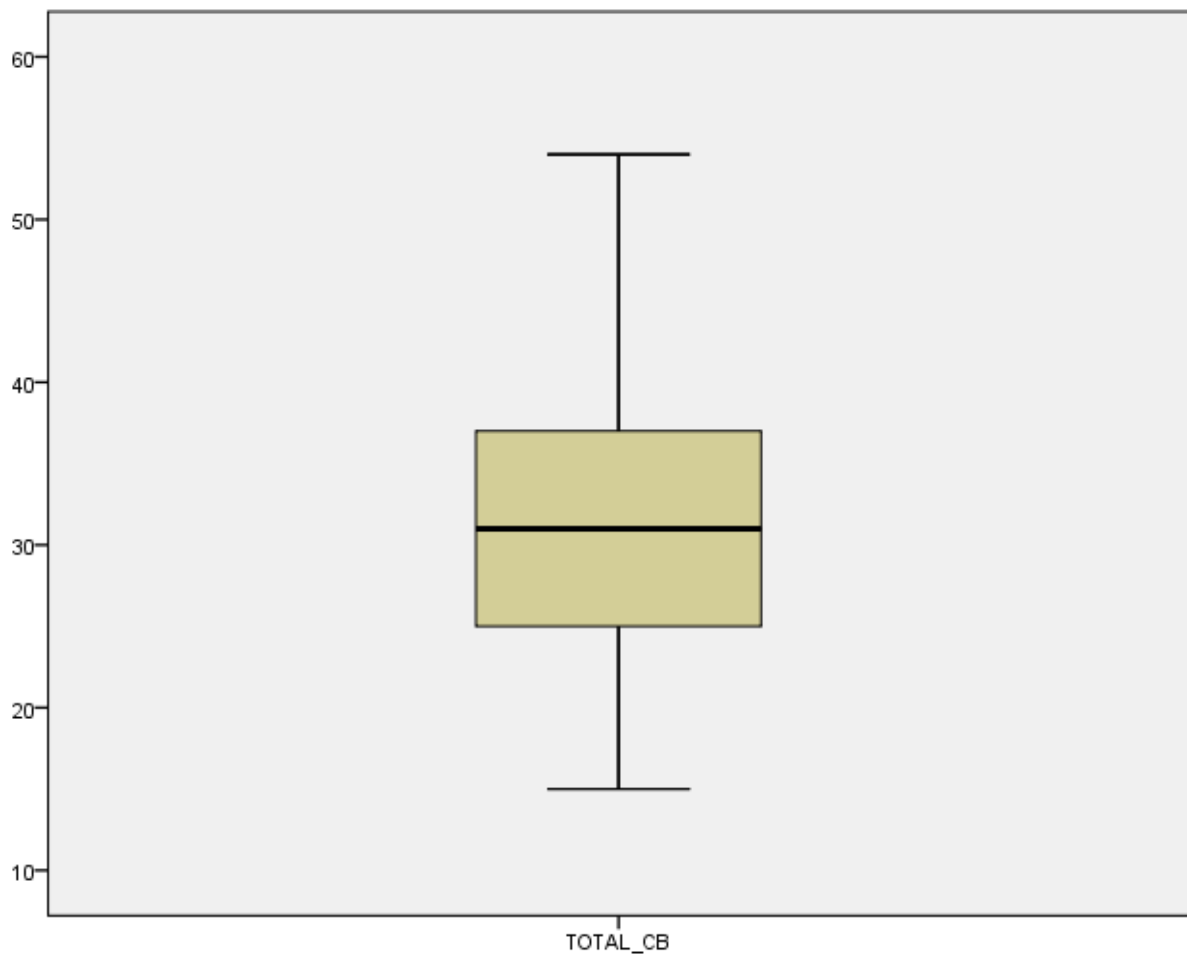












Appendix F

Descriptive Statistics

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	46	51.1	51.1	51.1
	Female	44	48.9	48.9	100.0
	Total	90	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	2	2.2	2.2	2.2
	21	4	4.4	4.4	6.7
	22	37	41.1	41.1	47.8
	23	38	42.2	42.2	90.0
	24	3	3.3	3.3	93.3
	25	4	4.4	4.4	97.8
	26	2	2.2	2.2	100.0
	Total	90	100.0	100.0	

Race - Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	83	92.2	92.2	92.2
	Malay	2	2.2	2.2	94.4
	Indian	5	5.6	5.6	100.0
	Total	90	100.0	100.0	

Which state are you from?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kedah	31	34.4	34.4	34.4

Kelantan	1	1.1	1.1	35.6
Negeri Sembilan	3	3.3	3.3	38.9
Kuala Lumpur	3	3.3	3.3	42.2
Perak	34	37.8	37.8	80.0
Pahang	1	1.1	1.1	81.1
Johor	5	5.6	5.6	86.7
Malacca	1	1.1	1.1	87.8
Penang	7	7.8	7.8	95.6
Sabah	1	1.1	1.1	96.7
Sarawak	3	3.3	3.3	100.0
Total	90	100.0	100.0	

Education level - Selected Choice

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SPM and below	4	4.4	4.4	4.4
Diploma	7	7.8	7.8	12.2
Undergraduate (Bachelor's degree)	76	84.4	84.4	96.7
Postgraduate (Master's degree)	3	3.3	3.3	100.0
Total	90	100.0	100.0	

How often do you shop?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Few times per day	5	5.6	5.6	5.6
Few times per week	32	35.6	35.6	41.1
Few times per month	38	42.2	42.2	83.3
Once per month	15	16.7	16.7	100.0
Total	90	100.0	100.0	

Would you prefer online shopping or physical shopping?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Online shopping	56	62.2	62.2	62.2

MATERIALISM, ANXIETY, GENDER DIFFERENCES AND COMPULSIVE BUYING BEHAVIORS

Physical shopping	34	37.8	37.8	100.0
Total	90	100.0	100.0	

Statistics

		Age	Gender	Which state are you from?	Race - Selected Choice	Education level - Selected Choice	How often do you shop?	Would you prefer online shopping or physical shopping?
N	Valid	90	90	90	90	90	90	90
	Missing	0	0	0	0	0	0	0
Mean			1.49	4.90	1.13	2.87	2.70	1.38
Median			1.00	6.00	1.00	3.00	3.00	1.00
Mode			1	6	1	3	3	1
Std. Deviation			.503	3.389	.479	.524	.814	.488
Variance			.253	11.484	.229	.274	.662	.238
Maximum			2	13	3	4	4	2
Sum			134	441	102	258	243	124

Appendix G

Pearson Correlation Coefficient Among Variables

Pearson correlation coefficient between Materialism and Compulsive Buying Behavior

Correlations

		TOTAL_MVS	TOTAL_CB
TOTAL_MVS	Pearson Correlation	1	.368**
	Sig. (2-tailed)		.000
	N	90	90
TOTAL_CB	Pearson Correlation	.368**	1
	Sig. (2-tailed)	.000	
	N	90	90

** . Correlation is significant at the 0.01 level (2-tailed).

Pearson correlation coefficient between Anxiety and Compulsive Buying Behavior

Correlations

		TOTAL_CB	TOTAL_SAS
TOTAL_CB	Pearson Correlation	1	.331**
	Sig. (2-tailed)		.001
	N	90	90
TOTAL_SAS	Pearson Correlation	.331**	1
	Sig. (2-tailed)	.001	
	N	90	90

** . Correlation is significant at the 0.01 level (2-tailed).

Appendix H

Independent T-test

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
TOTAL_CB	Male	46	30.9348	8.80758	1.29861
	Female	44	32.1136	8.17886	1.23301

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
TOTAL_CB	Equal variances assumed	.319	.574	-.657	88	.513	-1.17885	1.79370	-4.74346	2.38575
	Equal variances not assumed			-.658	87.926	.512	-1.17885	1.79072	-4.73758	2.37988

Appendix I

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