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Prevalence of Online Shopping Addiction (OSA) among adolescents: A cross-sectional survey

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Abstract

Background: Online shopping is a form of electronic commerce that enables consumers to purchase goods and services directly from sellers via the internet using a web browser, where Oniomania affects a few. The purpose of this study is to evaluate online shopping addiction among adolescents. Quantitative, descriptive, cross-sectional survey methodology was used to assess Online Shopping Addiction among adolescents using a socio-demographic data sheet, a self-developed Behavioral Addiction Screening Tool (BAST). The BAST was used to collect the data for dependent variable (OSA).

Results: One-third of adolescents were unable to resist the sales, and forty-five percent respondents chose to spend rather than save. The female respondents are comparatively shows higher association as compared to male respondents. It can be concluded that the relationship between Socio-personal factors and Online Shopping Addiction are moderate to highly positive. Hence, the adolescents should be aware of the trap that have been created accidentally due to peak shifting of culture towards westernization. Adolescents should take preventative measures to prevent potential psychological and physical issues among online shoppers.

Keywords: Online Shopping addiction, compulsive disorder, oniomania, vulnerability

Introduction

Shopping is defined as “The process of browsing and/or purchasing of items in exchange for money” Shopping is today considered both a functional or utilitarian activity as well as a social or leisure activity with hedonistic features (Hirschman and Holbrook, 1982) ^[1]. The enjoyment element has been enhanced by the introduction of large shopping malls offering a range of activities including shopping, eating and entertainment. Over the past few decades, the shopping process has been altered by the advent of the Internet. Internet or online shopping offers a range of benefits in terms of both the information search stage of shopping (Rose and Samouel, 2009) ^[3] as well as the act of purchase. An impulse purchase is an unplanned or spontaneous purchase in which the consumer experiences a sudden, persistent urge to buy something. Impulse buying is characterized by an unplanned purchase prompted by a spontaneous decision and a subjective preference for immediate possession. Addictive behaviour is a term applied to excessive behaviour that has negative consequences. The word “addiction” is most often used by clinicians to refer to a condition that involves intense preoccupation with the behaviour and leads to physiological changes particularly in the brain. So, an attempt was made to investigate the OSA among adolescents with the following objectives:

1. To assess Online Shopping Addiction among adolescents.
2. To investigate the statistical differences of adolescents with respect to their gender.

Materials and Methods

Locale: The sample for the present study was drawn from CCSHAU, Hisar.

Sample size: The sample of 150 male and 150 female adolescents was selected under Random sampling method. The sample total constituting 300 students was randomly drawn under each category irrespective of their gender.

Sample selection

The list of male students enrolled in I, II and III year (of both Agriculture and Home Science within the age group of 17-19 years) made was collected from the office of both the colleges and scrutinised based on their gender. The Deans of both the colleges were personally contacted for seeking permission to have rapport and collect the information legally.

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Tools

(i) Self structured general information sheet: This sheet was used to collect the basic information on Socio-economic and socio-demographic characteristics of the adolescents like name, age, sex, educational status, family income, place of residence, etc.,

(ii) self-developed Behavioral Addiction Screening Tool (BAST): It consists of 20 items to evaluate Online Shopping among adolescents in section 2 of this tool.

Statistical analysis: Descriptive statistics and ANOVA one way was used to analyse the data.

Results

Table 1: Socio-demographic profile of adolescents

Sl. No.	Socio-demographic variables	Frequency	Percentage
1	Age		
	17-18 years	127	42.4
	18+-19 years	82	27.2
	19+-20 years	91	30.4
2	Gender		
	Male	150	50.0
	Female	150	50.0
3	Locality		
	Rural	173	57.8
	Urban	85	28.2
	Semi-urban	36	12.0
	Metro city	6	2.0

The background information data have been presented in table 4.1. The adolescents with the age group of 17-18 years (42.40%) out numbered among the three-category followed by 18+ to 19 years (27.20%) and 19+ to 20 years (30.40%) respectively. The similar sequential pattern was found in the case of locality and annual family income of the respondents. The maximum respondents were under the category of income upto 3 lakhs (80.40%) followed by income 3-9 lakhs (14.00%) and more than 9 lakhs (5.60%). Similarly, maximum of the respondents was belonging to rural background (57.80%), urban (28.20%), semi-urban (12.00%) and metro city (2.00%). The proportion of gender is equally distributed in both male (50.0%) and female (50.0%) respectively.

Table 2: ANOVA: Impact of Socio-demographic factors on Online Shopping addiction

Socio-economic factors	Online shopping Addiction		
	Mean	SD	F value
Age			2.96*
17 to 18 years	51.32	3.31	
18+ to 19 years	56.22	3.88	
19+ to 20 years	51.12	3.46	
Gender			3.84*
Male	31.48	4.71	
Female	52.73	4.76	
Locality			2.60*
Rural	38.89	5.61	
Urban	52.72	4.32	
Semi-urban	53.68	4.88	
Metro-cities	55.05	3.12	

*Significance at 5% level.

The table 2 depicts the impact of socio-demographic factors on Online shopping addiction. The results revealed that there

is a significant positive impact between age and Online Shopping Addiction ($F(2,297) = 2.96^*$, ($P \leq 0.05$). Similarly, the results with respect to the gender also shows that there is significant impact on Online Shopping Addiction ($F(1,298) = 3.84^*$, ($p \leq 0.05$)). In the same way, the results for locality have also shown that Locality has also have strong significant impact on Online Shopping Addiction ($F(3,296) = 2.60^*$, ($P \leq 0.05$)). The overall picture of the table explains that the gender has comparatively greater impact than age and the age have comparatively high impact than locality. The results could be inferred that the socio-demographic factors have a significant impact the shopping behaviour of the adolescents. The reports were similar to that of Vidhyakala and Dhivyabharathi (2016) [2] where the respondents have showed a significant relationship between psycho-social and socio-demographic characteristics and impulsive shopping behaviour and also between psycho-social and socio-demographic characteristics and compulsive shopping behaviour.

Conclusion

This study aimed to increase our understanding of the influence of demographic factors on online shopping behaviours among adolescents. This behaviour may have multiple origins, with personality and a few other demographic factors being among the most significant. The association between the underlying personality and demographic component seems rational, beneficial, and warrants additional investigation.

Conflict of interest

This study do not have any conflicts of interest.

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