

The Effect of Adult Social Anxiety on Shopping Addiction in Relation to Self-Control and Public Awareness

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Background/Objectives: In this study, we checked whether social anxiety, which is a negative sentiment in social situations, and public self-consciousness, which values one's appearance as being shown to others, affects the disposition of shopping addiction. Based on the anxiety exposed to social situations and the level of perception toward one's own self, we want to look at the relationship with shopping addiction and find out its implications. **Methods/Statistical analysis:** The study included 330 adults in Seoul and Gyeonggi Province, and was conducted through a survey on social anxiety, public self-consciousness, self-control and shopping addiction. The data was analyzed using the SPSS Amos 22.0 program, frequency analysis, descriptive statistics, and exploratory factor analysis. In addition, to verify the structural equation model, confirmatory factor analysis was performed to verify unidimensionality. Further, the validity of the measurement model was tested, and then the hypothesis of the proposed model was verified. **Findings:** This study examined the influence of public self-consciousness and self-control in social anxiety and shopping addiction. In addition, this study examined whether public awareness and self-control influenced shopping addiction respectively. First, shopping addiction tendency was high when social anxiety was high, and self-control was low. Second, shopping addiction increased when social anxiety was high and public self-consciousness was high. It has been found that the addictive tendency has increased in order to maintain avoidance and temporary satisfaction. In addition, it can be seen that social anxiety is sensitive to the eyes and judgments of others and increases psychological discomfort. **Improvements/Applications:** This study confirmed that excessive immersion in other people's interests and recognition can lead to negative emotions, which can lead to addiction. This seems to

indicate that shopping addiction is unplanned and requires therapeutic intervention to prevent self-display purchases. Therefore, it is considered that various studies and support will be needed to recognize addiction as a social problem.

Key words: *Addiction, Social anxiety, Self-control, Shopping addiction, Public self-consciousness.*

Introduction

Buying items is one of the things that happens frequently in everyday life. The advent of the Internet and smartphones drive consumption in a variety of ways to make shopping easier. However, this convenience can not only lead to reasonable purchases but also impulsive and unplanned purchases (Lejoyeux, 2010). In addition, shopping has mental characteristics similar to drug addiction and immediate satisfaction, which may lead to addiction. This is serious in that the purchasing activity itself is difficult to control, and there is a problem that the awareness of the crisis is low compared to the high damage caused by shopping addiction (Catalano and Sonenberg, 1993). Research has been conducted on anxiety, depression, and self-control as factors influencing shopping addiction. It can be said that the negative emotion of the individual affects the addiction and eventually increases the addictive tendency in shopping. However, in addition to negative emotions, shopping is also an exaggerated form of purchasing activity. The purpose of this study was to examine whether negative emotions and the desire to be recognized by others are influenced by self-control and whether these emotions also affects shopping addiction.

Materials and Methods

Materials

Social anxiety

Social anxiety is defined as a cognitive response that leads to high fear and embarrassment when exposed to strangers (Carl, 1994). They tend to compare themselves with others and think they will not reach them on an abnormal basis. Moreover, when they are exposed to society, they perceive their situation as more dangerous than it really is and perceive their negative appearance. These negative perceptions appear to aggravate social anxiety by evading situations or exhibiting inappropriate behavior (Rapee and Heimberg, 1997).

Shopping addiction

Shopping can lead to addiction because some people can't control the buying of goods. Shopping addiction arises from psychological tension and internal factors and seeks stability

from purchasing behavior. This can be seen as an action to reduce anxiety due to negative emotions and escapism. After the purchase, the satisfaction and stability are obtained, and the same behavior is repeated. This purchase behavior is regretted over time but can't be stopped and further addiction requires the pursuit of a strong stimulus to give satisfaction (O'Guinn and Faber, 1989).

Self-control

Self-control is called impulse control for long-term and vast outcome selection (Shaffer, 1999). A common feature of the definition of self-control is the ability to control behavior, emotions, and emotions for greater satisfaction or results, the ability to curb and delay current needs for long-term satisfaction and enjoyment. The failure of self-control can lead to negative behaviors such as drug addiction, gambling, and criminal behavior (Logue, 1995).

Public Self-consciousness

Self-consciousness refers to focusing on yourself consistently. This is the tendency of an individual to concentrate on his or her actions or thoughts more than necessary (Fenigstein et al., 1975). Self-consciousness includes sub-factors of public self-consciousness, private-consciousness, and social anxiety, and among them, public self-consciousness is sensitive to others' views and reactions in relation to others. Public self-consciousness is interested in how he is seen by others and shows the degree of acceptance of his thoughts or feelings about others' rejections (Fenigstein, 1979). High public self-consciousness, therefore, is sensitive to the reactions of others and evaluates or criticizes them from the perspective of others (Buss, 1980).

Relationship between Anxiety and Addiction

Social anxiety is internal psychological anxiety and often endures without expressing externally. There is a tendency to reduce anxiety by concentrating elsewhere while experiencing discomfort inside without expressing anxiety. Anxiety studies have been studied along with internet addiction and drug addiction. Results, higher anxiety is associated with addiction (Oh and Song, 2013). Anxiety among the major sub-factors of fashion product addiction in internet shopping affects shopping addiction (Kim, 2008).

Relationship between self-control and shopping addiction

Self-control is the subject of many studies of addiction, such as Internet addiction and drug addiction. In particular, in the relationship between self-control and shopping addiction, it turned out that loss of self-control is one of the main influencing factors. If the desire to buy

is out of ego control, it is impulsive to buy it, and even the symptoms of intoxication can appear pathological. Self-control is a psychological factor that affects shopping addiction. The lower the self-control, the higher the shopping addiction tendency (Lee et al., 2013); (Yoon and Hong, 2006). In addition, impulse and self-control were found to be a significant factor affecting general shopping addiction (Lee, 2004). Self-esteem and self-control are the most important factors affecting shopping addiction (O'Guinn and Faber, 1989); (Scherhorn, 1990); (Seo, 2012). In previous studies, we found that the lower the self-control ability, the more it affects addiction.

Relationship between public self-consciousness and shopping addiction

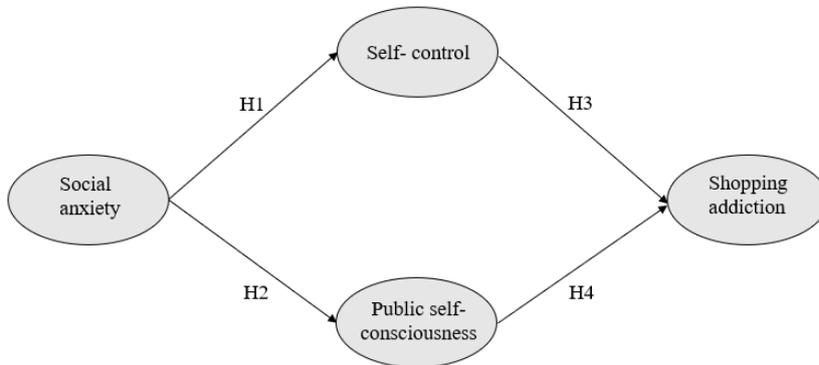
Previous studies on public self-consciousness have been studied in relation to anxiety and behavior in relationships. Public self-consciousness affects negative emotions such as anxiety and is also associated with perfectionism (Jang, 2002). This perfectionism has been shown to be sensitive to how others perceive and appreciate me in interpersonal relationships (Leary and Kowalski, 1995). In addition, the higher the public awareness, the higher the tendency of shopping addiction, which is sensitive to the evaluation of others, and the higher the tendency of shopping addiction is, the more important the user's image is considered (Jeong, 2014).

A Study Model and Hypothesis

Research model

The variables of this study were to answer questions about social anxiety, public self-consciousness, self-control, and shopping addiction through the Likert 5-point scale. The data was analyzed by frequency analysis, descriptive statistics verification, and exploratory factor analysis using SPSS Amos 22.0 program. Also, to verify the structural equation model, unidimensionality was verified through confirmatory factor analysis. Meanwhile, the hypothesis about the research model was verified by securing the concentration and discriminant validity of the measurement model. The research model is shown in Figure 1.

Figure 1. Research model



Research hypothesis

- H1. Social anxiety will have a positive (+) effect on self-control.
- H2. Social anxiety will have a positive (+) effect on public self-consciousness
- H3. Self-control will have a negative (-) effect on the shopping addiction.
- H4. Public self-consciousness will have a positive (+) effect on the shopping addiction.

Operational Definition of Variables

The operational definitions of existing researchers for each variable are summarized as in Table 1.

Table 1: Operational definitions of variables.

Research variable	Operational definition	Measurement item	Relevant research
Social anxiety	the degree of discomfort felt when paying attention to one's public affairs.	I take time to overcome shyness in new situations.	Fenigstein, Scheier & Buss(1975) etc.,
		I'm nervous where a lot of people are gathering	
Self-control	the ability to control one's impulses and to control one's own behavior or feelings	Rather than reading and thinking deeply, it seems to be active outside.	GN Lee, 2000 Logue(1995) Shaffer(1993) etc.,
		I have more energy than my peers and prefer working outside.	
Public self-	a tendency to pay attention to one's	I'm conscious of what it looks like to others.	Fenigstein, Scheier &

consciousness	appearance or behavior and pay attention to the behavior or appearance one is seen by others.	I'm often worried if I can't make a good impression on others.	Buss(1975) Buss(1980) Fenigstein,(1979) etc.,
		I care what other people think of me.	
Shopping addiction	the act of making an instant purchase without pre-planned suppression of impulses.	By the time the payday comes back, if there's any money left, I'll spend it.	Schetorn(1990) IS Song(1993) Elliot, Eccles, & Gournay(1996) Catalano & Sonenberg(1993) etc.,
		You'd be surprised if someone knew my spending was inordinate condition.	
		When I have money, I'm going to spend it all or part of it.	
		I often buy things on impulse.	
		They often buy things they don't need, even though they know they have little money left in their hands.	

Results and Discussion

Empirical analysis result

Demographic characterization analysis

Frequency analysis was performed to identify demographic characteristics. The sample used for this study was 330 adults living in Seoul and Gyeonggi-do. The gender ratio was 39.7% and 60.3%, respectively. In the age group, 38.8% were in their 20s, 30% in their 30s, and 31.2% were in their 40s. 64.2% were single and 35.8% were married.

descriptive statistics

Summarizing the descriptive statistics of the individual measures, the standard deviation is no more than three, and the absolute value of the skewness is not greater than three. In addition, since the absolute value of kurtosis is not more than 8, individual measurement variables can be regarded as having a normal distribution.

Exploratory factor analysis

An exploratory factor analysis was conducted to confirm the validity. As the measurement variable, principal component analysis was used to extract all components. In addition, orthogonal rotation (Varimax) was used to simplify factor loading. The selection criteria of the items in this study were based on the eigenvalue of 1.0 or more and the factor loading value of 0.5 or more. According to the result of factor analysis, three social anxiety and two

self-control were removed, and four social anxiety, four self-control, seven public self-consciousness and 14 shopping addiction were classified into four factors.

Analysis of Measurement Model

Confirmatory factor analysis

In order to test the goodness-of-fit of the data, the results of the confirmatory factor analysis showed that the SMC (Squared Multiple Correlation) value was higher than 0.6 in all items after purifying low explanatory variables. In addition, as a result of reliability analysis with the items of the measured variables shown in the confirmatory factor analysis, the Cronbach's α value was 0.703 ~ 0.894 value (≥ 0.6), and the reliability of all factors was secured. As a result, the goodness of fit of the measurement model is shown in Table 2 below.

Table 2: confirmatory factor analysis result table

concept	Measurement variables	Estimate	SRW	S.E	C.R. (t)	p-value	Cronbach's α
Social anxiety	SA6	1	0.625	-	-	-	0.703
	SA1	1.445	0.774	0.227	6.359	***	
Self-control	SC15	0.645	0.618	0.045	14.18	***	0.778
	SC16	1	0.997	-	-	-	
Public self-consciousness	PSC6	1	0.875	-	-	-	0.841
	PSC4	1.102	0.83	0.065	16.904	***	
	PSC3	0.856	0.8	0.052	16.32	***	
Shopping addiction	SD3	1.106	0.73	0.099	11.184	***	0.894
	SD5	1.013	0.704	0.093	10.863	***	
	SD9	1.26	0.787	0.107	11.817	***	
	SD10	1.103	0.701	0.102	10.818	***	
	SD14	1	0.676	-	-	-	
Measurement Conformity	Model	$\chi^2=83.827$, $df=51$, $p=0.000$, $CMIN/DF=1.711$, $GFI=0.958$, $AGIF=0.933$, $CFI=0.976$, $RMR=0.040$, $RMSEA=0.046$, $NFI=0.945$, $IFI=0.977$					

Feasibility test result of measurement model

As a result of the reliability analysis of the measured variables shown in the confirmatory factor analysis, the Cronbach's α value was 0.726 ~ 0.937 (≥ 0.6) and the reliability of all factors was secured. The concept reliability value ($CR \geq 0.6$) was used to evaluate the concentration validity, and the mean variance extraction value was used to evaluate the discriminant validity. As a result, the concept reliability was shown to have CR values of

0.660, 0.818, 0.898, and 0.846, thus ensuring the concentration validity. In addition, the method proposed by Fornell and Larcker (1981) was used to test discriminant validity. As a result, it can be judged that the discriminant validity is secured because the square value of the correlation coefficient between all variables does not exceed the AVE value. As a result, it is shown in Table 3 below.

Table 3: Feasibility test result of measurement model

Variable name	Correlation between components			
	1	2	3	4
Social anxiety	1.000			
Self-control	0.472	1.000		
Public self-consciousness	0.411	0.025	1.000	
Shopping addiction	0.125	-0.018	0.236	1.000
Concept reliability (CR)	0.660	0.818	0.898	0.846
AVE	0.494	0.704	0.746	0.457

Test of hypothesis

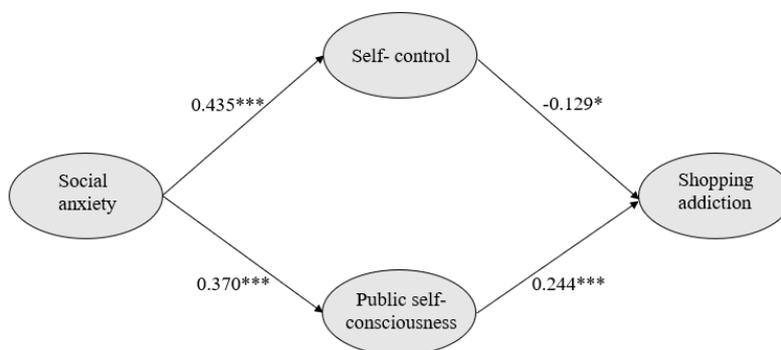
To verify this study, structural model analysis was analyzed using AMOS 22.0, and the following Table 4 is the result of estimates of the structural equation model and hypothesized H1, H2, H3, H4 are all adopted. The path coefficient for H1 in the structural model was 0.435 (C.R.=5.928***), while the path coefficient for H2 was 0.370 (C.R.=4.884***). The path coefficient for H3 was also -0.129 (C.R.=-2.153*), and the path coefficient for H4 was 0.244 (C.R.=3.724***). Therefore, the proposed model showed acceptable model conformance.

Table 4: Hypothesis test results

Hypothesis	Path	Path coefficient	C.R.	P-values	Result
H1	Social anxiety → Self-control	0.435	5.928	***	Accept
H2	Social anxiety → Public self-consciousness	0.370	4.884	***	Accept
H3	Self-control → Shopping addiction	-0.129	-2.153	0.031*	Accept
H4	Public self-consciousness → Shopping addiction	0.244	3.724	***	Accept
Conformity of proposed model	$\chi^2=95.247$, $df=51$, $p=0.000$, $CMIN/DF=1.868$, $GFI=0.953$, $AGIF=0.928$, $CFI=0.970$, $RMR=0.052$, $RMSEA=0.051$, $NFI=0.938$, $IFI=0.970$				

The results of verifying the hypothesis are shown in Figure 2.

Figure 2. Hypothesis Verification Results Shape



* Pay attention at $p < 0.05$, ** level at $p < 0.01$, *** $p < 0.001$

Conclusion

This study verified the effects of social anxiety, public self-consciousness and self-control on shopping addiction. The significant findings are as follows: First, when the social anxiety was high and the self-control was low, the tendency towards shopping addiction was high. Second, shopping addiction increased when social anxiety was high and when public self-consciousness and was high. It can be seen that psychological anxiety is sensitivity to the attention and judgments of others and raises psychological discomfort. As a result, it was confirmed that the addictive tendency was increased to maintain avoidance and temporary



satisfaction. In addition, high social anxiety and low self-control can be considered high shopping addiction tendencies. This adds a tendency to addiction, because it is impulsive and difficult to delay satisfaction. In previous studies, the main cause of shopping addiction is to choose shopping to avoid anxiety, depression and stress. Factors affecting shopping addiction can be divided into psychological and social factors. The study found that it was associated with self-control, depression, impulse, anxiety, weakening of social ties, excess consumption, and exaggerated self. Social rejection creates anxiety and the desire to make up for it. As a result, they are consumed as a means of expressing what is visible to others, leading to addiction. In this study, we believe that in addition to negative emotions, we need an understanding of shopping addiction and a cure through lack of self. To reduce shopping addiction, you need to strengthen your self-control and think positively about your image.

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