

**Shopping is Happiness: Perceptions of people with compulsive buying disorder regarding its characteristics, source, and consequences**

Etty Efrat Golan and Anat Zelig

**Method**

The sample included 33 subjects aged 21-68. In the first stage, the subjects filled out the Clinical Screening for Compulsive Buying Questionnaire, developed by Faber and O’Guinn (1992), designed for diagnosing compulsive buying disorder. Only respondants who scored above -1.35 on the scale were included in the sample. After that, we conducted a semi-structured interview comprising 20 questions.

**The current study**

The current study aimed to understand how compulsive buyers define themselves, and to describe their shopping behaviour and the mental processes that accompany it. In addition, we primarily wanted to understand the personal, interpersonal, and legal impact of the disorder on their lives.

**Primary findings**

**Addict profiles** – All study participants reported that they hold a steady job and most earn a higher-than-averages salary.

**Reason for addiction** – Compensation for past suffering.

**Consumer behaviour characteristics** – Method of purchase (physical or online), duration of involvement in purchasing per day, type and necessity of purchased items.

**Addiction consequences** – Impact on relationships and economic state.

**Conclusions**

Addictive buying is a disorder that appears in normative people who have no criminal or medical background. According to those affected by it, compulsive buying is primarily a compensation for earlier deprivations (economic/medical). This behaviour occupies the addicted for many hours of the day, which includes both thinking about buying and doing so. While the subjects explicitly denied negative mental consequences, the interviews show that this behaviour negatively impacts their family relations and economic state. Like other addictions, denial clearly enables the condition to exist and continue.

התמכרות לקניות היא הפרעה המופיעה אצל אנשים המוגדרים כנורמטיבים ללא רקע פלילי או רפואי. מדובר בהתנהגות שלדעת המכורים נועדה בעיקר לפצות אותם על חסכי העבר (כלכלי/רפואי). התנהגות זו מעסיקה את האדם שעות רבות ביממה הן מבחינת ביצוע ההתנהגות והן מבחינת חשיבה עליה. למרות שהמרואיינים הכחישו באופן מפורש השלכות נפשיות שליליות שיש להפרעה, מהראיונות עלה שיש להתנהגות הזו השלכות שליליות הן על יחסיהם המשפחתיים והן על מצבם הכלכלי. כמו בהתמכרויות אחרות ניכר שלקיומה של הכחשה יש השפעה שמאפשרת את קיום התופעה ואת המשכיותה.

**Introduction**

People diagnosed with compulsive buying disorder (CBD) are described as unable to control the urge to purchase unnecessary items or services, an act that turns the experience of shopping from an existential activity to one that can significantly impair the quality of life of those affected with the disorder, as well as their families and close ones.