

**RIZAL TECHNOLOGICAL UNIVERSITY College of Arts and Sciences**

**ADD-TO –CART: MATERIALISM AND COMPULSIVE BUYING BEHAVIOR  
AMONG SHOPEE LOYALTY CARDHOLDER**

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**Abstract**

When people can get everything they need instantly, a dilemma may arise that forces them to make decisions out of impulse. Materialism and compulsive buying have become part of our lives, influencing how people perceive themselves as individuals. The study aims to look into the relationship between those two variables among Shopee loyalty card holders, specifically their levels in terms of different subscales and domains. According to the study's hypothesis, there is no significant relationship between Materialism and Compulsive Buying Behavior. A correlational design was used to assess the relationship between Materialism and Compulsive Buying without manipulating the measured variables. Respondents in the study included 85 Shopee Loyalty Card holders from the National Capital Region (NCR). According to the study's findings, the respondents' level of materialism is heavily influenced by their worldly desires rather than their needs. The findings also revealed that Compulsive Buying Behavior domains play a significant role in an individual's purchasing behavior on an online shopping platform. Finally, the researchers discovered a link between materialism and compulsive buying behavior among Shopee loyalty Cardholders. The study's finding shed new light on the rising purchasing behavior of many Filipino in an online shopping platform that benefits many industries and different institutions.

**Keywords:** *Materialism, and Compulsive Buying Behavior*

## CHAPTER I

### THE PROBLEM AND ITS BACKGROUND

#### Introduction

As the number of needs of an individual increases, their tendency to be engrossed in buying also increases. Online shopping is now seen as a regular occurrence, and having a new set of products is seen as part of life's necessities in our society. Some individuals make purchases because they want to fulfill their social and psychological needs. People purchase material things to attain social status and power. Individuals feel socially powerful due to the accumulation of materialistic commodities and status spending, which increases goods consumption, materialism, and compulsive buying (Ong, Laua, & Zainudin, 2020).

Materialism is often perceived as a value system that places goods and the acquisition of additional belongings at the center of life. Additionally, those who commit to materialism believe that gaining more stuff brings greater happiness (Segal and Podoshen, 2012). It is often described as the interest put on acquiring material possessions, leading to a person's negative behavior to gain self-satisfaction. It allows them to choose to own things and engage themselves in purchasing products that satisfy their wants and buy things that are not even needed. Eventually, this kind of behavior follows compulsivity in buying.



**RIZAL TECHNOLOGICAL UNIVERSITY College of Arts and Sciences**

Compulsive buying behavior is observed as an action that is hard to resist. It is characterized by anxiety due to repetitive shopping behaviors and purchase habits, leading to different consequences. Compulsive purchasing is a way of coping with stress and sadness to help avoid negative emotions and make one's feel better. Materialism indirectly affected subject well-being (SWB) and depression through satisfying psychological needs (Wang, Liu, Jiang, and Song, 2016). Over the years, more studies about Compulsive Buying, its different factors, and its effects have already been conducted. However, there are variables that researchers would like to explore and dig deeper into the Materialism and Compulsive Buying Behavior of Shopee Loyalty Card Holders.

Upon examining all the related literature and studies, the researchers discovered several gaps in prior studies that would soon be filled with the assistance of this study. One of these gaps is having no local research studies on the link between Materialism and Compulsive Buying. Though most accessible literature focuses exclusively on materialism or compulsive shopping, while some studies used nearly identical variables, the domains of these investigations differ from those of the researchers. Another gap identified by the researchers is a shortage of research on these variables in the Filipino context. The two variables will be discussed in a Filipino context in this study, which will benefit future academics interested in the two mentioned variables. Materialism and Compulsive Buying Behavior are interesting research topics for researchers, as they address an important issue that needs to be

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addressed in the society to educate the public on how simple purchasing could lead to compulsive buying behavior. The study will benefit both researchers and the vast majority of individuals who purchase and engage in online shopping; the study's findings may help increase awareness about the issue and be used as a reference to the mental health advocate and other professionals.

**Statement of the Problem**

This study aims to determine the relationship between Materialism and Compulsive Buying Behavior among Shopee Loyalty Card Holders. It also seeks to investigate the levels of each two variables. Specifically, it aims to examine the following questions:

1. What is the level of Materialism of the Shopee Loyalty Members in terms of:
  - 1.1. Material success
  - 1.2. Material happiness
  - 1.3. Material essentiality
  - 1.4. Material distinctiveness
2. What is the level of Compulsive Buying Behavior of the respondents according to their: