

The Profile of a Shopaholic



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Generally, people have different ways to release stress. Some of them consider that the best remedy for stress is shopping. It is believed to be a therapy and people would do shopping consciously or unconsciously. After all, who doesn't like shopping?



Illustration Picture

An abundance of shopping mediums, either physically or virtually has greatly existed in the country. By simply pressing a gadget key, shopaholic attitude begins to flourish in our society. According to Sally Baker, a Senior Therapist in London, shopaholic which is also known as Compulsive Buying Disorder (CBD) and oniomania is the uncontrollable desire to go shopping and make purchases. Shopaholics come in a variety of "forms" and "colours," but there are some characteristics that they all carry. What is the profile of a so-called shopaholic, and what characteristics do they share?

Let's take a brief look at some of the key characteristics that people with shopping addictions have in common!

There is time that shopaholics will keep convincing themselves that they need to buy something, and they will surely get them, no matter what happens or how long it takes. According to Emma Murphy, a final year BSC in Communication Management and Public Relations student at Ulster University in 2020, the urge happens to the extent that someone will wait for a sale, and the items will be theirs at some point.

The current Covid-19 has brought panic to everyone. The implementation of MCO has caused boredom to many people and indirectly increased their tendency to spend time with online shopping. A blogger at Recovering Shopaholic, Debbie Roes stated that shopping somehow provides a sense of excitement that is otherwise lacking in one's life. The simple act such as scrolling online shopping medium is thrilling and breathtaking!

Elizabeth Hartney, a Psychologist in Addictions, said that shopaholics are often vulnerable to being easily persuaded by others. When we go shopping with friends or family, there is always a lot of pressure to buy something. We frequently purchase items that are inappropriate for our lifestyle. Furthermore, if our shopping partner purchases new products, we might feel the urge to do not want to be left out.

There is pretty common nowadays to having self reward when someone reaching their goals. Yes, everyone deserves a treat once and a while, but do they really deserve several treats in one week? There is no such thing as window shopping. As a result, the shopaholics will buy everything they want on every page they visit.

Do they ever wear everything? No, they don't. Will they, however, return it? They would not, of course.

Many shopaholics are in trouble once they get into debt for something that is bought at a high price. Especially when the purchase is not necessary, just for fun to the point of troubling oneself. Cashless method nowadays makes shopaholics spend without being aware of it. They will feel regret but it only lasts for a while, soon enough another urge will kick in and they fall for it.

What is more, anxious can also affect the shopaholics. The restless mind thinks of a discount party at the mall while you still have to complete tasks in your daily life. Fear of not getting good stuff, fear the targeted product has sold out, and thousands of other fears lingering in the minds of a shopaholic.

The 'shopaholic' attitude can be controlled by accepting that you have a problem and avoid going to the mall or browsing online shopping sites. Do not enter stores that hold cheap sales, do not bring credit cards or cash, bring a friend as a companion, and get counselling or self-help books in addition to getting specialist treatment. Do not shopping when we are bored or depressed, or we will wind up buying clothes that we will never wear or even cutting off the tags. Lastly, we also must shop with caution and a wide-angle monetary lens.