

Abstract

The purpose of the study was to determine the relationship between self-concept and emotion dysregulation and compulsive buying in professionals. In Study I, it was hypothesized that there will be significant correlation between self-concept, emotion dysregulations and compulsive buying in professionals. The sample was consisted of N=150 professionals (n= 75 male, n= 75 female) including both males and females. Correlational research design was used in this study. The data was gathered through purposive sampling. The scale used in the study was Self-concept clarity scale (Campbell, 1996), Difficulties in emotion regulation (Gratz & Roemer, 2004) and the Compulsive buying scale (D'Astous, Maltais & Roberge, 1990). Pearson product moment correlation analysis showed that self-concept is negatively correlated to the emotion dysregulation and compulsive buying, while emotion dysregulation and compulsive buying were positively correlated. Hierarchical regression analysis showed that age, gender, self-concept, emotion dysregulation and compulsive buying were the significant predictors of compulsive buying in professionals. Independent sample t-test showed the significant gender differences in the emotion dysregulation and compulsive buying of male and female professionals. There was no significant gender difference in the self-concept of professionals. ANOVA analysis of variance showed that no significant differences were found in the compulsive buying in terms of monthly income of professionals. In Study II, was aimed to explore the phenomena of compulsive buying. Total ten super-ordinate themes were extracted from the responses of the participants by using IPA analysis. The main themes were emotional relief, self-image, materialism, and money spending tendencies, post purchase guilt, brand consciousness, financial difficulties, social impact, e-shop affect and object attachment.