

Abstract

The purpose of the existing study was to determine whether Materialism cause Compulsive Buying and whether it induces social interaction anxiety in women working in government and private sector. The sample was consisted of 150 women associated with government and private sectors, 75 women associated with government sectors as teacher, doctor and bankers and 75 women associated with private sectors as managers, software engineers and directors of engos. Cross-sectional research design will be used in research. The data was gathered through purposive sampling. The scales used in the study was Compulsive Buying Scale, Materialism Scale and Social Interaction Anxiety Scale. The statistical analysis used in the resaerch was Descriptive, Pearson product moment correlation, Stepwise Multiple Regression, ANOVA and Independent sample t-test was used to analyze the data. The results shows that compulsive buying and materialism shows highly correlation but compulsive buying has no significant relation with social interaction anxiety in women. The result also shows that materialism and success significantly predict compulsive buying in women. The result also shows that compulsive buying and status level significantly predict happiness in women. The results also that compulsive buying and social interaction anxiety were higher in women working in private sector as compared to government sector. The results also reveals that compulsive buying and happiness were high in younger women then in older women. The results also reveals that in education level materialism was high in graduate women and social interaction anxiety were higher in women having masters degree. The results also reveals that in status level single women were more happier by gaining more materialistic things.

Keywords: Compulsive buying, Materialism, Social Interaction Anxiety.