



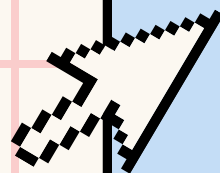
Confessions of

A SHOPAHOLIC

#Shopping Addiction

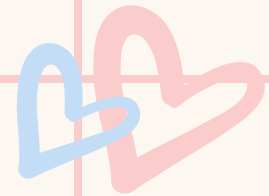
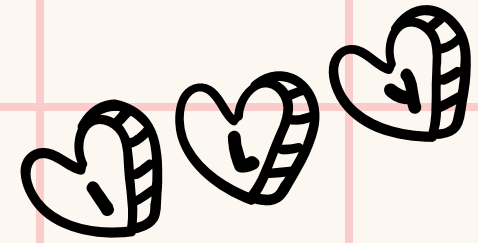
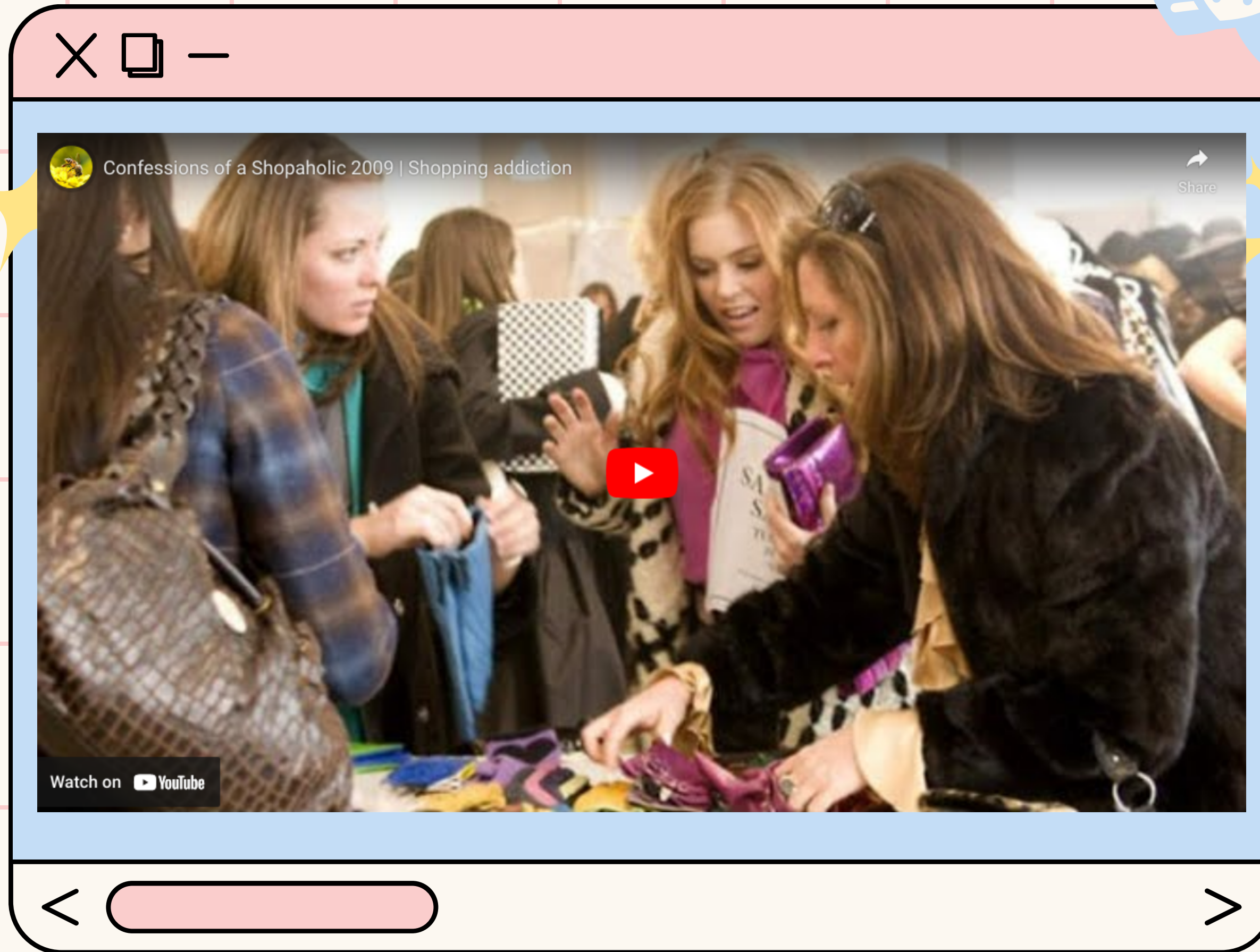
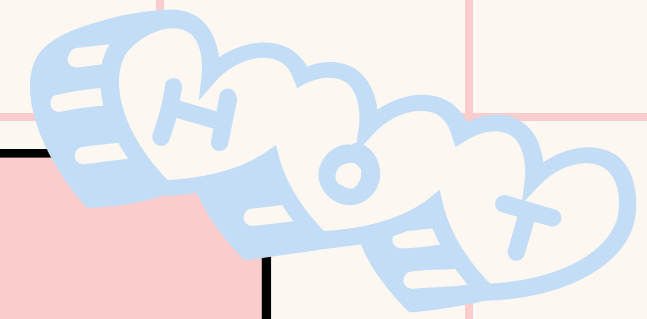
#Obsessive Compulsive Disorder

#Oniomania



Camilla McCulloch & Raquel Villa





WHAT IS ONIOMANIA ?

(COMPULSIVE BUYING
DISORDER)

An obsessive or uncontrollable
urge to buy things



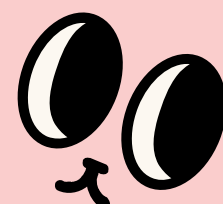
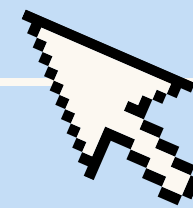
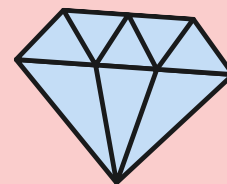
There are different terms for this disorder such as compulsive buying disorder, pathological shopping or shopping addiction

It is a non-substance related addiction (behavioral addiction)

Behavioral addictions can be defined as excessive behaviors that can no longer be properly controlled by those affected and therefore assume pathological features and negative consequences



- While shopping is common and normal for most people, excessive purchasing behavior occurs in around 5% of the population (Maag, 2018).
- shopping addiction is shown as a high comorbidity with mood disorders and other behavioral addictions (Mueller et al., 2019)
- in addition to its impact on daily life, shopping addiction can indicate other mental illnesses (such as anxiety disorders, impulsive behaviors, and substance abuse) (Aboujaude, 2014).



There are different types of shopping behaviors such as:

- Internet-based Shopping Behavior-
 - it happens much faster & more simultaneous because there are no time & place restrictions (Mueller et al., 2019)
 - it has become more convenient; purchases can be done on smartphones or tablets (Mueller et al., 2019)
- Offline Shopping-
 - Shoppers want to know as many facts on the products as possible & use that knowledge for shopping (Duroy et al., 2014).



- Mood Shopping-
 - excessive shopping often stems from negative emotions like sadness, anger, or depression (Niedermoser et al., 2020).
 - this behavior which only provides temporary relief, can contribute to an addiction (Miltnerberger et al., 2020).
- Impulse Shopping
 - Affected individuals cannot control impulses & are incapable of self-control (Bkack, 2007b; Davenport et al., 2012)
 - shoppers plan ahead their purchases & often times the planning stems from the fear that a product may run out of stock (Galanakis, 2020).



- Leisure shopping-
 - People have saved huge amounts of money for the sole purpose to shop in known shopping capitals (Paris, Milan and Istanbul) (Niedermoser et al., 2020).

OCD

DSM-5 CRITERIA

Compulsive Buying Disorder is not in the DMS-5 but it was in the DSM-3R from 1987

	Presence of Obsessions, compulsions, or both
<u>a. Obsessions defined:</u>	<ol style="list-style-type: none">1.Recurrent and persistent thoughts, urges, or images.2.The induvial attempts to suppress these thoughts, urges, or images or try to neutralize them with some other thought or action.
<u>b. Compulsions are defined</u>	<ol style="list-style-type: none">1.Repetitive behavior or mental acts that the individual feels driven to perform in response to an obsession or according to rules that must be applied rigidly.2.The behaviors or mental acts are aimed at preventing or reducing anxiety or distress, or preventing some dreaded event or situation

OCD

DSM-5 CRITERIA

continuation-

○○○	
<u>c.</u>	The obsession or compulsion are time-consuming or cause clinically significant distress or impairment in social, occupational, or other important areas of functioning
<u>d.</u>	The obsession or compulsion are time-consuming
<u>e.</u>	The obsessive-Compulsive symptoms are not attributed to the physical effects of a substance



Etiology

- People with CBD are preoccupied with shopping and spending, and devote significant time to these behaviors.
- Repetitive buying that is difficult to control
- Negative consequences of the buying preoccupations, impulses, or behaviors leading to personal distress and significant social and financial problem.
- Dysfunction in impulse control- people experience euphoria during buying episode, craving when not buying, and a repetitive loss of control.

HAPPY PINK





Etiology

Some studies show that the average age of a person with a shopping addiction is 30. Other studies show that it happens between ages 18 and 20, when people are able to establish their own credit. However, more research still needs to be done.

HAPPY PILL



History

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- Proposed in the early 1900s by Emil Kraepelin and Eugene Bleuler
- Psychologists began to identify and describe CBD in the 1990s.
- The characterized as uncontrollable, problematic, and causing financial, familial, vocational, and social difficulties.
- Researchers found 95% of the individuals with CBD also had major mood disorders

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- Attracted attention throughout the 20th century.
- classification continues to be debated but it is definitely linked to addictive behaviors and OCD.
- CBD included in the DSM-3R (1987) as an example of an "impulsive control disorder not otherwise specified".



Methodology

Impulsive behavior scale- assess four dimensions of trait impulsivity with two items each: urgency, premeditation, perseverance, and sensation seeking.

obsessive -compulsive inventory- 18-item self report measure that comprises six subscales: washing, checking, ordering, obsessing, hoarding, and neutralizing.

Impulsive behavior scale- assess four dimensions of trait impulsivity with two items each: urgency, premeditation, perseverance, and sensation seeking.

Methodology

Pathological buying screener- this assesses symptoms of pathological buying, the scale consists of 13 items that are answered on a 5-point scale ranging from 1- 5.

Substance involvement screening test- assesses the risk of abuse of diverse substance groups using seven items each. Drugs were assessed with risk factors of 0-34

Delay discounting task- assess the extent to which individuals value smaller, immediate rewards relative to larger, but delayed rewards.



Robert

HOW DO YOU KNOW?

Do buy things you want, whether or not you can afford them?

Do you buy things to cheer yourself up or to reward yourself?

When you put off buying something you really want, do you feel deprived, angry or upset?

RISK FACTORS

Low self-esteem or loneliness- shopping to fill a void

Depression or anxiety- shopping becomes a method of self-medicating methods

Loss of control- a person may feel like buying items helps them regain control of their life

Emotional pain- whether from childhood trauma or mental health illness, shopping eases the discomfort temporarily

WIKI

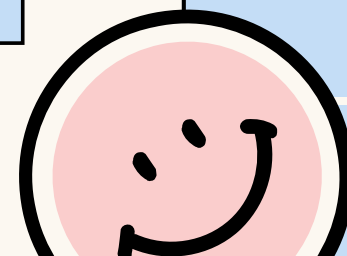
Sohn and Choi (2014) established that shopping addiction is adopted in stages:

- 1) retail therapy- shoppers fill a void by shopping
- 2) denial - shoppers ignore overconsumption
- 3) There is an accumulation of debt
- 4) without intervention, compulsive buying worsens
- 5) This phase comprises the development of tendencies of compulsive buying, resulting in a full blown addiction

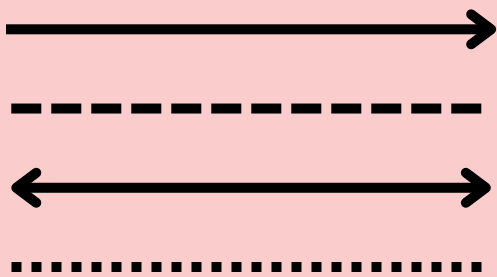
Therapeutic Approaches:

- cognitive behavioral therapy-
 - targeting all the cognitive symptoms first
 - Teaching alternative coping responses for dealing with negative emotions which can appear & lead to excessive buying episodes (Miltenberg et al., 2003)
 - further focus on an individualized assessment of compulsive buyers so that their therapy can be tailored to the individual's needs (Miltenberg et al., 2003).
 - Strengthen self-control & to convey the importance of positive thinking in terms of self-image (Parka et al., 2019).
- group therapy -
 - alleviates the feelings of loneliness, guilt and shame
- support groups-
 - help people connect to higher sources of meaning and deeper sources of joy.
 - Debtors Anonymous
 - Spenders Anonymous
 - Shopaholics Anonymous
- integrated treatment for co-occurring conditions

TREATMENT
OPTIONS



PREVENTION MEANS



How To Stop Compulsive Buying | Compulsive Spending Help

Share

STOP IMPULSE SHOPPING!



Watch on  YouTube

RESOURCES

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