
The Role of Emotion Regulation on Compulsive Shopping of Clothing

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ABSTRACT

During the Covid-19 pandemic, almost all student activities are carried out from home, whether for lectures, shopping, etc. The number of activities carried out at home for a long period has resulted in students feeling bored/bored and feeling pressured by their routine activities. They seek entertainment by looking at the products offered in online store outlets. This can encourage students to spend excessively or compulsively, especially for students who are less able to regulate emotions. This study aims to empirically prove the effect of emotion regulation on compulsive shopping and wants to know the dimensions of emotional regulation inability that support students' compulsive spending. This study uses a quantitative approach. The subjects of this study amounted to 166 active students of the Faculty of Psychology, University of Muhammadiyah Malang. The data collection methods used were the Difficulties in Emotion Regulation Scale (DERS) and the compulsive shopping scale for clothing. Data analysis was performed using the regression analysis method with the help of the SPSS version 21 program. The results of the analysis showed that there was an influence of emotion regulation on compulsive clothing shopping. The dimensions of difficulty controlling impulses and refusing to realize emotions are dimensions of the inability to regulate emotions that play a major role in compulsive shopping for clothes.

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BACKGROUND

The Covid 19 pandemic that hit almost all countries in the world makes each country have special policies to suppress its spread to all levels of society, because vaccines / drugs covid 19 has not been found. There are countries that implement lockdowns, large-scale social restrictions (PSBB) and others so that people avoid covid 19. The implementation of this government policy makes people must live at home rather than activities outside the home, so that the spread can be controlled. Work activities, lectures, schools are widely done at home online through various information technology programs that are currently growing rapidly.

This online lecture activity makes students browse a lot on the internet to search for literature / e-books, journals, information about things related to lecture materials. This online lecture activity has high effectiveness and efficiency on the one hand. On the other hand, the number of activities carried out at home through online can cause saturation (boring), anxiety and even psychological stress (Cao, et al., 2020). Thus, browsing on the internet is used to meet the needs of lectures, get pleasure, dampen the saturation that is being experienced, for example by playing online games, looking around for advertisements of products that are of interest (Günüç & Keskin, 2016).

Research from Flórez, Escobar, Restrepo, Botero and Arias (2017) in students found that social media (internet) can make it easy for individuals to access information about various products or services needed, able to compare prices, save time, ease of access, means to find entertainment, means for promotion / advertising of various products and services. Ease of access to information as well as to get products through online stores can encourage individuals to make impulsive

shopping decisions and ultimately lead to uncontrolled spending or commonly called compulsive spending.

Impulse purchases can arise due to cognitive processes in a person that involve emotional factors and affective processes in making purchases without considering the consequences obtained (Santrock, 2011). A person who experiences or has positive emotions is likely to make impulsive purchases. However, if a person is experiencing or has negative emotions tend not to make purchases that are not planned. The greater the positive emotion a person has the greater the desire to buy impulsively (Verhagen and Dolen, 2011).

One factor that influences compulsive shopping is an individual's inability to control or manage emotions (William & Grisham, 2011). Individuals are less able to suppress the negative emotions they are experiencing and less able to control the urge to spend, so individuals do compulsive spending (Billieux, et al., 2008). The results of this study are supported by the findings of Septianto (2013) that emotional states and the ability of individuals to regulate emotions influences individual assessment of advertising themes and tendencies to spend. Individuals who experience sadness have a higher interest and do a greater evaluation of fun ad themes, while individuals who feel anxious will have a greater interest in quiet advertising themes.

The phenomenon that occurs today is that teenagers are less able to refrain from buying fashion products when there is a discount, weigh less the benefits when making purchases of fashion products and prefer to use the money for fashion purchases rather than saving. For teenagers to avoid these problems, adolescents must have a healthy personality by having psychological endurance (Wilda, 2011). Therefore, through self-regulation adolescents can control the urge to buy unnecessary goods impulsively (Pradipto.et

al, 2016; Eren.et al, 2012). When a person has high self control then tends to be more able to control impulse buying that arises because they consider in advance whether the item to be purchased suits his needs.

Research conducted by LaRose, Lin and Eastin (2003) on 465 students at the Midwestern University's communication study program found that there is a positive correlation between the inability to regulate emotions and self-regulation with addiction behavior to internet use. Research conducted by William and Grisham (2011) on 49 individuals who like compulsive shopping found that compulsive shopping is associated with several domains of impulsivity and lack of emotion regulation. Individuals who experience intense emotional states tend to be more reactive and are at greater risk of experiencing emotional dysregulation (Gratz, 2007).

This emotional dysregulation or inability to regulate emotions can lead to impulsive spending behavior and compulsive spending on clothing, cosmetics, etc. Compulsive spending is done to repair the negative emotions that are being experienced (William, 2012b). Compulsive shopping is characterized by impulsivity, emotional vulnerability, and weak emotional regulation processes. This plays an important role in developing and maintaining compulsive shopping. The results of this study show that the ability of individuals to regulate emotions plays a big role in the spending process. Individuals who could regulate high emotions can minimize the occurrence of compulsive spending (William & Grisham, 2011).

William and Grisham (2011) found that the inability to properly regulate emotions had a profound effect on compulsive shopping. One dimension of the inability to regulate emotions that have a major effect on compulsive shopping is the difficulty to engaged in directing behavioral goals so that individuals tend to do compulsive

shopping. Emotional distress experienced by individuals affects the process of achieving individual goals in the process of spending. Inability to regulate emotions is one of the characteristics of compulsive shopping that can explain to be continuously engaged to behaviors that ultimately produce negative outcomes.

The results of this study are corroborated by the findings of Zahra, Kazemi, and Khosravy (2013). That dimension of emotional dysregulation is positively correlated with addiction behavior. This study was conducted in Australia on research subjects who have a shopping addiction, but how studies in individuals who have compulsive shopping tendencies in young children, especially students who have addiction shopping at moderate and low levels still need empirical proof because compulsive shopping has also occurred in developing countries (Dittmar & Kapur, 2011) as well as Indonesia. Based on the results of previous research, researchers are interested in reviewing the regulation of emotions associated with compulsive shopping, especially students. Which dimension of emotional regulatory incompetence most influences compulsive spending tendencies in college students is interesting to study.

Based on the above description it can be concluded that compulsive spending of clothing is done because individuals are less able to regulate emotions properly. Individuals who are unable to regulate emotions (emotion dysregulation) tend to do high compulsive spending. Individuals tend to be less able to properly assess their emotions, less able to accept their emotions, and less flexible in using emotion regulation strategies, due to experiencing very intense emotional states. The inability to regulate these emotions can lead to compulsive shopping.

The purpose of this study was to find out the effect of emotion regulation on

compulsive shopping of clothing in students and want to know the dimensions of inability to regulate emotions which affect compulsive shopping is very interesting to know. The results of this study can be used as a consideration to make a preventy effort to minimize compulsive shopping of clothing in students.

Hypothesis of this study is 1) there is an influence on the ability to regulate emotions on compulsive shopping of clothing, and 2) the dimension of difficulty regulation of emotion (difficulties of emotion regulation) affects compulsive shopping of clothing.

RESEARCH METHODS

Type of research

This research is quantitative research. This study sought to find out the role of emotion regulation against compulsive shopping of clothing and to find out the dimensions of emotion regulation that play a big role in the occurrence of compulsive shopping of clothing.

Research Subjects

There are 166 active students of the Faculty of Psychology, University of Muhammadiyah Malang. There were 46 male students and 120 female students, taken with the Incidental Sampling technique. Incidental sampling technique is done because the lecture process and student mentoring process are done online because of the Covid 19 Pandemic.

Data Collection Methods

In this study the free variable was the regulation of emotions, and the dependent variable was compulsive shopping of clothing. The data gathering method in this study is scale. There are two scales used in this study, namely, the compulsive shopping scale of clothing and the Scale of Difficulties in Emotion Regulation Skill (DERS).

Emotion regulation was measured using the Difficulties in Emotion Regulation Skill (DERS) scale compiled by Gratz and Roemer (2004) of 36 items. The scale of compulsive shopping is based on the theory of Dittmar (2005). There are 3 aspects of compulsive shopping: a very strong urge to do the shopping, a hard-to-control shopping drive and adverse consequences. This scale is arranged as many as 28 items.

Before carrying out the study, researchers tested the research instrument to a portion of the population by conducting a trial (try out). Trials and research conducts are conducted via email.

Analysis Techniques

The data analysis method used in this study is Regression Analysis. This method is intended to determine the role or influence of emotional regulation on compulsive shopping of clothing as well as the dimension of difficulty regulation of emotion (difficulties of emotion regulation) which predominantly affects compulsive shopping of clothing in students. Data analysis in this study was conducted with the help of the SPSS v.21 program.

RESEARCH RESULTS

The results of the test of the influence of the inability to regulate emotions (difficulties of emotion regulation) as the following table:

Table 1. Regression Test Affects Emotional Regulation on Compulsive Shopping of Clothing

B	R ²	Sig.	Info.
0,468	0,385	0,00	Very significant

Based on the results of the data analysis obtained beta coefficient $\beta = 0.468$ with $p = 0.000$ ($p < 0.01$). This can be interpreted that the emotional regulation ability possessed by individuals influences

compulsive shopping of clothing. Thus, the hypothesis of this study is accepted. Emotion regulation contributed to

compulsive shopping of clothing by 38.5% (R Square = 0.385).

Table 2. Results of Regression Analysis of Dimensions of Emotion Regulation against Compulsive Shopping of Clothing

Variable	B	Sig.	Conclusion
Not receiving an emotional response (X1)	0.267	0.491	Insignificant
Difficulty in directing behavioral goals (X2)	0.098	0.778	Insignificant
Difficulty controlling impulses (X3)	1.002	0.003	Very significant
Refusing to realize emotions (X4)	0.970	0.008	Very significant
Limitations of accessing emotional strategies (X5)	0.275	0.315	Insignificant
Rejecting emotional clarity (X6)	-0.127	0.819	Insignificant

Regression analysis also found that of the 6 dimensions of inability to regulate emotions (difficulties of emotion regulation) there are 2 dimensions that have a strong effect on compulsive shopping of clothing in students, namely: difficulty controlling impulses ($\beta = 1,002$ with $p = 0.003$) and

refusing to realize emotions ($\beta = 0.970$ with $p = 0.008$). Thus, it can be concluded that difficulty controlling impulses and refusing to realize emotions is a dimension that has a strong effect on compulsive shopping of clothing.

Table 3. Compulsive Clothing Shopping and Emotion Regulation Reviewed from Gender

Gender		Difficulty regulation of emotions	Compulsive Shopping of Clothing
Man	Mean	77.609	34.848
	N	46	46
	Standar Deviasi	17.9784	9.5568
Woman	Mean	82.317	48.500
	N	120	120
	Standar Deviasi	20.0193	14.5209
Total	Mean	81.012	44.717
	N	166	166
	Standar Deviasi	19.5361	14.6473

The results of the analysis showed that compulsive clothing was performed by female students (Mean = 48,500) compared to male students (Mean = 34,848). Emotional regulation difficulties are experienced by many female students (Mean = 82,317) compared to students (Mean = 77,609).

DISCUSSION

The results of the data analysis found that the ability to regulate emotions influenced compulsive shopping of clothing in students. This supports the results of research conducted by William and Grisham

(2011) which found that compulsive shopping is done because individuals are less able to perform effective emotion regulation, especially when in a state of psychological distress. They tend to behave impulsively, reject emotional awareness, reject emotional clarity, have difficulty directing behavioral goals.

The results of this study also support the findings of Grant et al., (2010) that addiction behavior is often caused by individuals less able to regulate emotions effectively when faced with psychological distress. Individuals who experience an

inability to regulate emotions are unable to accept emotional responses, difficulty in directing behavioral goals, difficulty controlling impulses, refusing to realize emotions, limited access to emotional strategies and rejecting emotional clarity. This can encourage individuals to perform addiction behaviors, such as drug abuse, eating disorder, pathological gambling, compulsive buying, and others.

The results of the study found that an individual's inability to control impulses was a contributing factor to compulsive shopping of clothing. These findings support research conducted by Billieux, et al., (2008) and William and Grisham (2011) that compulsive shopping is caused by individuals tending to be impulsive in responding to their environment especially when they experience psychological distress. Compulsive shopping occurs because individuals experience strong emotional reactions, often under negative affect conditions that result in a low ability to consider suppressing the response automatically so that compulsive shopping occurs. The dimension of impulsivity is the best predictor of compulsive shopping tendencies. (Billieux, et al., 2008).

The factor that drives a person to make purchases without planning is the lifestyle of shopping that makes shopping a part of everyday life (In'am., et al, 2016). Herabadi, et al (2009) shop not only to get the needs of the goods needed, but a lifestyle activity and possibly to meet psychological needs. The ever-evolving lifestyle makes shopping one of the most popular places for someone to meet their needs. The increasing need for primary and secondary goods makes consumers always meet their needs and wants, this is what underlies the creation of Shopping Lifestyle (Setyningrum.et al, 2016).

Teenage consumers have a high desire to buy because in general teenagers have characteristics in dressing, dressing up,

hairstyles, behavior, musical pleasure, meetings, and parties. Teenagers want to always look that can attract the attention of others, especially peers, so teenagers mostly spend money on these needs (Diba, 2014). Adolescents have unstable emotional maturity, thus encouraging the emergence of various symptoms in unnatural behavior, thus requiring self-control to control themselves against all the resources they have (Bong, 2011).

The higher the level of shopping lifestyle comments on fashion, the stronger the consumer's desire in meeting his needs that have become his lifestyle Chusniasari (2015). So that self control is needed, the higher the shopping lifestyle, the stronger the unplanned purchase so that self control serves as a mediator when making impulsive or compulsive purchases. Self control acts as a process of supervision so that a person stays on the relevant behavior. Individuals who maintain shopping patterns, then unplanned purchases rarely appear. self-control as the capacity to change, the individual being aware of what is wanted and needed. Self-control is necessary in response to understanding what you want so as not to make impulsive purchases (Naomi and Mayasari, 2008).

The results showed that the dimension of refusing to realize emotions had a major effect on compulsive shopping. The results of this study are in line with the findings. William and Grisham, (2011) that individuals who like compulsive shopping like to refuse to be aware of emotions, as well as less focus on mindful thinking attention. Emotional vulnerability and weak emotional regulation processes also play a role in developing and maintaining compulsive shopping (William & Grisham, 2011).

Hermanto (2016) impulse buying can occur due to emotional impulses. A person's positive emotions can increase when there are supportive environmental factors such as interest in items or promotions. Sales.

Positive Emotion will give rise to two dominant feelings, namely feelings of pleasure and arousing desires, either arise from the psychological set or sudden desires (Setiadi and Ketut, 2015). Consumers with positive emotions show a greater incentive in buying, the high drive makes someone make an impulsive purchase (Andriyanto, et al., 2016).

The results of the study (Hetharie, 2012) showed that consumers who have impulse buying properties are more emotional than non-impulse buyers, because purchase behavior without planning shows greater positive feelings and often spends more money when shopping. The results of the study (Leba, 2015) prove that positive emotion variables have a positive and significant influence on impulsive buying variables. Impulse purchases often occur in everyday products, especially fashion products. Many shopping centers that sell a variety of fashion products that cause high fashion involvement (Setiadi and Ketut, 2015). Chusniasari (2015) stated that the higher the level of fashion involvement will further increase impulse buying.

Motivation to shop for clothing products is related to an individual's desire to improve their physical appearance, change identity, approach the ideal image, and always try to model others (Ureta, 2007). Compulsively purchased products are compensation for unmet ownership needs but are done in different ways. Individuals seek to acquire objects they believe can alleviate the grief associated with unmet ownership needs (Norberg, et al., 2020).

The results also showed that women have a higher tendency to compulsive shopping of clothes compared to men. The results of this study are supported by the results of research (Otero-Lopes & Villardefracos, 2014) that women are more prone to compulsive shopping than men. Men's shopping is motivated by

psychological and emotional factors. Men shop as a self-repair strategy, while women are more for fear of social and cultural doubt. This can be used to explain and predict why high compulsive shopping tendencies are carried out by women more than men (Dittmar & Drury, 2000).

Clothing is a symbol of self-image and self-presentation for women. Shopping for clothes for women is a way to convey the ideal image and to increase their confidence. (Dittmar & Drury, 2000). Women learn from their social environment that to get praise and attention from others is judged by their appearance. Compulsive shopping of clothes is a way to gain approval and recognition from others. The clothing industry is considered to increase the low self-esteem of women in addition to increasing the purchase of products. Students who like to follow things related to clothing (fashion) and focus on appearance are also at risk of compulsive spending on clothing (Trautmann-Atmann and Johnson, 2009).

The results also found that women have difficulty doing higher emotional regulation compared to men. The results support the finding that men are taught by their social environment to think logically when faced with a problem and are not expected to involve an excess emotional element compared to women. This is what makes men have an inability to do low emotional regulation (Feldman, 2013).

CONCLUSIONS AND SUGGESTIONS

The results of the study found that the inability to regulate emotions influenced compulsive spending of clothing. The dimensions of an individual's inability to control impulses and resisting to realize emotions are the two dimensions that most influence compulsive shopping of clothing in college students. Women have a greater qualifiedness to spend compulsively than

men. Women also have more difficulty inulating their emotions than men.

The results of this study can be used by:

1. Students of the Faculty of Psychology.
Students can train themselves to always improve emotional management and self-awareness in all situations, especially when spending clothes. This continuous self-forging can improve the skill of doing emotion regulation.
2. Faculty of Psychology
The results of this research can be used by the Assistant Dean of 3 Faculties of Pskology as the basis for the preparation of student coaching programs, especially to increase the skills to regulate emsoi and self-awareness (mindfulness) in students.
3. Next Researcher
Researchers who want to study emotion regulation can use the latest DERS scale (2007).

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