

ABSTRACT

Resources: The topic of this Master's thesis is oniomania, or in other words, pathologic shopping and how it is affected by an individual's materialistic value orientation. Pathologic shopping refers to an unmanageable urge to buy something, to order, to own a thing. For the needs of this thesis, materialism is understood as the conviction that gaining material goods is the ultimate life goal, main index of success and key to happiness. Based on the research, materialism is considered to be a significant predictor of oniomania.

Aims and methodology: The main aim of this thesis was to describe the relationship between pathologic shopping and materialism. Then prevalence of pathologic shopping was further detected in the focus group which consisted solely of non-medical health care staff as well as the prevalence of age and income. The research also focused on circumstances and consequences of pathological shopping. 853 respondents participated in this correlation research based on data gained from the survey.

Main results: With use of correlation analysis it was found that rising rate of materialism leads to higher tendency to shopping compulsively. 55 impulsive shoppers were identified in the research sample which makes it 6,45 % of the total number of respondents. The results showed that neither age or income affect the tendency to pathologic shopping.

Conclusion and recommendations: This behavioral disorder can disrupt the functioning of an individual in mental, social, health and financial aspects. That is why it is necessary to seek professional psychotherapeutic and psychological help in case of discovering signs of this disorder. Related to this is the need for greater awareness of the dangers of this addiction.

This research was limited by the representativeness of the sample which consisted solely of non-medical health care staff and primary women. It would be good to verify the results found in this research on a larger group which would include more professions and with better gender representation.

keywords: shopping, oniomania, materialism, addiction, correlation analysis