



Effect of the Subjective Well-Being of Working Women on Their Online Shopping Addiction during the COVID-19 Pandemic

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ABSTRACT

Aim: Especially in the first year of the COVID-19 pandemic, the time spent at home and on the internet has increased, social activities have decreased, and this process has been also accompanied by several mental problems. This study aimed to explore the effect of the subjective well-being of working women on their online shopping addiction status during the COVID-19 pandemic.

Material and Methods: The sample of this study comprised 538 women who had a formal job. The data were collected online platform using a socio-demographic information form, the Subjective Well-Being Scale, and the Online Shopping Addiction Scale. The statistical analyses were conducted using IBM Statistical Package for the Social Sciences (SPSS) 25.0 for Windows, and Jeffreys's Amazing Statistics Program (JASP) 0.1.4.0. Descriptive statistical tests of research data; presented with frequency, percentage, mean and standard deviation. Also, partial correlation and multiple linear regression enter method analyzes were performed to examine the relationship between the variables.

Results: It is found that the subjective well-being of the participants predicted their overall online shopping addiction levels and their levels regarding the components of online shopping addiction. It was explained by 16.4% of the variance in online shopping addiction, 17.1% of the variance in emotional addiction, 15.3% of the variance in social addiction and only 10.1% of the variance in control addiction by subjective well-being.

Conclusion: According to the results, it may be asserted that working women turn toward online shopping to enhance their subjective well-being during the COVID-19 pandemic period.

Keywords: Subjective well-being; online shopping addiction; working woman; pandemic; COVID-19.

COVID-19 Pandemisi Döneminde Çalışan Kadınların Öznel İyi Oluşlarının Çevrimiçi Alışveriş Bağımlılıklarına Etkisi

ÖZ

Amaç: COVID-19 pandemisinin özellikle ilk yılı içerisinde evde ve internette geçirilen zaman artmış, sosyal aktiviteler azalmış ve bu süreçte çeşitli ruhsal sorunlar da eşlik etmiştir. Bu çalışma ile COVID-19 salgını sırasında çalışan kadınların öznel iyi oluşlarının çevrimiçi alışveriş bağımlılığı durumları üzerindeki etkisinin araştırılması amaçlanmıştır.

Gereç ve Yöntemler: Bu çalışmanın örneklemini sigortalı bir işte çalışan toplam 538 kadın oluşturmuştur. Araştırma verileri, sosyo demografik bilgi formu, Öznel İyi Oluş Ölçeği ve Çevrimiçi Alışveriş Bağımlılığı Ölçeği kullanılarak çevrimiçi platform üzerinden toplanmıştır. Verilerin istatistiksel analizleri IBM Sosyal Bilimler İçin İstatistik Programı (SPSS) 25.0 ve Jeffrey' nin Harika İstatistik Programı (JASP) 0.1.4.0 kullanılarak yapılmıştır. Araştırma verilerinin tanımlayıcı istatistiksel testleri; frekans, yüzde, ortalama ve standart sapma değerleri ile sunulmuştur. Ayrıca, değişkenler arasındaki ilişkiyi incelemek için kısmi korelasyon analizi ve enter yöntemi ile çoklu doğrusal regresyon analizi yapılmıştır.

Bulgular: Katılımcıların öznel iyi oluşlarının çevrimiçi alışveriş bağımlılığı düzeylerini genel olarak ve ayrıca çevrimiçi alışveriş bağımlılığına ait alt boyut düzeylerini yordadığı bulunmuştur. Çevrimiçi alışveriş bağımlılığındaki varyansın %16,4' ünün, duygusal bağımlılık boyutundaki varyansın %17,1' inin, sosyal bağımlılık boyutundaki

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varyansın %15,3' ünün ve kontrol bağımlılığı boyutundaki varyansın ise sadece %10,1' inin öznel iyi oluş ile açıklandığı görülmektedir.

Sonuç: Araştırma sonuçlarına göre çalışan kadınların COVID-19 salgını sırasında öznel iyi oluşlarını artırmak için çevrimiçi alışverişe yöneldikleri söylenebilir.

Anahtar Kelimeler: Öznel iyi oluş; çevrimiçi alışveriş bağımlılığı; çalışan kadın; pandemi; COVID-19.

INTRODUCTION

Subjective well-being (SW), which is expressed as the resilience of an individual against mental problems, is the personal assessment of satisfaction with life (1). This assessment covers the person's responses to different incidents, their emotional state, opinions about their satisfaction with life, and their satisfaction with various domains of life such as work, school and marriage (2,3). Having high levels of SW as the main target to be attained in life and making efforts to enhance SW with opportunities existing under the circumstances of the pandemic have tempted individuals to use internet-based platforms (4). Individuals can use a variety of digital platforms and take part in online activities to feel happier, more excited and more energetic, and in turn, this situation may give rise to certain problems (5).

Digital addictions are among prominent internet-based problems. One of these digital addictions is online shopping addiction (6). Online shopping addiction (OSA) is defined as committing acts of purchasing that are irrelevant to one's needs by using the internet (7). This is characterized by irresistible and unidentified impulses felt in a cycle such as spending a long time on online shopping sites, placing purchase orders constantly, and returning the purchased items (8-10).

The pandemic has urged businesses to launch marketing campaigns and make innovations to promote financial revival (11). Advertisements, product links, discount alerts or private advertisements about a previously searched product that come in view while online to feel better and enjoy time tempt the consumer to get more involved in shopping. As a consequence of the act of shopping, individuals feel good and repeat this pleasing act. Over-purchasing is made firstly to regulate emotions in such forms of avoiding negative feelings and feeling well (8,9). The relationship between SW and resilience with internet addiction was analyzed, and it was reported SW and resilience were negatively associated with internet addiction (12). Kabasakal (13) showed a negative relationship between life satisfaction and problematic internet use. Moreover, it was asserted that psychological well-being was a significant predictor of internet addiction (14). Previous studies have found a negative correlation between SW and internet overuse (15,16) and asserted causation between these variables.

Dynamics affecting the mental health of women, who are a part of society that produce, work, consume, give birth and are vulnerable, should be identified. Having a regular income supports working women in having opportunities and the freedom to improve their SW. In this respect, working women constitute an important target audience for shopping websites. It was ascertained that women used the internet more than men did to enhance their SW and were also more sensitive to social networks than men (17).

In a meta-analysis that examined shopping addiction, it was found that being young and being a woman increased shopping addiction tendencies (18). Another study revealed that attitude and gender are the two most significant factors affecting online shopping (19). Marangoz et al. (20) stated that the online shopping scores of employed individuals were higher than others. These results may suggest that working women have financial freedom, they are more comfortable with spending, and they are more active in money management. Additionally, the practicality and diversity of online shopping can increase and facilitate online shopping done for eliminating negative emotional burdens, filling in one's spare time and improving one's SW. Therefore, this study aims to identify the effect of the subjective well-being of working women on their shopping addiction status during the COVID-19 pandemic.

Research Questions;

1. Is there a relationship between the subjective well-being levels of working women and their online shopping addictions?
2. To what extent do the subjective well-being levels of working women predict their online shopping addiction scores?
3. To what extent do the subjective well-being levels of working women predict their online shopping addiction-emotional addiction dimension scores?
4. To what extent do the subjective well-being levels of working women predict their online shopping addiction-social addiction dimension scores?
5. To what extent do the subjective well-being levels of working women predict their online shopping addiction-control addiction dimension scores?

MATERIAL AND METHODS

This was a descriptive and cross-sectional study designed to evaluate the effect of the SW of working women on their OSA status.

Population and Sample

The population of the study consisted of working women living in Turkey. The effect size for Cohen multiple regression analysis; is 0.02 as a weak effect, 0.15 as a medium effect and 0.40 as a large effect (21). In this context, the sample size was found to be 430, with an effect size of 0.02, a Type I error of 0.05, and a Type II error of 0.10 (90% power). Considering the 25% data loss, 538 women were included in the sample from 1 July 2020 to 31 August 2020. The data were collected by using an online form on social media. Women who had a job with insurance benefits (henceforth formal job), actively used the internet, were older than 18 years old and agreed to participate in the study were included. Women who did not meet these criteria were excluded from the study.

Data Collection

Sociodemographic Information Form: This form prepared by the researchers in light of the relevant literature comprised nine questions about the demographic and shopping addiction-related information of the participants (9,22,23)

Subjective Well-Being Scale (SWS): The scale developed by Tuzgöl-Dost (24) has 46 items, including 26 positive statements and 20 negative statements. In this 5-point Likert-type scale. The scale has 12 dimensions. Higher scores indicate higher SW levels. In the study in which the scale was developed, the Cronbach's alpha coefficient of the scale was calculated as 0.860. In this study, it was determined as 0.940 on the scale.

Online Shopping Addiction Scale (OSAS): The scale that was developed by Zhao et al., (25) comprises 18 items and is a 5-point Likert-type scale. The scale that was adapted to Turkish by Kartal (7). The Cronbach's alpha coefficient was reported as 0.95 for the original scale and 0.930 for the adapted scale, in this study, it was found as 0.939 for the scale.

Statistical Analysis

In this study, the statistical analyses were conducted using IBM SPSS 25.0, and JASP 0.1.4.0. Descriptive statistical tests of research data; presented with frequency, percentage, mean and standard deviation. Cronbach alpha value was calculated for the internal consistency coefficients of the scale total and dimensions. Partial correlation and multiple linear regression enter method analyzes were performed to examine the relationship between the variables. The normality of the distribution of the data was checked using the Kolmogorov-Smirnow test and skewness-kurtosis values. The acceptable range of these values is ± 1.5 for many psychometric purposes (26,27). $p < 0.05$ was used for statistical significance level.

Ethical Approval

Ethical approval for the study was received from a university Social Sciences and Humanities Ethics Committee (Date: 18 June 2020, Meeting No. 2020-3). The data were collected in compliance with the principles of the Declaration of Helsinki. Upon being informed about the study through the informed consent form, each participant gave consent to participate in the study.

RESULTS

Among all working women who participated in this study, 38.50% were 36-45 years old, 59.70% were married, 66.20% lived in the provincial center, 56.10% were university graduates, and 55.90% were civil servants. Of the participants, 62.10% spent most of their time on the internet, and 51.50% found themselves on shopping websites (Table 1).

The mean total SWS score of the participants was 170.79 ± 25.21 . Their mean scores on the SWS dimensions were 21.96 ± 5.13 for the comparison of current life to life in the past and others' lives dimension, 18.43 ± 4.22 for the positive and negative emotions dimension, 15.37 ± 3.22 for the aims dimension, 17.18 ± 2.33 for the self-confidence dimension, 24.05 ± 4.12 for the optimism dimension, 9.59 ± 2.43 for the activities of interest dimension, 15.46 ± 3.16 for the friendships dimension, 12.32 ± 2.22 for the outlook toward the future dimension, 12.50 ± 2.44 for the family relationships dimension, 5.33 ± 1.28 for envying others' lives dimension, 12.11 ± 2.42 for the coping with challenges of life dimension, and 6.50 ± 2.08 for the pessimism dimension. As the scale total, and dimensions score increase, SW increases (Table 2).

Table 2. SWS total and dimension score means

Table 1. Socio-demographic characteristics of the women participating (n=538)

Variables	Groups	n	%
Age	18-25	87	16.20
	26-35	180	33.50
	36-45	207	38.50
	46 and over	64	11.80
Marital status	Married	321	59.70
	Single	217	40.30
Place of residence	City province	356	66.20
	Town	182	33.80
Education level	Elementary	10	1.90
	High School	48	8.90
	College	302	56.10
	Graduate	178	33.10
Income level	Min. wage and below	71	13.20
	2400₺-4000₺	117	21.70
	4001₺-9000₺	297	55.20
Profession	9001₺ and over	53	9.90
	Officer	301	55.90
	Worker	92	17.10
	Trader	45	8.40
	Other	100	18.60
Spending time on the internet except work	Almost all of free time	334	62.10
	Hardly ever	204	37.90
Finding yourself on shopping sites without realizing it	Yes	277	51.50
	No	261	48.50
Working type during the COVID-19 pandemic	Full time	160	29.70
	Part time	144	26.80
	Home office	234	43.50
Total		538	100.00

The mean total OSA score of the participants was 31.01 ± 13.32 . Their mean scores on the OSA dimensions were found as 11.67 ± 5.73 for the emotional, 6.71 ± 3.45 for the social and 12.62 ± 5.81 for the control dimensions. As the scale total, and dimensions score increase, OSA increases (Table 3).

Dimensions	$\bar{X} \pm SD$	Min. and max values taken from scale	Min. and max values of Scale	Confirmatory Factor estimates min-max
Comparison of the current life to the life in the past and others' lives	21.96±5.13	6-30	6-30	0.963-.651
Positive and negative emotions	18.43±4.22	5-25	5-25	0.813-0.696
Aims	15.37±3.22	4-40	4-20	0.731-0.619
Self-confidence	17.18±2.33	4-20	4-20	0.569-0.432
Optimism	24.05±4.12	8-30	6-30	0.864-0.427
Activities of interest	9.59±2.43	3-15	3-15	0.870-0.457
Friendship	15.46±3.16	4-20	4-20	0.769-0.488
Outlook toward the future	12.32±2.22	3-15	3-15	0.768-0.495
Family relationships	12.50±2.44	3-15	3-15	0.916-0.834
Envyng others' lives	5.33±1.28	2-10	2-10	0.981-0.732
Coping with challenges of life	12.11±2.42	3-15	3-15	0.714-0.664
Pessimism	6.50±2.08	2-10	2-10	0.942-0.673
Total	170.79±25.21	91-220	46-230	

SD: Standard deviation; \bar{X} : Mean; Min: Minimum; Max: Maximum

Table 3. OSAS total and dimension score means

Dimensions	$\bar{X} \pm SD$	Min. and max values taken from scale	Min. and max values of Scale	Confirmatory Factor estimates
Emotional	11.67±5.73	7-33	7-35	0.889-0.618
Social	6.71±3.45	5-24	5-25	0.764-0.588
Control	12.62±5.81	6-30	6-30	0.873-0.784
Total	31.01±13.32	18-84	18-90	

SD: Standard deviation; \bar{X} : Mean; Min: Minimum; Max: Maximum

It was found that there was a weak, negative and statistically significant relationship between the mean SWS and OSAS scores of the participants ($r=-0.261$, $p<0.001$). The results of the analysis of the mean dimension scores of the participants on SWS and OSAS revealed weak, negative and statistically significant relationships between the OSAS emotional and control dimensions and the SWS dimensions of 'comparison of current life to life in the past and others' lives' (r values respectively for emotional, social, control, and total addiction dimensions; $r=-0.260$, $p<0.001$; $r=-0.252$, $p<0.001$; $r=-0.148$, $p<0.001$; $r=-0.244$, $p<0.001$), 'aims' (Respectively; $r=-0.246$, $p<0.001$; $r=-0.212$, $p<0.001$; $r=-0.200$, $p<0.001$; $r=-0.250$, $p<0.001$), 'self-confidence' (Respectively; $r=-0.182$, $p<0.001$; $r=-0.132$, $p=0.002$; $r=0.164$, $p<0.001$; $r=-0.185$, $p<0.001$), 'optimism' (Respectively; $r=-0.171$, $p<0.001$; $r=-0.126$, $p=0.004$; $r=0.150$, $p<0.001$; $r=-0.172$, $p<0.001$), 'activities of interest' (Respectively; $r=-0.150$, $p<0.001$; $r=-0.138$, $p=0.001$; $r=0.115$, $p<0.001$; $r=-0.151$, $p<0.001$), 'friendships' (Respectively; $r=-0.193$, $p<0.001$; $r=-0.152$, $p<0.001$; $r=0.142$, $p=0.001$; $r=-0.186$, $p<0.001$), 'outlook toward the future' (Respectively; $r=-0.137$, $p=0.001$; $r=-0.116$, $p=0.007$; $r=-0.131$, $p=0.002$; $r=-0.147$, $p=0.001$), 'coping with challenges of life' (Respectively; $r=-0.208$, $p<0.001$; $r=-0.158$, $p<0.001$; $r=-0.175$, $p<0.001$; $r=-0.208$, $p<0.001$), and 'pessimism' (Respectively; $r=-0.269$, $p<0.001$; $r=-0.217$, $p<0.001$; $r=-0.200$, $p<0.001$; $r=-0.223$, $p<0.001$). Besides, it was discerned that the mean OSAS emotional

dimension score of the participants had weak, negative and statistically significant relationships with their mean scores on the SWS total ($r=-0.109$, $p=0.012$), and dimensions of 'Positive and negative emotions' ($r=-0.139$, $p<0.001$) (Table 4).

As a result of the analysis for the total score of online shopping addiction, it was found that a significant regression model, $F(12,525)=8.587$, $p<0.001$ and 16.4% ($R^2=0.164$) of the shopping addiction variance was predicted by subjective well-being. Based on the analysis on the effects of the SWS dimensions on OSAS, it was observed that the participants' mean scores on the SWS dimensions of 'positive and negative emotions' $\beta=0.325$, $t(525)=4.885$, $p<0.001$, 'family relationships' $\beta=-0.193$, $t(525)=-3.987$, $p<0.001$, and 'pessimism' $\beta=-0.171$, $t(525)=-3.391$, $p<0.001$, had significant effects on their mean OSAS scores. When the analysis for the emotional addiction dimension of online shopping addiction was examined, it was found that a significant regression model, $F(12,525)=7.918$, $p<0.001$ and 15.3% of the variance ($R^2=0.153$) were predicted by subjective well-being.

Table 4. The partial correlation between subjective well-being and online shopping addiction

Subjective Well-being	Online Shopping Addiction				
		Emotional addiction	Social addiction	Control addiction	Total
Comparison of the current life to the life in the past and others' lives	r	-0.260	-0.252	-0.148	-0.244
	p	0.000	0.000	0.000	0.000
Positive and negative emotions	r	-0.139	-0.054	-0.080	-0.109
	p	0.000	0.216	0.067	0.012
Aims	r	-0.246	-0.212	-0.200	-0.250
	p	0.000	0.000	0.000	0.000
Self-confidence	r	-0.182	-0.132	-0.164	-0.185
	p	0.000	0.002	0.000	0.000
Optimism	r	-0.171	-0.126	-0.150	-0.172
	p	0.000	0.004	0.000	0.000
Activities of interest	r	-0.150	-0.138	-0.115	-0.151
	p	0.000	0.001	0.018	0.000
Friendship	r	-0.193	-0.152	-0.142	-0.186
	p	0.000	0.000	0.001	0.000
Outlook toward the future	r	-0.137	-0.116	-0.131	-0.147
	p	0.001	0.007	0.002	0.001
Family relationships	r	-0.260	-0.232	-0.185	-0.255
	p	0.000	0.000	0.000	0.000
Envyng others' lives	r	0.064	0.059	0.039	0.060
	p	0.141	0.177	0.181	0.165
Coping with challenges of life	r	-0.208	-0.158	-0.175	-0.208
	p	0.000	0.000	0.000	0.000
Pessimism	r	-0.225	-0.187	-0.174	-0.223
	p	0.000	0.000	0.000	0.000
Total	r	-0.269	-0.217	-0.200	-0.261
	p	0.000	0.000	0.000	0.000

Control Variables: Age, Marital status, Place of residence, Education level, Income level and Profession r: Correlation coefficient

Table 5. Multiple linear regression prediction results of online shopping addiction total and dimensions

	Emotional Addiction			Social Addiction			Control Addiction			Total		
	β	p	R ²	β	p	R ²	β	p	R ²	β	p	R ²
Comparison of the current life to the life in the past and	-	0.0		-0.230	0.000		0.013	0.845		-0.104	0.095	
	0.114	67										
Positive and negative emotions	0.254	0.000		0.385	0.000		0.265	0.000		0.325	0.000	
Aims	-	0.1		-0.092	0.137		-0.080	0.213		-0.097	0.117	
	0.089	54										
Self-confidence	-	0.9		0.027	0.663		-0.054	0.397		-0.019	0.750	
	0.007	11										
Optimism	-	0.7		-0.034	0.611		-0.041	0.551		-0.035	0.603	
	0.018	85										
Activities of interest	-	0.5	0.15	-0.062	0.232		-0.038	0.483		-0.047	0.370	
	0.033	32	3			0.171			0.101			0.164
Friendship	-	0.3		-0.059	0.284		-0.022	0.701		-0.049	0.378	
	0.055	19										
Outlook toward the future	0.005	0.9		-0.047	0.384		-0.021	0.701		-0.001	0.986	
		29										
Family relationships	-	0.000		-0.183	0.000		-0.147	0.004		-0.193	0.000	
	0.189	0.000										
Envyng others' lives	0.072	0.0		0.056	0.171		0.041	0.343		0.063	0.124	
		82										
Coping with challenges of life	-	0.1		-0.054	0.391		-0.107	0.106		-0.100	0.116	
	0.091	54										
Pessimism	-	0.000		-0.112	0.026		-0.175	0.000		-0.171	0.000	
	0.151	0.000										

It was determined that the SWS dimensions of 'positive and negative emotions' $\beta = 0.254$, $t(525) = 3.796$, $p < 0.001$, 'family relationships' $\beta = -0.189$, $t(525) = -3.881$, $p < 0.001$ and 'pessimism' $\beta = -0.151$, $t(525) = -2.990$, $p = 0.003$ had highly significant effects on the OSAS emotional addiction. When the social addiction dimension of online shopping addiction was examined, it was found that a significant regression model, $F(12,525) = 9.033$, $p < 0.001$ and 17.1% of the variance ($R^2 = 0.171$) was explained by subjective well-being. It was determined that the SWS dimensions of 'Comparison of the current life to the life in the past and others' lives' $\beta = -0.230$, $t(525) = -3.728$, $p < 0.001$ 'positive and negative emotions' $\beta = 0.385$, $t(525) = 5.813$, $p = 0.000$, 'family relationships' $\beta = -0.183$, $t(525) = -3.794$, $p < 0.001$ and 'pessimism' $\beta = -0.112$, $t(525) = -2.227$, $p = 0.026$ had highly significant effects on the OSAS social addiction. For the online shopping addiction control addiction dimension, the regression model significance values were found to be $F(12,525) = 4.904$, $p < 0.001$ and it is seen that 10.1% of the variance ($R^2 = 0.101$) is predicted by subjective well-being. It was determined that the SWS dimensions of 'positive and negative emotions' $\beta = 0.265$, $t(525) = 3.837$, $p < 0.001$, 'family relationships' $\beta = -0.147$, $t(525) = -2.925$, $p = 0.004$ and 'pessimism' $\beta = -0.175$, $t(525) = -3.356$, $p < 0.001$ had highly significant effects on the OSAS control addiction (Table 5).

DISCUSSION

This study aimed to identify the effect of the SW of working women on their OSA status during the COVID-19 pandemic. In this study, there was a weak, negative and statistically significant relationship between the mean SWS scores of the participants and their mean OSAS scores. Previous, a study reported that depression and anxiety levels were inversely proportional to SW levels (28). Moreover, a statistically significant negative relationship was demonstrated between young people's happiness and problematic internet use levels (29). Another study found that individuals with low SW levels experienced anxiety, negative emotions and lack of control, and to cope with these feelings, they used smartphones intensively (22). As the SW of the participants decreased, their shopping addiction levels increased. This relationship between SW, which is expressed by many factors such as people's feelings, emotions, struggle with life's difficulties, family-friend relationships, aims, and OSA was compatible with the literature.

According to the results of the regression analysis conducted in this study, 16.4% of the total variance in OSAS scores was explained by SWS. Through regression analysis, another study showed that the overuse of mobile internet had a positive effect on materialism and shopping addiction, and this effect was linked with pragmatic and hedonistic shopping motivations (23). In the study by Koç (30), the relationship between SW and internet addiction was examined, that positive emotions and life satisfaction were negatively associated with internet addiction. The findings of this study also supported the results of other studies in the literature which indicated weak relationships in this sense. The results of previous studies had

similarities to the findings of this study about the effects of the SWS dimensions of 'pessimism' and 'positive and negative emotions' on OSAS and its dimensions. Our data shows that people have turned toward digital platforms and shopping to overcome their negative emotions and pessimism that increased due to the COVID-19 pandemic. Considering that this situation lowered people's desires to spend time with family members and enticed people to socialize through online platforms, the predictive effect of SW on OSAS and its emotional dimension can be understood. Moreover, it may be considered that the pleasure and positive emotions that are felt as a consequence of shopping had effects on this situation.

In the significance of the regression model in this study, the positive and negative emotions, family relationships, pessimism and comparison of current life to life in the past and others' lives dimensions of SWS contributed to explaining the variance in the participants' scores on the emotional, control and social dimensions of OSAS. The SWS dimensions of 'positive and negative emotions', 'family relationships' and 'pessimism' had highly significant contributions to the OSAS emotional addiction and control addiction dimensions, whilst the SWS dimensions of 'positive and negative emotions', 'family relationships', 'pessimism' and 'comparison of current life to life in the past and others' lives' had significant contributions on the OSAS social dimension. It was previously reported that over-purchase is made firstly to regulate emotions in such forms as having pleasure, getting rid of negative emotions and feeling good (8,31). Studies show that a person's perceived stress, distress, depression, dissatisfaction with social relationships and family tensions were variables with significant negative effects on their SW (32). A study ascertained that 24% of young people had internet addiction due to the changing conditions during the COVID-19 pandemic, and high levels of impulsivity, low levels of SW and low levels of family functioning had increasing effects on internet use (33). In this study, OSAS and its dimensions were partly explained with the 'family relationships' dimension of SWS, and this finding was analogous to other findings reported in the relevant literature. Negative family relationships mean that the person cannot get the social support they need from their family. One may state that the rise in the already existing family tensions along with the increase in the time spent at home led these people to turn more toward the internet and shopping websites to cope with the situation and solve these tensions.

In this study, the 'comparison of current life to life in the past and others' lives' dimension of SWS helped explain the social dimension of OSAS. In a study that explored the effect of staying away from Instagram on SW, women who had a break from Instagram were reported to have higher levels of satisfaction with their lives and experience more positive effects than women in the control group (17). Another study revealed that as the use of online media went up, negative emotions increased, and there was a positive relationship between the negative components of SW and online media use (34). This finding in this study that was similar to other findings in the relevant literature may have occurred as a result of the case that the person questioned their opportunities, bought products that were unneeded or exceeded their budget upon comparing

themselves to others and was attracted by information about newly-released products and services or discounts. Besides, with the pandemic, the reduction in time spent with other people, the closure of businesses and impossibility to take part in social activities have tempted people to meet their needs through online channels. When the internet is used as, a tool to increase SW, people can shop for emotional relaxation, socializing and spending time, and this may mean an increase in online shopping volumes. This situation was understandable in this study in relation to the part where the participants' total OSA scores and all OSA dimension scores were found to be explained by their SWS scores. Moreover, it may be speculated that the participants turned toward online shopping to overcome negative emotions and the growing pressure of stress, or in other words, to improve their SW, as well as temporarily feeling good as a result of online shopping, repeated this activity in which they gained pleasure, and these repeated activities fed the addiction further.

CONCLUSION

Along with the COVID-19 pandemic, life habits changed across the entire world, internet use increased, and as a natural consequence, the need for and tendencies towards online shopping were affected by these changes. As a result of this study, it is found that the subjective well-being of the participants predicted their overall online shopping addiction levels and their levels regarding the components of online shopping addiction, the SWS dimensions of 'positive and negative emotions', 'family relationships' and 'pessimism' had highly significant effects on the OSAS emotional and control dimensions, and the SWS dimensions of 'positive and negative emotions', 'family relationships', 'pessimism' and 'comparison of current life to life in the past and others' lives' had statistically significant effects on the OSAS social dimension. It was concluded in this study that the working women turned toward online shopping to raise their SW levels, get rid of their negative emotions, stay away from problems in their family relationships and overcome pessimism.

The findings of this study are relevant to its participants and the time when it was carried out. Thus, these results cannot be generalized to all working women. Also, since cross-sectional design was utilized in this study, no definitive statements can be made about causality. Finally, the data reported here for OSA and SW were collected based on the self-reports of the participants.

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