

ABSTRACT

The research conducted study on “A study to estimate the prevalence of compulsive buying behaviour using internet through smart phone among the undergraduate college going students of Brainware University, Barasat, West Bengal” as a partial fulfilment of the requirement for the degree of Bachelor of Science in Nursing at Institute of Nursing, Brainware University.

The objective of the study is :

- (i) To assess the prevalence of compulsive buying behaviour using internet among undergraduate college going students.
- (ii) To assess the level of internet use through smart phone among undergraduate college going students.
- (iii) To determine correlation between compulsive buying behaviour and internet use through smart phone among the undergraduate college going students. Research hypothesis is: H1- There will be significant reduction in compulsive buying behaviour using internet through smart phone, H2- There will be significant association between compulsive buying behaviour using internet through smart phone. The study was non experimental cross-sectional study carried out in the school of Medical and Allied Health Science, Brainware University, Barasat, West Bengal. 100 undergraduate college going students were selected from Bachelor of Optometry, Bachelor of Physiotherapy, B.Sc. in Medical Radiology, and Imaging Technology, B.Sc. in Operation Theatre Technology. Convenient non probability sampling technique and self-structured Demographic pro forma are the instruments utilised for data collection. The data obtained were analysed in terms of objectives of the study. The study shows that the means of the values of compulsive online shopping scale and modified internet addiction tool were 51 and 38.7, the standard deviation of the values of compulsive online shopping scale and modified internet addiction tool were 25.17 and 16.50 and the correlation coefficient among them is 0.8130, which depicts a positive correlation. The main conclusion drawn from this present study was that, after giving art therapy, it was found that there was a positive correlation between compulsive buying behaviour and internet use through smart phone. Therefore, it is concluded that compulsive buying behaviour is related to and effected by internet use through smart phone.