

The Influence of Personality Traits and Mindfulness on Compulsive Buying among Female Students of King Khalid University

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Abstract

The research aims to identify the influence of personality traits and Mindfulness on compulsive buying behavior among a sample of female students at King Khalid University. It also seeks to uncover the correlational relationship between compulsive buying behavior, personality traits, and Mindfulness, and to predict compulsive buying behavior through Mindfulness and depressive symptoms within the same sample. The research sample consisted of 300 female students from King Khalid University, aged between 18 and 28 years, with an average age of 21 years and five months, and a standard deviation of 2.58 years. The research tools included the Personality Traits Scale (Abdel-Kafi, 2006), the Five-Factor Mindfulness Scale (Baer et al., 2006) adapted and standardized by Al-Bahri, Al-Dub, Talib, and Al-Awamleh (2014), and the Compulsive Buying Scale (Maraz et al., 2015). The research findings indicated a high level of Mindfulness and a statistically significant negative correlation at the 0.01 level between compulsive buying and both Mindfulness. Mindfulness played a significant role in predicting compulsive buying behavior. The researcher provided several recommendations, including raising awareness among professionals in psychology about compulsive buying behavior, promoting proper emotional coping mechanisms, and fostering balanced buying habits for all members of society.

Keywords: *Personality Traits, Mindfulness, Compulsive Buying Behavior, University Students.*

Introduction

Compulsive buying is a widespread psychological problem in modern societies, significantly affecting the lives of individuals and causing significant psychological and social problems. Recent studies suggest that personal and psychological factors may have a significant impact on the development of this disorder. This can lead to an accumulation of debt and psychological and social problems that affect the quality of life and social relationships of the individual. In light of this, this study aims to investigate the relationship between certain personality traits, the level of mindfulness, and the occurrence of Compulsive buying in a sample of female students at King Khalid University.

Compulsive buying disorder characterized by individuals shopping and making purchases without being able to control their behavior, and often doing so for long periods of time. This type of shopping behavior is often a reaction to negative events and emotions that are accompanied by high levels of stress. Despite the initial pleasure and happiness,

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individuals experience regret and remorse after the purchase. Ultimately, this disorder leads to negative consequences such as marital conflicts and debt (Kyrios, Frost & Steketee, 2004).

Compulsive buying is based on various reasons that vary from person to person. It is related to internal, ambiguous factors supported by external forces that drive the individual to make unplanned and purposeless purchases without any actual need for the goods acquired. It may be the result of an internal or external mismatch and an attempt to achieve equilibrium. It may also arise as a reaction to unstable social relationships or as a means of relaxation and escape from pressure, with the post-purchase feeling of happiness serving as a coping mechanism to relieve stress and anxiety (Abdelfattah, 2014).

It is worth noting that there is no consensus among researchers on the prevalence rate of compulsive buying disorder worldwide. Black (2001) indicated that Compulsive buying affects a percentage of 2 to 8% of adults and a percentage of 80 to 90% of the female population. However, Dickie (2011) assumes that between 17 and 28 million people are affected by compulsive buying in the United States. Liete et al. (2013) mentions that the prevalence of Compulsive buying in developed countries is higher than in other countries, with a rate of 2%.

Compulsive buying has attracted research interest since the 1990s in advanced societies because of its significant personal and social impact. Personality traits and coping strategies have always been key elements in the field of health psychology.

Sharma et al. (2009) explained that Compulsive buying is related to various psychological problems, such as childhood emotional deprivation, difficulty dealing with negative emotions, the need to fill inner emptiness, low self-esteem, identity fragmentation, the pursuit of perfection and temporary happiness, anxiety, obsessive-compulsive tendencies, mood disorders, and more.

Some studies have shown that compulsive shoppers who are impulsive are at higher risk for symptoms of obsessive-compulsive disorder, mental health problems, and borderline personality symptoms compared to non-obsessive shoppers (Maraz, van den & Demetrovics, 2015).

Interest in mindfulness and its relationship with psychological and cognitive components has arisen from deciphering the connection between thoughts and emotions and inappropriate disorders to positively affect individuals (Riyadh Al-Asimi, 2012). Mindfulness is influenced by the individual's abilities, personal expectations, motivation, and planning and execution skills, as illustrated by the following examples Alter's study (2012). Mindfulness is also influenced by personal experiences associated with Personality Traits and awareness (Abdulraqib, Talb, & El-Behiri, 2014). Moreover, mindfulness increases individuals' mental flexibility in dealing with stressful situations and motivates them to show their abilities without adhering to rigid ideas (Al-Hashim, 2017).

It is worth noting that adults' experiences of compulsive buying are ambiguous, especially in relation to anxiety and mood disorders, as these are the most common disorders in compulsive buying. The co-occurrence of compulsive buying and other disorders is the rule rather than the exception in individuals with compulsive buying. Therefore, examining the relationship between compulsive buying and other psychological disorders could lead to a better understanding of the nature of this disorder (Dickie, 2011).

Personality traits

Previous studies have shown that personality plays a role in compulsive buying behavior. When comparing compulsive buyers to noncompulsive buyers, they tend to have higher scores on personality traits such as impulsivity (D.W. Black et al., 2012), materialism

(Dittmar, 2005), hedonism (Tarka & Harnish, 2020), and anxiety (Williams, 2012). Furthermore, when considering broader personality dimensions such as the Five-Factor Model of Personality (Costa Jr. & McCrae, 1992), compulsive shoppers exhibit higher scores for neuroticism but lower scores for conscientiousness compared to noncompulsive shoppers (Otero-L'opez & Villardefrancos, 2013).

Since the introduction of the latest version of the DSM, the American Psychiatric Association (APA, 2013a, 2013b) has proposed an alternative model for personality disorders that complements the traditional categorical taxonomy. According to this alternative model, personality disorders are characterized by disturbances in personality functioning and pathological personality traits. Specific personality disorders diagnosed according to this model include antisocial, avoidant, borderline, narcissistic, obsessive-compulsive, and schizotypal personality disorders (APA, 2013a, 2013b, p. 761).

In this alternative model, pathological personality traits are divided into five major domains: Negative Affectivity or Neuroticism (vs. Emotional Stability), Detachment (vs. Extraversion), Antagonism (vs. Agreeableness), Disinhibition (vs. Conscientiousness), and Psychoticism (vs. Lucidity). Negative affectivity includes a range of negative emotions such as anxiety, depression, guilt/shame, worry, and anger, as well as their behaviors and interpersonal manifestations (APA, 2013a, p. 770). Detachment refers to avoidance of socioemotional experiences, withdrawal from interpersonal interactions, friendships, and intimate relationships, and limited experience and expression of feelings (APA, 2013a, p. 770). Antagonism reflects behaviors that lead to conflict with others, including an exaggerated sense of self-importance, an expectation of special treatment, and a callous disregard for the needs and feelings of others, which includes both ignorance of others' needs and disregard for their needs.

Mindfulness

Previous studies have indicated that Mindfulness plays a role in compulsive buying behavior. Some studies indicate that mindfulness can contribute to reducing emotional impulsivity and uncontrolled momentary thinking that may lead to compulsive buying. When a person is more aware of their emotions, thoughts, and internal motivations for buying, they can reduce impulsive responses and make more conscious decisions regarding purchases.

On the other hand, mindfulness can be a tool to help individuals control unhealthy buying habits. By increasing awareness of genuine needs and desires, a person can avoid falling into the trap that leads to purchasing unnecessary items. (Kamel, 2021., Caroline & Hanna, 2022)

A study suggests (Ali, 2017) aimed to explore mindfulness levels among King Khalid University students, uncover differences in mindfulness between genders, investigate the connection between mindfulness and psychological well-being, and assess the predictability of psychological well-being via mindfulness. The study involved 275 participants, with an average age of 20.44 years. Results showed a moderate level of mindfulness among university students. There was a significant negative relationship between mindfulness and impulsive buying, particularly in the self-awareness aspect. However, this correlation was not significant across all dimensions. Gender differences favored female students. Mindfulness was found to predict psychological well-being in female students.

While a study (Park & Dhandra, 2017) explored the link between mindfulness, impulsive buying tendencies, and emotional intelligence mediation. The study included 319 Indian participants, utilizing emotional intelligence and impulsive buying questionnaires. Findings indicated a negative relationship between mindfulness and impulsive buying, along with a positive correlation between mindfulness and emotional intelligence. Emotional intelligence components partially mediated the connection between

mindfulness and impulsive buying tendencies. On the other hand, a study indicated (Ofir & Babajide, 2017) examined peer influence on compulsive buying through social media. The survey involved 155 American social media users. Hierarchical regression demonstrated that while peer usage positively correlated with compulsive buying, effective self-presentation reduced this connection. Mindfulness moderated the relationship; higher mindfulness intensified self-presentation's inhibiting effect on compulsive buying and enhanced peer usage's positive impact on it.

A study suggests (Gupta & Verma, 2019) investigated the impact of mindfulness sessions on higher education students' compulsive consumption and life satisfaction. Mindfulness meditation courses were provided to a treatment group of 149 participants, showing significant changes in mindfulness, consumption behavior, and life satisfaction.

Objectives of the current study

The objectives of the current study were twofold: First, to identify the relationship between personality traits, mental alertness, and compulsive buying disorder among a sample of female students at King Khalid University.

2. Method

2.1. Participants and procedure

In this study, the researcher utilized a descriptive correlational methodology to achieve its objectives and address the raised questions and hypotheses. The study population consisted of female students enrolled at King Khalid University. The research sample was selected using a simple random sampling method. The final sample, which underwent assessment using the three scales, included (300) female students from King Khalid University. Their ages ranged between (18 to 28 years), with an average age is 22 years and 6 months and the defensive deviation is 2.80 years

2.2. Measures

2.2.1. personality Traits Scale (AbdulKafi, 2006)

To achieve the research objectives, the (AbdulKafi, 2006) Personality Traits Scale was employed. This scale consists of (70) items, assessing six fundamental personality traits:

Future Planning Trait: Comprising (9) items, evaluating the trait of future planning. Management Ability Trait: Consisting of (13) items, measuring the ability for effective management. Courage Trait: Comprising (16) items, assessing the trait of courage. Anxiety Trait: Made up of (12) items, measuring the trait of anxiety. Patience Trait: Comprising (8) items, evaluating the trait of patience. Optimism and Pessimism Trait: Consisting of (12) items, assessing the traits of optimism and pessimism. The scale preparer calculated the stability

2.2.2. The five-factor measure of Mindfulness :(Baer, et al. 2006)

The scale they employed consisted of a total of (39) items, which were categorized into five factors: observation (comprising 8 items), description (comprising 8 items), conscious present-moment action (comprising 8 items), non-judgmental inner experiences (comprising 8 items), and non-reactivity to inner experiences (comprising 7 items). The scale employed a five-point evaluation system, where the options were: "Applies to a very high extent" with a corresponding value of (5), "Applies to a large extent" with a value of (4), "Applies to a moderate extent" with a value of (3), "Applies to a limited extent" with a value of (2), and "Never applies" with a value of (1). After determining individual scores on the scale, color coding was applied to indicate the degrees of attainment (195).using the split half method, and the results indicated that the scale had acceptable stability.

2.2.3. compulsive buying scale: (Maraz et al., 2015)

which consists of 16 dimension frames- Lack of control over purchases, measured in terms (1-2-3). - Modify mood and measured by phrases (4-5-6-7-8-9-10)- Feelings of guilt, measured in phrases (11-12-13) - Buying things that are not many, and is measured by phrases (14-15-16) and responds to the phrases of the scale group to scale Lakert by choosing another group (I do not agree, I agree, I agree to some extent, I agree, I agree strongly) Thus, the scale scores range between (16-80) degrees, with arithmetic averages ranging between (1-5). The range is calculated by subtracting the lowest average from the highest and dividing the result by the number of target judgment categories for the level of compulsive buying (high, medium, low). The scale preparer verified the psychometric properties of the scale by applying it to a sample of 1447 visitors to shopping centers of both sexes, where an exploratory factor analysis was performed, and the results revealed the difficulty of interpreting the factors obtained due to the variety of saturated phrases. Scale Reliability and Factor Analysis Internal Consistency: High internal consistency observed between items and their respective dimensions as well as between dimensions and the overall scale, with significant correlations at levels of (0.01) and (0.001). Confirmatory Factor Analysis (CFA): Five-factor model confirmed, reflecting the multidimensional nature of mindfulness. Items loaded strongly onto their respective factors, in line with the original version's structure. Scale Stability: Strong stability coefficients calculated using Cronbach's alpha for dimensions and the overall scale, all significant at the (0.01) level.

2.3. Data analysis:

Regarding the compulsive buying scale, Marz et al., 2015 The researcher calculated the validity of the scale by applying it to a survey sample of (100) female university students, then calculating the correlation coefficients between the statements and the total dimension to which each statement belongs using the Pearson Correlation Coefficient. All statements related to the dimension to which it was generated have a statistically significant correlation coefficient at the significance level (0.01), which indicates internal consistency Reliability agreements for all measurements were acceptable, reaching between (0.92-0.62)

As for the personality and Mindfulness scale scale All statements related to the dimension to which it was generated have a statistically significant correlation coefficient at the significance level (0.01), which indicates internal consistency Reliability agreements for all measurements were acceptable, reaching between (0.89-0.61)

3. Results

Results and discussion of the first hypothesis: “There are statistically significant differences between the hypothesized mean and the arithmetic mean of the scores of a sample of female students at King Khalid University on the personality traits scale”.

Table (1) Results of innovations in scale dimensions

م	Variable	Mean	weighted mean	Std. Dev	Hypo. mean	t value	significance	Arrangement
1	Planning for the future	18.43	2.05	4.65	27	-31.96	0.00	إلى حد ما
2	Ability to	26.62	2.05	6.17	39	-34.76	0.00	إلى حد ما

	manage							
3	Courage	30.66	1.92	4.63	48	-64.87	0.00	إلى حد ما
4	Anxiety	22.61	1.88	4.34	36	-53.45	0.00	إلى حد ما
5	Patience	15.08	1.89	3.29	24	-47.01	0.00	إلى حد ما
6	Optimism and pessimism	24.76	2.06	3.82	36	-50.91	0.00	إلى حد ما
	Total Trait Scale	138.2	1.97	18.03	210	-69.00	0.00	إلى حد ما

It is also clear from the previous table that the total weighted arithmetic mean of the total (of the personality traits scale) among the study sample of female students at King Khalid University came at a score of (1.97) and a level of (to some extent), which means that it applies to a moderate degree to them.

Results and discussion of the second hypothesis: which states: which appear as “There are statistically significant differences between the hypothetical mean and the arithmetic mean of the technical grades of female students at King Khalid University on Mindfulness scale”.

Table (2) Results of innovations in scale dimensions

م	Variable	Mean	weight ed mean	Std. Dev	Hyp o. mean	t value	signi fican t	Level of agreement
1	Observation	26.25	3.28	4.72	24	8.25	0.00	Applies to a moderate extent
2	Description	25.88	3.24	6.12	24	5.32	0.00	Applies to a moderate extent
3	Behavior	25.10	3.14	5.65	24	3.37	0.00	Applies to a moderate extent
4	Judgment	26.24	3.28	5.36	24	7.25	0.00	Applies to a moderate extent
5	Interaction	21.52	3.07	5.10	21	1.78	0.08	Applies to a moderate extent
	Total Mindfulness	124.9	3.20	21.7	117	6.37	0.00	Applies to a moderate extent

As we saw in the previous table for the arithmetic analysis of the total score (to measure precise Personality Traits) among the students of the King Khalid University study, they stopped at (3.20) and the level (applied to a moderate degree.)

The results of the third hypothesis and their discussion: which states: “There are statistically significant differences between the hypothesized mean and the arithmetic mean of the scores of a sample of female students at King Khalid University on the compulsive buying scale”.

Table (3) Results of innovations in scale dimensions

m	Variable	Mean	weighted mean	Std. Dev	Hypo. mean	t value	significant	Level of agreement	Arrangement
1	Lack of control	8.32	2.77	2.81	9	-4.21	0.00	Somewhat agree	3
2	State modification	19.89	2.84	4.44	21	-4.31	0.00	Somewhat agree	2
3	Feelings of guilt	8.55	2.85	2.66	9	-2.93	0.00	Somewhat agree	1
4	Shopping	8.21	2.74	2.71	9	-5.04	0.00	Somewhat agree	4
	Total Purchasing Scale	44.97	2.81	6.45	48	-8.14	0.00	Somewhat agree	

We were also able to determine from the previous table that the comprehensive arithmetic total of the total sum (to measure comprehensive purchasing) when devising a study by female students at King Khalid University came at a resistance (2.81) and a level of (somewhat agree) which means that it applies to an average request.

Results and discussion of the fourth hypothesis: which states: “There is a correlation between personality traits and compulsive buying disorder among a sample of female students at King Khalid University”.

To study this hypothesis, the correlation coefficient (Pearson method) was calculated between the scores of personality traits and compulsive buying disorder among female students at King Khalid University, and the following table shows the results.

Table (4) of correlation coefficients between personality trait scores and compulsive buying disorder

		Planning	Capability	Courage	Anxiety	Patience	Optimism	Trait Scale
Lack of control	Pearson Correlation	-0.59	-0.87	-0.66	-0.73	-0.98	-0.99	-0.99
State modification	Pearson Correlation	-0.80	-0.88	-0.74	-0.97	-0.64	-0.73	-0.55

Feelings of guilt	Pearson Correlation	-0.61	-0.72	-0.66	-0.67	-0.77	-0.88	-0.75
Shopping	Pearson Correlation	0.70	-0.62	-0.74	-0.77	-0.97	-0.64	-0.55
Total buing Scale	Pearson Correlation	-0.61	-0.95	-0.83	-0.71	-0.91	-0.73	-0.83

It is clear from the results of the previous table that there is a statistically significant (inverse) correlation at the level (0.05) or less, between the purity of the personal names scale (all dimensions and the total score), and the disorder of bright buying (all dimensions and the total score), and the values of the correlation agreements were identified between (-0.99, -0.55)

The results of the fifth hypothesis and their discussion: “There is a correlation between careful Personality Traits and compulsive buying disorder among female students at King Khalid University”.

To study this assumption, the harmonic agreement was calculated (by Pearson's method) between Personality Traits control and compulsive buying disorder among female students at King Khalid University, and the results are shown in the following table.

Table (5) Correlation agreement between study concentration and buy-out disorder

		Lack of control	State modification	Feelings of guilt	Shopping	Total Purchasing Scale
Observation	Pearson Correlation	-0.70	-0.84	-0.63	-0.62	-0.60
Description	Pearson Correlation	-0.83	-0.83	-0.54	-0.58	-0.66
Behavior	Pearson Correlation	-0.84	-0.82	-0.83	-0.81	-0.91
Judgment	Pearson Correlation	-0.70	-0.78	-0.73	-0.62	-0.69
Interaction	Pearson Correlation	-0.74	-0.82	-0.73	-0.74	-0.62
Total Mindfulness	Pearson Correlation	-0.64	-0.65	-0.61	-0.73	-0.77

It is clear from the results of the previous table that there is a statistically significant (inverse) correlation at the level (0.05) or less, between the cleanliness of the internal concentration scale (all dimensions and the total score), and the ambiguous buying disorder (all dimensions and the total score), and the values of the correlation agreements were distinguished between (-0.91, -0.54.)

The results of the sixth disorder and their discussion: which appear on “Both personality traits and mindfulness to predicting compulsive buying among female students at King Khalid University”.

This was based on the hypothesis used in the multiple linear regression analysis (multiple regression) using the log method. Minor purchases were predicted from: the total score of the personal traits and mental alertness, and the results of that are explained in the following table.

Table (6): Minimal regression analysis for predicting compulsive buying from the total score of Personality Traits and the total score of pathological symptoms

Models	Independent Variable	Dependent Variable	Unstandardized Coefficients	Std. Error	Standardized Coefficient	t	sig.	R	R Square
1	Constant	compulsive buying	3.76	0.48		7.81**	0.00	0.83	0.69
	Personality Traits		0.35	0.00	0.99	102.9**	0.00		
2	Constant	compulsive buying	8.30	0.34		24.29**	0.00	0.77	0.59
	mindfulness		0.29	0.00	0.99	108.9**	0.00		

It was indicated from the previous table that the value (t) of the model is significant at the level (0.01), and the first model indicates that personal names are the best of the two variables in predicting compulsive buying, as the construction of the first model shows that about (69%) of the variance of compulsive buying can be interpreted in light of personal personalities, then comes a model of mindfulness, while the second model also explains it (59%).

The predictiveness of compulsive buying through personality traits can be written as follows:

$$\text{Compulsive buying} = 3.76 (- 0.69) (\text{personality traits})$$

Personal purchasing planning can also be planned through a careful monitoring process as follows:

$$\text{Compulsive buying} = 8.30 (-0.59) (\text{mindfulness})$$

4. Discussion

The results revealed the validity of the first hypothesis study of derbsgy 2015. The results showed a statistically significant relationship at the 0.01 level between compulsive buying disorder and several other psychological disorders (generalized anxiety, depression, obsessive-compulsive disorder, panic anxiety, somatization, paranoia, aggression) among female students. The study of Al-Banna, Moawad, and Mutawa (2016) showed The results indicated a strong significant correlation between compulsive buying disorder and study variables, including depression, at a significance level of 0.01.

The results revealed the validity of the second hypothesis, as it can be concluded from the results that the level of mindfulness among the current research sample of female students at King Khalid University in general can be described as high.

This result means that female students at King Khalid University in the research sample show a higher level of mindfulness compared to the hypothesized mean. This can be explained by the fact that the university environment or the conditions of the current research have a positive effect on the mindfulness of female students. Academic achievement and social interactions may play a role in this increase in alertness.

Since mindfulness is a state of awareness of experiences existing “here and now,” and focusing Personality Traits on the present moment without making prior judgments about it (Kabat-Zinn, 2003), this leads to momentary awareness of the surrounding events and developments in the university environment. The current research results align with the Welding and Aggression study (2022), which employed the same scale used in this current research. The study indicated that university students experience moderate levels of mental alertness. Similarly, the Abdellatif study (2019) found moderate levels of mindfulness among a sample of university students in the Arab Republic of Egypt, attributing this result to the social challenges affecting university students and the high academic requirements that preoccupy them.

Various factors affecting the level of mindfulness have been explored in previous studies, including psychological, social, and environmental factors such as psychological stress, sleep, nutrition, physical exercise, and mental health care. This highlights the importance of considering multiple factors when assessing the level of mindfulness among university students (Katherine H., 2017; Lovato & Lack, 2010; Weare, 2013).

Furthermore, the current findings also align with studies by Behnsawi (2020) and Almuammar and Abd (2018), indicating that university students possess a high level of mental alertness. This variation might be due to the influence of environmental upbringing as well as the learned skill that can be enhanced through daily life practice (Park, Reilly, & Gross, 2013). These studies emphasize the significance of various factors in evaluating the level of mindfulness among university students.

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Based on the findings of the current research, the third hypothesis has been verified, as the study found that female students moderately exhibit compulsive buying behavior, with an average score on the compulsive buying scale indicating moderate levels. The current research sample of female students showed a higher inclination towards 'purchase enjoyment', ranking first in availability, whereas 'compulsive behavior' ranked fifth and last in terms of availability among the study's female participants.

This can be interpreted in accordance with the study by Tao et al. (2022), where individuals who adopt a personal approach in their purchasing process and rely on trusted individuals for information and recommendations tend to be less susceptible to the influence of media advertising and social pressures during the purchasing process. It was found that individuals following this pattern in their purchasing tend to exert control over

their purchasing process and prefer products that align with their personal needs. The personal purchasing style may also lead to overall satisfaction with purchases and avoidance of unnecessary buying

The researcher explains that female students possess the ability to regulate the emotions they experience, exercise self-control, and avoid excessive purchasing and shopping without necessity. This also suggests that female students are aware that compulsive buying leads to financial distress and hampers their academic performance. Furthermore, the female students do not seem concerned about owning or purchasing specific items without deriving benefit from them, indicating that their purchasing behavior is based on necessity.

The mentioned results confirm the validity of the fourth hypothesis, indicating a statistically significant inverse relationship between mindfulness scores (across all dimensions and total score) and compulsive buying (across all dimensions and total score). These findings suggest that students with higher mindfulness scores tend to exhibit less compulsive buying behavior, while those with lower mindfulness scores are more inclined towards compulsive buying.

The impact of mindfulness on compulsive buying behavior can be explained by considering mindfulness as an individual's capacity to make decisions and its role in modifying behavior and perception of surrounding events. It enables the ability to make appropriate decisions as a controller against compulsive behaviors, particularly those that are harmful, by working on self-regulating emotions, feelings, and thoughts (Shamis, 2022).

One of the fundamental characteristics of mindfulness involves awareness of internal and external factors surrounding individuals, including awareness of their feelings, thoughts, and behaviors (Salahat & Al-Zaghloul, 2018). Individuals focus their Personality Traits on gaining more control and power over different aspects of life, as concentrated focus on mindfulness enhances work performance, academic endeavors, social life, and leisure activities (Abu Ghali, 2021). Al-Hashim (2017) highlighted that mindfulness consists of three components: intention, Personality Traits, and direction, which are intertwined components impacting compulsive behaviors through a simultaneous process.

The current research aligns with previous studies such as Han (2014), which investigated the negative impact on compulsive buying and the interactive effect of negative influence based on the level of mental alertness. Han's findings indicated that consumers who are in a state of high mindfulness pay Personality Traits to every minute of the experience and activate their coordinating function, ultimately restricting habitual and reflexive responses, such as compulsive buying.

Additionally, it agrees with studies by Park & Dhandra (2017), Williams and Grisham (2021), who concluded that mindfulness positively influences consumer purchasing behaviors, particularly in regard to compulsive buying.

Moreover, it also aligns with the study by Kaytaz Yiğit (2020), which identified an inverse relationship between compulsive buying and mental alertness, suggesting that the presence of mindfulness reduces compulsive buying behaviors

These conclusions point towards the importance of mindfulness in controlling impulsive behaviors and highlight how it impacts decision-making, emotional regulation, and overall self-awareness.

The researcher recommends conducting further research that involves counseling programs to enhance mental alertness and reduce symptoms of compulsive buying among female university students.

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Conflicts of interest

The authors declare that no conflicts of interest related to that work

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