

Psychological Motivations and Compulsive Buying : A Study of Consumers in Delhi

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Abstract

Compulsive buying behavior is an important area of research in consumer behavior research. The importance of studying this behavior lies in its nature as a negative aspect of consumer behavior. Negative aspects of consumer behavior are necessary to study since they may provide guidelines to policy makers to combat and reduce their impact. Such studies can also contribute to the society's well being. The study examines the psychological motivations that lead to consumers' compulsive buying behavior. Responses of 200 respondents from Delhi were collected by using a structured questionnaire. Convenience sampling was used to reach out to the respondents. Both primary and secondary sources were used to achieve the objectives of the study. ANOVA, factor analysis, and correlation analysis were applied on the collected data to draw significant results. The present study confirms that consumers are strongly influenced by their role models and indulged in compulsive buying behaviour. Individuals who are high in public self-consciousness are quite aware about their public image and use luxury goods to enhance their stature in the society. Materialistic individuals often relate possessions of goods to happiness and thus indulge in compulsive buying behavior. It was also found that there is no relationship between gender and compulsive buying.

Keywords: psychological motivations, compulsive buying, consumer behaviour, materialistic possessions, role models, social standing

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Consumer behavior includes all aspects of purchasing, consuming, and the evaluation process. Research works have indicated that some consumers indulge in buying as a leisure activity, some others are indulged as per necessity, and there are others who are literally “born to shop”. Numerous studies have been carried out on consumer behavior. Compulsive buying behavior has been an attraction for researchers as it is attributed to the fact that it is a negative aspect of consumer behavior. There is a need to examine the negative aspects of consumer behavior since it may provide guidelines to policy makers to combat and reduce its impact. Such studies can also contribute to the well being of the society. Compulsive buying is the response to an uncontrollable drive or desire to obtain a substance or experience that will ultimately cause harm to the individual. The drive or motivation is not functional, rather, it is psychological. Such a tendency can lead to negative economic and psychological results. To compensate for unhappy events and low self-esteem, the consumers indulge themselves in compulsive buying practices. With the increase in disposable income and mall-culture lifestyle, there is a rapid increase in compulsive buying behavior. Studies suggest that demographic, social, and psychological variables have a considerable impact on the consumers' compulsive buying tendencies (Roberts, 1998; Roberts, 2000; Dittmar, 2005a, 2005b). The present paper attempts to examine the demographic and psychological factors that influence the compulsive buying behavior of consumers in Delhi.

Review of Literature

↳ **Compulsive Buying :** Compulsive buying is a dysfunctional consumer behavior. Compulsive buying is a chronic, repetitive activity that is a result of negative events or feelings (Faber & O'Guinn, 1992). Faber and O'Guinn (1989) observed that consumers are unable to stop or moderate their behavior. The researchers associated compulsive buying behavior with low self-esteem. Krueger (1988) also mentioned that compulsive buyers are very conscious about their looks, and they try to please others. Compulsive buyers do not purchase a product for its functional purpose; rather, they achieve delight through the buying process itself (Krueger, 1988; Faber & O'Guinn, 1989).

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↳ **Demographic Factors:** Faber and O'Guinn (1989) and Dittmar (2005b) examined the relationship between demographic variables and compulsive buying. Studies found that females indulge more in compulsive buying than males. They also pointed out that age and compulsive buying are negatively correlated. Higher level of compulsive buying was also reported among young consumers.

↳ **Materialistic Factors :** Materialism has been defined as “the importance a person places on possessions and their acquisition as a necessary or desirable form of conduct to reach desired end states, including happiness” (Richins & Dawson, 1992). Materialistic values have three aspects:

- a) Centrality of possessions in an individual's life,
- b) Use of possessions to judge the success of others and oneself,
- c) Belief that possessions and their acquisition lead to happiness and life's satisfaction.

Boundy (2000) opined that compulsive buyers are raised in families which give importance to materialistic objects. In such families, problems are solved by material gratification. They confuse emotional needs with material needs, and thus they relate materialistic possessions with well-being. Dittmar (2005a) and Kyrios, Frost, & Steketee (2004) also observed that through acquiring materialistic goods, the compulsive shoppers wish to achieve higher status. Studies also suggested materialism as the antecedents of compulsive buying. Materialistic individuals use shopping as a strategy to derive happiness and satisfaction. Compulsive buying is featured by the drive to be an “ideal self” through material goods. Wong (1997) in her study suggested that materialism and public self-consciousness were positively related.

↳ **Public Self-consciousness :** An acute sense of self-awareness is self-consciousness (Lipka & Brinthaup, 1992). It is pre-occupation with oneself. Self-conscious people are excessively conscious about their appearance and behavior. Psychologists have differentiated between the two types of self-consciousness, private and public. Private self-consciousness is an attitude to analyze and introspect one's inner self and feelings. Public self-consciousness is an awareness of the self as it is viewed by the society.

Fenigstein, Scheier, and Buss (1975) defined public self-consciousness as the individual's awareness of self as a social object. This kind of behavior can result in self-monitoring and social anxiety. All individuals tend to develop an image of themselves which they present to others, that is, a public self (Tunnell, 1984). Scheier (1980) found that individuals high in public self-consciousness are more anxious to make an impression in social situations and are more aware of their actions and behavior. Burnkrant and Page Jr. (1982) found in their research that individuals with high public self-consciousness are more inclined to consume consumer goods to create favorable impressions in society. They are much concerned about their social identities and focus on gaining approval and avoiding disapproval (Doherty & Schlenker, 1991). Such individuals are more fashion-conscious and use apparels and make-up to influence their public image (Miller & Cox, 1982).

Tunnell (1984) observed that individuals with high public self-consciousness showed high level of social needs which they satisfy by social interaction. These individuals also exhibited higher level of anxiety and low self-esteem, so it was suggested that consumers who have high public self-consciousness are high in materialism and are more involved in compulsive buying as a way to acquire socially conspicuous consumption products so as to satisfy their need for social recognition. Burnkrant and Page Jr. (1982) proposed that public self-consciousness should be considered as a segmentation variable for consumer products and should also be used to identify consumers who might choose such products for creating an impression. Grubb and Grathwhohl (1967) mentioned that purchase, use, and display of products are utilized to communicate symbolic meanings to the individuals and to others.

↳ **Role Model Influence :** Researchers have utilized social learning theory to understand the consumer- decision making. Bandura (1978) employed social learning theory to elaborate the process which consumers learn to emulate or “model” the attitudes, behaviors, and skill of others. Each individual is exposed to a number of “models” from which they can learn and adopt behavior and attitudes. The models vary in terms of the degree of impact they have on the individual. The models which are most influential are labeled as “Role models” (Mitchell, Jones, & Krumboltz, 1979). Bandura (1978) suggested that a role model is any individual that comes into contact with a consumer, directly or indirectly, and influences the consumer's consumption-related decisions and actions. Studies indicate that the direct

role model and the vicarious role model affect the behavior and attitudes of the consumer. Brown and Mann (1991) showed that direct role models, parents, significantly influence the decision making of consumers. Lockwood and Kunda (1997) mentioned that, “individuals of outstanding achievement can serve as role models to others” and can motivate the consumers to adopt specific lifestyles and behaviors. Television or film stars and sportsmen can be categorized as vicarious role models. Bandura (1978) concluded that the vicarious role models are able to influence consumer attitudes and behaviors without directly contacting or meeting the real consumer.

Objectives of the Study

- ↺ To examine the impact of age and gender on compulsive buying behaviour.
- ↺ To analyze the effect of materialism on compulsive buying behaviour.
- ↺ To understand the relation between public self-consciousness and compulsive buying behaviour.
- ↺ To study the relation between role model influence and compulsive buying behaviour.

Hypotheses

- ↺ **H₀1: Age is negatively related to compulsive buying behaviour.**
- ↺ **H₀2: Females indulge more in compulsive buying behaviour.**
- ↺ **H₀3: Materialism is positively related to compulsive buying behaviour.**
- ↺ **H₀4: Public self-consciousness is positively related to compulsive buying behaviour.**
- ↺ **H₀5: There is no impact of role model influence on compulsive buying behaviour.**

Research Methodology

The study was conducted in Delhi. For collecting the primary data, 200 sample consumers agreed to fill their responses in a structured questionnaire. Convenience sampling was used to reach out to the respondents. To measure the financial and psychological aspects of compulsive buying, a scale originally developed by Valence, d’Astous, and Fortier

Table 1: Sample Profile			
	Demographics	Frequency	Percentage
Gender	Male	96	48
	Female	104	52
	Total	200	100
Age	20-30 years	130	65
	30-40 years	53	26.5
	40-50 years	4	2
	50-60 years	7	3.5
	60 years and above	6	3
	Total	200	100
Income	Graduation	166	83
	Post- Graduation	28	14
	Ph.D	6	3
	Total	200	100
Occupation	Government Employee	16	8
	Private Employee	124	62
	Self Employed	12	6
	Unemployed	48	24
	Total	200	100

Source : Primary data

(1988) and later modified by d'Astous, Maltais, and Roberge (1990) was used. A total of 13 items were measured on a five-point Likert scale. The study was conducted in the month of December 2012 to January 2013. The Table 1 depicts the demographic profile of the respondents.

Data Analysis and Interpretation

Reliability analysis was employed to assess the internal consistency of each latent variable. The Table 2 exhibits the Cronbach's alpha for the four variables which ranged from .719 to .836. For analyzing the data, the 13 response items of compulsive buying were subjected to a factor analysis using the principal component analysis method. The KMO was measured at .572 (Table 3). Using the criteria of an Eigen value greater than 1, four clear factors emerged, accounting for 63.72% of the total variance (Table 4). As in common practice, a Varimax rotation with Kaiser Normalization was performed to achieve a simpler and theoretically more meaningful factor solution. It is clear from the factor loadings (as highlighted in Table 5) that four clear factors emerged. These four factors represent the

Scale	Cronbach Alpha Score
Compulsive Buying	.719
Materialism	.729
Public- Self Consciousness	.744
Role Model Influence	.836
Source : Primary Data	

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.572
Bartlett's Test of Sphericity	Approx. Chi-Square	791.616
	Df	78
	Sig.	.000
Source : Primary Data		

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.177	24.438	24.438	3.177	24.438	24.438	2.478	19.062	19.062
2	2.048	15.752	40.190	2.048	15.752	40.190	2.325	17.888	36.950
3	1.831	14.087	54.277	1.831	14.087	54.277	2.164	16.644	53.594
4	1.228	9.443	63.720	1.228	9.443	63.720	1.316	10.126	63.720
5	.871	6.697	70.417						
6	.849	6.530	76.948						
7	.659	5.071	82.019						
8	.612	4.709	86.728						
9	.520	3.997	90.725						
10	.454	3.495	94.219						
11	.288	2.218	96.437						
12	.271	2.088	98.525						
13	.192	1.475	100.000						
Extraction Method: Principal Component Analysis.									
Source : Primary Data									

Table 5: Rotated Component Matrix

ITEMS	Component				
	1	2	3	4	
When I have money, I cannot help but spend a part or whole of it.	C1	.756	-.025	-.132	-.011
I am often impulsive in my buying behavior.	C2	.841	-.009	.007	.090
For me, shopping is a way of beating the stress of my daily life and of relaxing.	C3	.037	-.097	.843	.116
I sometimes feel that something inside pushed me to go shopping.	C4	.421	.272	.469	-.119
There are times when I have strong urge to buy (clothing, books, etc.).	C5	.480	-.305	.489	.126
At times, I have felt somewhat guilty after buying a product, because it seemed unreasonable.	C6	.342	.647	-.394	.076
There are some things I buy that I do not show to anybody for fear of being perceived as irrational in my buying behavior (a foolish expense).	C7	-.076	.691	.045	-.274
I often have an unexplainable urge, a sudden and spontaneous desire, to go and buy something from a store.	C8	-.168	.162	.730	-.099
As soon as I enter a shopping center, I have an irresistible urge to go into a shop to buy something.	C9	.298	.359	.202	-.597
I am one of those people who often respond to direct mail offers (eg. Books, apparels, accessories).	C10	.215	.185	.103	.838
I have often bought a product that I did not need, while knowing that I have very little money left.	C11	.463	.560	.133	.207
I am a spendthrift.	C12	.521	.300	.450	-.247
I have sometimes thought "If I had to do it over again, I would....." and felt sorry for something I have done or said.	C13	-.137	.812	.126	.109

Source : Primary Data
 Extraction Method: Principal Component Analysis
 Rotation Method: Varimax with Kaiser Normalization
 Rotation converged in 5 iterations.

dimensions of compulsive buying behavior. As depicted in the Table 5, Factor 1 represents the spending pattern of the buyers; therefore, the Factor 1 is named as “Spendthrifts”. It includes items such as “when I have money, I cannot help but spend a part or whole of it,” “I am often impulsive in my buying behavior,” and “I am a spendthrift”. Factor 2 is related to the impulsive behavior of the consumers; it is therefore labeled as “Impulsive dimension”. These dimensions are “I have sometimes thought 'if I had to do it over again, I would...' and felt sorry for something I have done or said,” “I have often bought a product that I did not need, while knowing that I have very little money left,” “At times, I have felt somewhat guilty after buying a product, because it seemed unreasonable,” and “There are some things I buy that I do not show to anybody for fear of being perceived as irrational in my buying behavior (a foolish expense)”.

The Factor 3 relates to the reactive consumers who responded to direct mail promotion of books etc., and it is labeled as the “Responsive dimension”. It includes the dimensions such as “I often have an unexplainable urge, a sudden and spontaneous desire, to go and buy something from a store,” “For me, shopping is a way of facing the stress of my daily life and relaxing,” “I sometimes feel that something inside pushed me to go for shopping,” and “There are times when I have a strong urge to buy (clothing, books, etc.)”. The Factor 4 represents the factors which reduce the psychological tensions, and it is labeled as the “Anxiety dimension”. It includes the dimensions such as “I am one of those people who often respond to direct mail offers (eg. books, apparels, accessories)”.

To measure the impact of age and gender on compulsive buying behaviour, the correlation technique was used. The

Table 6: Correlation between Compulsive Buying Behaviour and Age

		AGE	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	C13
AGE	Pearson Correlation	1	-.031	.088	.230**	.246**	.147*	-.054	.024	-.013	-.020	.127	.031	.089	.135
	Sig. (2-tailed)		.662	.217	.001	.000	.038	.447	.735	.857	.781	.073	.662	.211	.057
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200

Source : Primary data

Table 7: Correlation between Compulsive Buying Behaviour and Gender															
	Gender	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	C13	
Gender	Pearson Correlation	1	-.093	-.030	.171*	.187**	.175*	.161*	.251**	-.044	.337**	-.153*	.039	.265**	.004
	Sig. (2-tailed)		.195	.675	.015	.008	.013	.023	.000	.535	.000	.030	.588	.000	.951
	N	200	200	200	200	200	200	200	200	200	200	200	200	200	200

(Source : Primary data)

*Correlation is significant at the 0.05 level

**Correlation is significant at the 0.01 level

Table 8: Correlation between Compulsive Buying Behaviour and Materialism														
		C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	C13
M1	Pearson Correlation	-.051	-.020	-.058	.322**	.069	.298**	.351**	-.034	-.042	.092	.233**	.138	.166*
	Sig. (2-tailed)	.481	.776	.412	.000	.331	.000	.000	.632	.554	.193	.001	.051	.019
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
M2	Pearson Correlation	-.054	.151*	.036	.039	.003	.005	.128	.003	.355**	-.323**	.046	.220**	-.080
	Sig. (2-tailed)	.454	.033	.617	.585	.963	.939	.070	.971	.000	.000	.517	.002	.259
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
M3	Pearson Correlation	-.050	-.243**	-.197**	.053	-.128	.399**	.524**	-.118	-.059	.071	.112	.043	.232**
	Sig. (2-tailed)	.487	.001	.005	.456	.071	.000	.000	.097	.410	.319	.114	.546	.001
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
M4	Pearson Correlation	.130	.062	-.113	.153*	-.178*	.581**	.527**	-.107	-.053	.168*	.274**	.086	.312**
	Sig. (2-tailed)	.070	.380	.110	.030	.012	.000	.000	.133	.454	.017	.000	.223	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
M5	Pearson Correlation	.166*	-.029	.037	.268**	.065	.154*	.312**	.066	-.052	.098	.236**	.119	.165*
	Sig. (2-tailed)	.020	.683	.602	.000	.357	.029	.000	.355	.463	.169	.001	.094	.019
	N	196	200	200	200	200	200	200	200	200	200	200	200	200

Source : Primary data

**Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

Table 6 shows the correlation between age and the 13 items of compulsive buying behaviour. Since in case of majority of attributes of compulsive buying, the significant level is greater than .05, we accept the null hypothesis (H_0) that age is negatively related to compulsive buying. In other words, the lower the age of the respondents, the higher was the compulsive buying and vice versa. Young consumers relieve their stress by indulging in compulsive buying behaviour. They feel more satisfied. This supports the results obtained by Dittmar (2005b) in his study.

The Table 7 exhibits the correlation between gender and compulsive buying behaviour. In this case, for a majority of the attributes of compulsive buying, the significant level is lower than .05, thus we reject the null hypothesis (H_0) that females indulged more in compulsive buying. In other words, gender does not affect the compulsive buying behaviour as it was observed that both male and female respondents equally indulged in compulsive buying behaviour. The effect of materialism, public self-consciousness, and role model influence on compulsive buying behaviour was also analyzed by using the correlation technique. The Table 8 shows the correlation between materialism and compulsive buying behaviour. Since in case of majority of attributes of compulsive buying, the significant level is greater than .05, we accept the null hypothesis (H_0) that materialism is positively related to compulsive buying. Dittmar (2005a) and Kyrios, Frost, and Steketee (2004) found a relation between materialism and compulsive buying. They mentioned in their study that by consumption of materialistic goods, compulsive buyers feel

Table 9: Correlation between Compulsive Buying Behaviour and Public self-consciousness

		C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	C13
PS1	Pearson Correlation	-.019	-.138	-.250**	.377**	.061	.234**	.118	-.152*	.060	.275**	.370**	-.112	.248**
	Sig. (2-tailed)	.788	.051	.000	.000	.393	.001	.095	.031	.398	.000	.000	.115	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
PS2	Pearson Correlation	.154*	-.046	.055	.305**	-.054	.195**	.241**	-.001	-.115	.383**	.286**	-.029	.386**
	Sig. (2-tailed)	.031	.515	.439	.000	.444	.006	.001	.988	.105	.000	.000	.680	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
PS3	Pearson Correlation	.094	-.071	-.030	.260**	.173*	.218**	.023	.020	.037	.360**	.379**	.064	.259**
	Sig. (2-tailed)	.190	.318	.671	.000	.014	.002	.748	.781	.606	.000	.000	.370	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200
PS4	Pearson Correlation	-.003	-.139	-.254**	.163*	-.096	.250**	.125	-.275**	.209**	.015	.310**	.095	.380**
	Sig. (2-tailed)	.967	.050	.000	.021	.177	.000	.079	.000	.003	.838	.000	.182	.000
	N	200	200	200	200	200	200	200	200	200	200	200	200	200

Source : Primary Data

**Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

Table 10: Correlation between Compulsive Buying Behaviour and Role Model Influence

		C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	C13
RL1	Pearson Correlation	.232**	.227**	.034	.437**	.303**	.279**	.039	-.003	.191**	.650**	.566**	.356**	.311**
	Sig. (2-tailed)	.001	.001	.635	.000	.000	.000	.586	.963	.007	.000	.000	.000	.000
	N	196	200	200	200	200	200	200	200	200	200	200	200	200
RL2	Pearson Correlation	.046	.051	-.076	.340**	.041	.275**	.080	.042	.187**	.486**	.622**	.246**	.282**
	Sig. (2-tailed)	.526	.472	.283	.000	.568	.000	.263	.556	.008	.000	.000	.000	.000
	N	196	200	200	200	200	200	200	200	200	200	200	200	200

Source : Primary Data

**Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

happy and they wished to achieve a higher status in society. The Table 9 demonstrates the relation between compulsive buying behaviour and public self-consciousness. Since in this case, for a majority of the attributes of compulsive buying, the significant level is greater than .05, we accept the null hypothesis (H_0) that public self-consciousness is positively related to compulsive buying. This result is in harmony with the findings of Tunnell (1984), who mentioned that individuals who have high public self-consciousness are more conscious regarding their social identity and thus indulge themselves in conspicuous consumption to get social recognition and attention. The Table 10 depicts the relation between role model influence and compulsive buying behaviour. The majority of the attributes indicate that the significant level is lower than .05. So, we reject the null hypothesis (H_0) and conclude that there is strong influence of role model influence on compulsive buying behavior.

The Table 11 shows the analysis of variance (ANOVA) performed on the basis of age and gender. The results indicate that C1, C2, C3, C4, C8, C10, M2, PS1, PS3, RL2, and PS4 are the significant items on the basis of age. This shows that there was a significant variance in the responses of the respondents. In other words, age is an important factor in case of compulsive buying behavior. Further, the ANOVA on the basis of gender indicates that C7, C9, C12, M5, and PS4 are the only significant items out of 24 items of the study. This points out that the gender of the respondent did not have a significant impact on the compulsive buying behavior. This analysis also supports the correlations as indicated in the Tables 6 and 7.

Table 11: ANOVA Table

Statements		Age Gender			
		F	Sig.	F	Sig.
When I have money, I cannot help but spend a part or whole of it.	C1	4.292	.002	1.691	.195
I am often impulsive in my buying behavior.	C2	3.946	.004	.177	.675
For me, shopping is a way of beating the stress of my daily life and of relaxing.	C3	6.097	.000	5.989	.015
I sometimes feel that something inside pushed me to go shopping.	C4	3.968	.004	7.152	.008
There are times when I have strong urge to buy (clothing, books, etc.).	C5	2.290	.061	6.235	.013
At times, I have felt somewhat guilty after buying a product, because it seemed unreasonable.	C6	1.562	.186	5.264	.023
There are some things I buy that I do not show to anybody for fear of being perceived as irrational in my buying behavior (a foolish expense).	C7	3.315	.012	13.285	.000
I often have an unexplainable urge, a sudden and spontaneous desire, to go and buy something from a store.	C8	4.784	.001	.387	.535
As soon as I enter a shopping center, I have an irresistible urge to go into a shop to buy something.	C9	2.368	.054	25.295	.000
I am one of those people who often respond to direct mail offers (eg. books, apparels, accessories).	C10	3.999	.004	4.777	.030
I have often bought a product that I did not need, while knowing that I have very little money left.	C11	2.239	.066	.294	.588
I am a spendthrift.	C12	3.250	.013	14.972	.000
I have sometimes thought "If I had to do it over again, I would....." and felt sorry for something I have done or said.	C13	2.849	.025	.004	.951
I admire people who own expensive homes, cars, and clothes.	M1	2.051	.089	1.051	.307
I try to keep my life simple as far as possessions are concerned.	M2	4.427	.002	2.175	.142
It sometimes bothers me quite a bit that I can't afford to buy all things I'd like.	M3	.985	.417	.869	.352
I like to buy fashionable clothes and jewelry to impress my social circle.	PS1	4.107	.003	.007	.934
I like to buy the dresses worn by my favorite actor/actress.	RL1	1.463	.215	.002	.965
My life would be better if I owned certain things I don't have (eg. iphone, luxury car).	M4	3.023	.019	1.348	.247
I like to own things that impress people.	PS 2	1.298	.272	.391	.532
I like a lot of luxury in my life.	M5	2.095	.083	9.092	.003
In social gatherings, I usually talk about the things I have purchased recently.	PS 3	5.381	.000	.493	.484
I imitate the looks of my role model.	RL 2	4.992	.001	.151	.698
When I go for a party, I am quite concerned about my looks, apparels, and accessories.	PS 4	4.148	.003	25.513	.000

Source : Primary DZata

Conclusion

This research examines the impact of materialism, public self-consciousness, and role model influence on compulsive buying behavior. The findings of this research are consistent with the findings of the existing literature and add the Indian perspective to the same.

Results of this research confirm that consumers are strongly influenced by their role models and indulged in compulsive buying behaviour. Similar findings were reported by Bandura (1978) and Brown and Mann (1991). It was also found that public self-consciousness is positively related to compulsive buying. This result is in harmony with the findings of Tunnell (1984), who mentioned that individuals who have high public self-consciousness are more conscious regarding their social identity and thus indulged in conspicuous consumption to get social recognition and attention. Individuals who are high in public self-consciousness are quite aware about their public image and use luxury goods to enhance their stature in society.

Materialistic individuals often relate possession of goods to happiness and thus indulge in compulsive buying behavior. This supports the findings of Alex and Raveendran (2011), who pointed that materialism is positively associated with compulsive buying behaviour. The findings of the present study show that there is no relationship between gender and compulsive buying. This proves that gender does not affect the compulsive buying behaviour, and

both males and females equally indulged in compulsive buying behaviour. However, this finding is inconsistent with the existing literature, where studies like the ones by Faber and O'Guinn (1989) and Dittmar (2005b) found that females indulged more in compulsive buying than males. Also, the present study supports the findings of Faber and O'Guinn (1989) and Dittmar (2005b) as they also pointed out that age and compulsive buying are negatively correlated. In case of the present study, this can be attributed to the fact that around 65% of the respondents were in the age group of 20-30 years, and shared the same psychological characteristics, irrespective of their gender. Therefore, the lower the age of the respondents, the higher is the compulsive buying and vice versa. Indulging in compulsive buying behavior acted as a stress buster for the young consumers.

Managerial Implications and Scope for Future Research

The present study was carried out in the metropolitan area of Delhi. The findings can be generalized for other areas as well. Marketers can use the findings of the present study to further improve their marketing strategies. Role models can be incorporated in their advertisements, which will help brands to enhance their brand image and boost the sales of their products. Since a majority of the consumers surveyed displayed compulsive buying behaviour, marketers can use this finding and ensure that their products are displayed at prominent places (to attract the consumers; especially young consumers), and they should make the products visually more appealing. Marketers should concentrate on positioning their brands as status symbols, since consumers with high materialistic and public self-consciousness attributes are likely to purchase such products. Such purchases will enhance their public image and social identity. Similar research works can be carried out to find the negative consequences of compulsive buying behaviour. Studies can also focus on specific product category such as apparels, cosmetics, and gadgets.

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