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## DEDICATION

I dedicate this project to my parents who are always there for me and who stood with me through thick and thin, who taught me:

**“Walk on a rainbow trail,**
**Walk on a trail of songs,**
**And all about u**
**Will be beauty.**
**There is a way out**
**Of every mist,**
**Over a rainbow trail.”**

Thank you for always being so loving and caring.
I also want to dedicate this to all my teachers for being so helpful in the entire period of my bachelors and for being someone I can always go to rely on, who taught me:

**“Constant hard work leads to success”**

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## ABSRTACT

Consumer compulsive buying is an important area of inquiry in consumer behavior research. Compulsive buying is a chronic, repetitive purchasing that becomes a primary response to negative events or feelings. This paper aims at determining the compulsive buying behavior among the genders. The main objective of this research is to check that The level of compulsive buying on Individual components: tendency to spend, frequency of shopping and spending, feelings about and experienced while shopping, impulsivity while shopping, in the sense of unplanned purchasing , post-purchase guilt, and dysfunction surrounding spending among women is higher than that men. The research is conducted through the use of questionnaire for measuring compulsive buying among genders by taking sample of 100 respondents. The results were examined by taking mean and it is found that women's level of compulsive buying is higher than that of men.

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# CHAPTER 1
# INTRODUCTION

This chapter will give a concise preface of the research paper. It includes the research area, the significance and the need for the research and finally the outcomes of this research.

## BACK GROUND AND SIGNIFICANCE

### COMPULSIVE BUYING

Compulsive buying has been defined as a "chronic, repetitive purchasing that becomes a primary response to negative events or feelings" (O'Guinn and Faber, 1992). In time, such a tendency implies negative economical and psychological consequences (O'Guinn and Faber, 1989).

Compulsive buying is an abnormal form of consumer spending which afflicts many individuals who, as a result, often find themselves in deep debt. Compulsive buying is a phenomenon that has been examined only recently by the psychological community, economists, and consumer behavior researchers. It is an abnormal form of shopping and spending in which the afflicted consumer has an overpowering, uncontrollable, chronic and repetitive urge to shop and spend, compulsive spending characteristically functions as a means of alleviating negative feelings of stress and anxiety. As opposed to impulsive buying, where a consumer makes an unplanned purchase (usually of a relatively inexpensive nature), compulsive buying typically leads to severe negative consequences, particularly serious financial debt, and at the extreme point where the process

of shopping and spending becomes addictive, severely disrupts the consumer's daily life.

Compulsive buying has been variously defined in recent research. Some authors (Rook, 1987; Rook and Hoch, 1985; Weinberg and Gottwald, 1982) explore impulse buying in terms of what may be more appropriately conceptualized as compulsive purchasing behavior because of similarities in traits and symptoms to obsessive-compulsive behavior, particularly a lack of impulse control. Two other groups of consumer researchers have studied compulsive buying specifically. Faber, O'Guinn, and Krych (1987), Faber and O'Guinn (1988a, 1988b, 1989, and 1992), and O'Guinn and Faber (1987 and 1989), discuss compulsive buying as it relates to personality traits, family communication patterns, and demographic variables, and developed a diagnostic instrument for measurement and classification of compulsive versus non-compulsive buyers. Valence, d'Astous, and Fortier (1988) suggest an approach relating compulsive buying to the three forces: emotional activation, high cognitive control, and high reactivity. d'Astous (1990) models compulsive buying as a high level of the "generalized urge to buy".

D’ Astous (1990) argued that all consumers can be fitted along an “urge to buy” continuum and that those in the upper extreme of this continuum can be referred to as compulsive buyers. O'Guinn and Faber (1989) insist that any definition of compulsive buying must include two criteria:

1. The behavior must be repetitive, and
2. The behavior must be problematic for the individual.

Using these two criteria, O'Guinn and Faber (1989) defined compulsive buying as “chronic, repetitive purchasing that

becomes a primary response to negative events or feeling. The activity, while perhaps providing short-term rewards, becomes very difficult to stop and ultimately results in harmful consequences".

A compulsive buyer is an individual who experiences and routinely acts on powerful, uncontrollable urges to purchase (Edwards, 1993; Faber, 1992; Goldsmith & McElroy, 2000). Compulsive buying behavior had affected an estimated five million Americans (Dittmer, 2000) and has serious economic and psychological consequences. After years of engaging in excessive spending, compulsive buyers often accumulate unmanageable amounts of debt (Christenson et al., 1994; Faber & O'Guinn, 1988). As a result of their sizeable debts and preoccupation with purchasing an ever-increasing amount of items in spite of this debt, compulsive buyers often damage relationships with their family members and friends (Elliott, 1994; O'Guinn & Faber, 1989). Compulsive buyers typically come to experience feelings of unhappiness, guilt, shame, or embarrassment as a result of their buying behavior (O'Guinn & Faber, 1989).

The psychology of retailing has traditionally been the purview of consumer psychologists, who call the attention to aberrant forms of consumer retail behavior that are collectively referred to as "unregulated buying." These include impulse buying (Rook & Fisher, 1995) that is unplanned and spontaneous, compulsive buying (Faber & O'Guinn, 1992) that preoccupies shoppers to the point of disrupting their lives, and buying addictions (Krych, 1989) that are a form of behavioral addiction.

Gender discrimination has gained importance and states are recognizing gender roles and bridging the gap between both

genders in various fields, but the difference in the psychological behavior and actions of both genders is still there. Well men and women both are different from each other so it is not possible to change their psychological approaches or very nature. However, there is room to improve their mentality and thinking style on various aspects. Taking the case of shopping, a couple enters into a super market, not planned for shopping, what is the first thing a man will do or women will. What they will approach too? Will they do any shopping or just come out after a short survey. All these answerers for both genders vary from person to person, depending upon their psychological development and off course their spending capacity.

## MOTIVATION AND OBJECTIVES

During the past few years previous research on compulsivity has centered on consumer personality traits that are linked to or affect compulsive behavior. For example, Faber and O'Guinn (1988, 1992) reported that, compared to other consumers, compulsive buyers are lower on self-esteem and higher on fantasy and materialism (see also Faber and O'Guinn, 1989b). Significant differences have also been reported between compulsivity tendencies and positive feelings, feeling fat, and feeling depressed (Youn and Faber, 2000).

A powerful urge creates tensions or anxieties that are alleviated only through buying. However, for the sufferer, the experienced relief that results from a purchase is fleeting. Over time, this buying behavior frequently leads to other compounding negative consequences such as emotional, financial and interpersonal problems (Faber,

1992**).**

In the study of compulsive buying three types of processes/purchase types have been recognized in compulsive buying. First, unplanned buying occurs mostly when a consumer is unfamiliar with a store's layout, is under time pressure, or is reminded of the need to buy if an item when seeing it on the shelf. In contrast, impulse buying is an outcome of a sudden consumer's irresistible urge to buy an item spontaneously. Finally, compulsive buying refers to consumers' repetitive shopping, at times excessive, because of boredom, tension, or anxiety (Solomon, 2002).

Compulsive buyers can temporarily escape negative feelings through fantasizing about personal success and social acceptance while engaging in the particular behavior studied by Jacobs, 1986. Elliot (1994) found that one of the primary functions of compulsive buying is to increase the compulsive buyer's ability to match his or her subjective perceptions of socially desirable or required appearance.

Faber (1992) suggested that compulsive buying behavior might be the result of the interplay of several biological, psychological, and sociological factors. Some of these factors include a deficiency of the neurochemical serotonin (McElroy, Satlin, Pope, Keck, & Hudson, 1991), high levels of materialism (Dittmar, 2000), low levels of self-esteem (O'Guinn & Faber, 1989), and the social acceptance of the use of buying to improve one's mood (Faber, 1992; Peele, 1985).

Researchers (Christenson et al., 1994; Schlosser et al., 1994) have shown that, during compulsive buying episodes, compulsive buyers most frequently purchase apparel items. Compulsive buyers' choice of products to purchase suggests

that apparel items may play an important role in compulsive buyers' lives.

An apparently under-researched factor affecting consumers' compulsive buying decisions is gender, although this demographic variable is one that retailers consistently use as a means of classifying customer behavior

However, a number of potential antecedents of compulsivity have not been included in previous research of which gender is one of the antecedents.

## OBJECTIVES

- The main objective of this research is to study the various aspects of compulsive buying among male and female with the help of the questionnaire and then to compare them with the gender and check the level of compulsiveness among the genders.
- During the past few years many studies have been conducted on compulsive buying and it has undergone many changes but one of factor which is affecting consumers' compulsive buying decisions which is gender, is still under the process of research. Some of the researches on gender show that there is a significance difference in the buying behavior of the genders, so as to check this query this is an another objective of conducting this research.

## PROBLEM STATEMENT

The basic aim of the study is to conduct a research on various facets of compulsive buying and relate them to gender.

The aim is to check that "The level of compulsive buying on

individual components: tendency to spend, frequency of shopping and spending, feelings about and experienced while shopping, impulsivity while shopping, in the sense of unplanned purchasing , post-purchase guilt, and dysfunction surrounding spending among women is higher than that of men".

## RESEARCH THEORY

The primary focus of this study is to examine the difference in behavior that existed between the genders in compulsive buying through the measurement of certain variables like tendency to spend, frequency of shopping and spending, feelings about and experienced while shopping, impulsivity while shopping, in the sense of unplanned purchasing, post-purchase guilt, and dysfunction surrounding spending. This study builds on the work of Edwards (1993) by conceptualizing compulsive buying behavior as lying along a continuum. O'Guinn and Faber (1989), compulsive buying is chronic, repetitive purchasing that becomes a primary response to negative events or feelings. Compulsive buyers tend to buy excessive number of objects they do not need and they sometimes cannot afford (Hoyer and MacInnis, 2001. Faber, O'Guinn, and Krych (1987), Faber and O'Guinn (1988a, 1988b, 1989, and 1992), and O'Guinn and Faber (1987 and 1989), discuss compulsive buying as it relates to personality traits, family communication patterns, and demographic variables, and developed a diagnostic instrument for measurement and classification of compulsive versus non-compulsive buyers. Valence, d'Astous, and Fortier (1988) suggest an approach relating compulsive buying to the three forces: emotional activation, high cognitive control, and high reactivity.

D’Astous (1990) models compulsive buying as a high level of the "generalized urge to buy".

## RATIONAL

The purpose of this study is to study the level of compulsive buying behavior among genders.

The research will basically be focusing on the assessment that people buy compulsively through the use of a questionnaire through which different components of compulsive buying will be studied like tendency to spend, frequency of shopping and spending, feelings about and experienced while shopping, impulsivity while shopping, in the sense of unplanned purchasing , post-purchase guilt, and dysfunction surrounding spending and then evaluating the relationship through the use of a software of spss.

The components of the questionnaire are as follows

- **Tendency to Spend** mostly refers to the respondent's tendency to shop and spend in binges or "buying episodes". **Compulsion/Drive to Spend** describes the respondent's "drive", preoccupation, compulsion, and impulsiveness in shopping and spending patterns.
- **Feelings (Joy) About Shopping and Spending** describe how much the respondent enjoys the shopping and spending activity.
- **Dysfunctional Spending** describes the respondent's general level of dysfunction surrounding and resulting from his or her shopping and spending behavior.
- **Post-Purchase Guilt** represents feelings of remorse, regret, and shame experienced after the respondent goes on a buying binge.

## LIMITATIONS

We acknowledge several limitations of our research, which suggest that the findings should be viewed with caution.

- First, in the research a convenience sample of Bahria university students' consumers are used. Thus, generalizing from the sample should be done cautiously. As was noted earlier, the sample included Bahria university students, who were, on average, young and with lower-than-average income. Future research is needed with a more balanced age and income distribution.
- Second, in the research was used a single measure for off-list buying tendencies. While this item had the hypothesized impact, suggesting that it has nomological validity, future research may benefit from the use of a more elaborate scale.
- Thirdly getting accuracy in the information which was obtained with the help of the questionnaire from the student of Bahria University because of the non serious attitude of the respondents.
- Time was another constraint the period which was given to complete the thesis was of 4 months but due to the disastrous earthquake there was short of time. So this thesis is done in short time which might result in some sort of mistakes or errors in this research.
- Due to lack of time the research was conducted with in the premises of Bahria University by taking students as the sample because of this shortage the researcher was unable to conduct it by taking the professional people as the sample.

# CHAPTER 2
# LITERATURE REVIEW

## COMPULSIVE BUYING

O'Guinn and Faber (1989) defined compulsive consumption as "a response to an uncontrollable drive or desire to obtain, use, or experience a feeling, substance, or activity that leads an individual to repetitively engage in a behaviour that will ultimately cause harm to the individual and/or others." They cite compulsive gambling, alcoholism and compulsive buying as examples of such behaviors. Similarly, Mendelson and Mello (1986) define addictive behavior as the behavior that "is excessive, compulsive, beyond the control of the person who engages in it, and destructive psychologically or physically." They cite drug abuse, alcoholism, excessive gambling and other activities as examples.

Rook (1987) establishes a link between impulsive consumption and compulsive behavior. He stated that "impulse control disorders [Such as] chemical substance abuse, binge-purge eating behavior, spending sprees and sexual compulsiveness." Nataraajan and Goff (1991) provided a simpler view seeing buying behavior on a continuum which is based on motive and control. According to them compulsive buyers are those who are high on motive and low on control.

According to O'Guinn and Faber (1989), compulsive buying is chronic, repetitive purchasing that becomes a primary response to negative events or feelings. Compulsive buyers tend to buy excessive number of objects they do not need and they sometimes cannot afford (Hoyer and MacInnis,

2001). Compulsive buying is different from impulse buying: impulse buying centers on a specific product at a particular moment and it is temporary, while compulsive buying is an enduring behavior that centers on the process of buying, not the purchases themselves (Solomon, 2004).

Compulsive buying is one form of compulsive consumption that is in the realm of abnormal consumer behavior regarded as the dark side of consumption (Shiffman and Kanuk, 2000). Compulsive consumption is inappropriate, typically excessive, and clearly destructive to the lives of individuals who appear impulsively driven to consume (Faber *et al.*, 1987). The other forms of compulsive consumption are addictive gambling, drug addiction, alcoholism, and overeating (Shiffman and Kanuk, 2000). Like the aforementioned behaviors, compulsive buying deteriorates not only the well-being of individuals themselves but also that of their families, and even that of the society they belong to because of the severe financial, emotional and interpersonal consequences it arouses.

As more attention was paid to compulsive buying, research has been conducted to measure and identify compulsive buying. Faber and O'Guinn (1992) and Valence *et al.* (1988) developed scales to measure compulsive buying. Cole and Sherrell (1995) found that the Faber and O'Guinn scale identifies more extreme compulsive buyers, whereas the Valence *et al.* scale measures a group of respondents' compulsive buying tendencies. Rindfleisch *et al.* (1997) identified the influence of family structure and materialism on adolescents' compulsive buying. d'Atous *et al.* (1990) also found that teenagers' compulsive buying tendencies are influenced by environmental factors such as peers, family's communication, and parents' compulsiveness.

Employing a phenomenological approach using both quantitative and qualitative data, O'Guinn and Faber (1989) found that compulsive buyers are likely to demonstrate compulsivity as a personality trait and have lower self-esteem and fantasies and consequences of compulsive buying were extreme levels of debt, anxiety and frustration, subjective sense of loss of control, and domestic dissension.

Recent empirical studies have provided reliable and valid measures of compulsivity, designed as screeners of compulsive buying tendencies. Two operational approaches appear to have dominated the literature. Faber and O'Guinn (1992) developed a seven-item scale and assessed its reliability and validity. Notably, an earlier version of the scale used a subset of three items (O'Guinn and Faber, 1989b) and Faber and O'Guinn (1989) used a super-set of 14 items to operationalize compulsivity. A second approach (Youn and Faber, 2000) used a nine-item scale, developed by Rook and Fisher (1995). To the best of our knowledge, both operationalizations have been tested exclusively in the USA. Thus, there is a need to assess the role of consumer compulsivity, both substantively and methodologically, in other countries.

Additionally, previous research on compulsivity has centered on consumer personality traits that are linked to or affect compulsive behavior. For example, Faber and O'Guinn (1988, 1992) reported that, compared to other consumers, compulsive buyers are lower on self-esteem and higher on fantasy and materialism (see also Faber and O'Guinn, 1989b). Significant differences have also been reported between compulsivity tendencies and positive feelings, feeling fat, and feeling depressed (Youn and

Faber, 2000). However, a number of potential antecedents of compulsivity have not been included in previous research. First, cross-gender differences might exist between compulsive buyers. Second, the extent to which consumers tend to buy products on impulse (non-pre-planned items, which are not included in purchase lists) could determine their compulsivity. Third, compulsive behavior might depend on consumers' tendency to buy complementary and unplanned items.

Previous research has established differential gender roles across products. The seminal work of Davis and Rigaux (1975) added structure to the study of family decision-making roles (Davis, 1970). They identified three phases of decision making: problem recognition; search for information; and final decision. The roles and relative influence of husbands and wives differed based on decision-making stage and product type (Moore-Shay and Wilkie, 1988; Wilkes, 1975; Yavas ***et al.***, 1994). Davis and Rigaux (1974), Bonfield (1978), and Putnam and Davidson (1987) found that decision making tends to become more syncratic or joint in more advanced stages (Moore-Shay and Wilkie, 1988; Shuptrine and Samuelson, 1976). Since women plan what to buy, a worthwhile topic for future research is to assess if compulsivity is invariant across all products or if its impact is strongest for female-dominant product categories.

Results from previous studies suggest that many compulsive buyers simultaneously exhibit other compulsive behaviors, a phenomenon which has been labeled "comorbidity" in psychiatry (**Faber *et al.*, 1995**; **McElroy *et al.*, 1991**; **Valence *et al.*, 1988**). Several authors have articulated the need for broader investigations to account for multiple forms of compulsive or addictive consumption (Faber ***et al.***,

1995; Hirschman, 1992). The present study examines commonalities among compulsive buying behavior, compulsive alcohol/drug use, and compulsive gambling/lottery play. In conjunction with the possibility of a form of compulsive comorbidity, we also investigate two psychological traits as possible antecedents to predict those compulsive consumption behaviors: obsessive thoughts and risk-taking tendency. These two variables may prove fruitful in terms of understanding several compulsive consumption behaviors. For example, obsessive thoughts have become recognized as a popular component of general compulsion (i.e. obsessive-compulsive disorder (OCD)) in psychiatry literature. However, this trait has been rarely introduced in the marketing literature.

Jennifer Yurchisin & Kim K. P. Johnson in their study on Compulsive Buying Behavior and Its Relationship to Perceived Social Status Associated with Buying, Materialism, Self-Esteem, and Apparel-Product Involvement which was based on a convenience sample of 305 undergraduates completed a questionnaire that contained measures of compulsive buying, perceived social status associated with buying, materialism, self-esteem, and apparel product involvement. Multiple linear regression analysis was used to analyze the data. The full regression model and the regression coefficients for all four of the predictor variables were statistically significant and acknowledged that the compulsive buying behavior of participants was negatively related to self-esteem and positively related to perceived social status associated with buying, materialism, and apparel-product involvement.

O'Guinn and Faber (1989) defined compulsive consumption as "a response to an uncontrollable drive or desire to obtain,

use, or experience a feeling, substance, or activity that leads an individual to repetitively engage in a behavior that will ultimately cause harm to the individual and/or others." They cite compulsive gambling, alcoholism and compulsive buying as examples of such behaviors. Similarly, Mendelson and Mello (1986) define addictive behavior as the behavior that "is excessive, compulsive, beyond the control of the person who engages in it, and destructive psychologically or physically." They cite drug abuse, alcoholism, excessive gambling and other activities as examples. Rook (1987) establishes a link between impulsive consumption and compulsive behavior. He stated that "impulse control disorders [Such as] chemical substance abuse, binge-purge eating behavior, spending sprees and sexual compulsiveness." Nataraajan and Goff (1991) provided a simpler view seeing buying behavior on a continuum which is based on motive and control. According to them compulsive buyers are those who are high on motive and low on control.

Interesting is also the work of Hirschman (1992) on the etiology of compulsive buying behaviors. She identified the following perspectives that are used to explain such behaviors: (1) ***The Disease Theory*** focuses on biological/genetic predisposition for and deals with physical dependence, its progression and treatment (2) ***The Social Theory*** focuses on the attitudes or acceptance of particular social groups towards addictive substances or behaviors and how this influences individuals; (3) The ***Personality Theory*** which focuses on the characteristics of people who become addicts. The present study focuses on the latter approach-- personality theory approach--, given the scarcity of research linking personality to consumer

behavior and the prevalence of personality in addiction studies (see Marlett et al. 1988).

**COMPULSIVENESS**

O'Guinn and Faber (1989) characterize compulsive buying behavior as "an inability to control an overpowering impulse to buy". Similarly, Rook (1986) and Rook and Fisher (1995) argue that some consumers are less able to control their purchase urges than other consumers. For such consumers, in-store need recognition is motivated less by the potential utility inherent in the purchased product than by the utility inherent in the transaction itself (Thaler 1985). Thus, we expect these consumers to make more unplanned purchases.

**GENDER DIFFERENCES IN COMPULSIVE BUYING**

Females recognize inventory depletion when they go shopping (Goldman and Johansson, 1978; Urbany *et al.*, 1996). Because of their traditional roles as house-makers, females in our study were more likely to exhibit a tendency for compulsive purchasing. Cobb and Hoyer (1986) found that women are more likely to plan their purchases than men are. Block and Morwitz (1999) attribute this tendency to three reasons. First, traditionally, females have been in charge of grocery shopping. Second, because of such traditions, females tend to know more about stores and products. Third, also due to their traditional role, females have a better idea about inventory levels when they go shopping than males do (Goldman and Johansson, 1978; Urbany *et al.*, 1996).

Thus, it is not surprising that Block and Morwitz (1999, pp. 361-2) found that the probability that a purchased

product was on a planned list was higher for females than for males. They concluded:

The probability that an external memory aid [formal or informal shopping list] was used for an item given the item was purchased, is … greater if the shopper is female.

Therefore, females, who abide by pre-planned lists (written or mental), will exhibit lower levels of compulsive purchase behavior than males will.

Previous research has established differential gender roles across products. The seminal work of Davis and Rigaux (1975) added structure to the study of family decision-making roles (Davis, 1970). They identified three phases of decision making: problem ecognition; search for information; and final decision. The roles and relative influence of husbands and wives differed based on decision-making stage and product type (Moore-Shay and Wilkie, 1988; Wilkes, 1975; Yavas *et al.*, 1994). Davis and Rigaux (1974), Bonfield (1978), and Putnam and Davidson (1987) found that decision making tends to become more syncratic or joint in more advanced stages (Moore-Shay and Wilkie, 1988; Shuptrine and Samuelson, 1976). Since women plan what to buy, a worthwhile topic for future research is to assess if compulsivity is invariant across all products or if its impact is strongest for female-dominant product categories.

Shoham and BrenŁiŁ confirm that women are more likely to indulge in compulsive buying behaviour. Partly this reflects the fact that women are more likely to do the shopping and especially the main weekly shop for a family. The authors raise the question as to whether the changing nature of gender roles within western societies is acting to reduce the expectation that women will indulge in compulsive buying.

However, and despite the less subservient role for women in western society, they still dominate in the high street. Regardless of income, education or social class women remain the main shoppers. Partly this reflects socialisation (women take their daughters shopping while men take their sons to the match) but it also reflects preferences in terms of enjoyment and relief of stress.

**GENDER AND CONSUMPTION**

Consistent evidence has emerged in previous British and American studies that women and men relate differently to their material possessions (e.g., Csikszentmihalyi and Rochberg-Halton, 1982; Kamptner, 1991; Wallendorf and Arnould, 1988). Dittmar (1989, 1991) classified lists of subjects' favourite possessions into different categories of material objects, and found some gender differences in choices: women listed more objects of sentimental value, while men chose more items relating to leisure and finances. However, gender differences were pronounced in orientations towards sets of material goods: by comparison, women saw their possessions as important because of the emotional comfort they provide and the relationships with others they symbolise, while, men referred more to use-related, activity-related and self-expressive features of possessions. These differences can be interpreted as reflecting male and female gender identity, because they echo the distinction between male self-oriented, activity-centred identity construction and female other-oriented, relationship-centred identity construction described in both the sociological (e.g., Parsons and Bales, 1956) and social psychological (e.g., Gilligan, 1982; Williams, 1984)

More research is still needed to investigate whether different types of objects and different types of considerations are important to women and men at the point of *purchase,* but a recent study with compulsive shoppers suggests that clothes, jewellery, and cosmetics were bought more by women, and high-tech, electronic and sports equipment more by men (Scherhorn et al., 1990). Our previous study on gender identity and impulse buying showed in a 'normal' consumer sample that men tend to impulsively buy instrumental and leisure items projecting independence and activity, while women tend to buy symbolic and self-expressive goods concerned with appearance and emotional aspects of self (Dittmar, Beattie, and Friese, 1995).

**UNPLANNED PURCHASES, SHOPPING LISTS, AND COMPULSIVE TENDENCIES**

Researchers have argued that studying negative consumption phenomena is important to the development of the field of consumer behavior (Faber and O'Guinn, 1988, 1992). Important in this context is the ability to measure such negative consumption tendencies. The instruments developed for this purpose provide reliable and valid pre-screening scales.

Three types of processes/purchase types have been recognized in the context of this research (Solomon, 2002). First, unplanned buying occurs mostly when a consumer is unfamiliar with a store's layout, is under time pressure, or is reminded of the need to buy if an item when seeing it on the shelf. In contrast, impulse buying is an outcome of a sudden consumer's irresistible urge to buy an item spontaneously. Finally, compulsive buying refers to consumers' repetitive shopping, at times excessive, because

of boredom, tension, or anxiety (Solomon, 2002). Our emphasis in this research is on the latter form of negative consumption.

Solomon (2002) refers to two types of in-store decision-making situations (spontaneous and impulse purchases). Spontaneous purchasing occurs in three contexts: when a shopper is unfamiliar with the store's layout, is under severe time pressures, or is reminded by in-store shelves or displays to purchase a product. For example, consumers may spontaneously buy a shirt to go with a planned purchase of a pair of pants. Research has shown that about one-third of unplanned purchases are made on the basis of in-store need-recognition (Iyer, 1989) and that more than a half of all purchases are spontaneous (Block and Morwitz, 1999).
In contrast to spontaneous shopping, impulse purchases are made when a person experiences an irresistible urge to buy a product. Many retailers cater to and encourage impulse purchases by conveniently locating impulse items (such as candy) near checkout counters (Solomon, 2002). Consumers can be categorized to planned, partially planned, and impulse shoppers on the basis of the extent of the advance planning they do (Cobb and Hoyer, 1986; Iyer and Ahlawat, 1987).

**NEGATIVE ECONOMICAL AND PSYCHOLOGICAL CONSEQUENCES**

Compulsive buying has been defined as a "chronic, repetitive purchasing that becomes a primary response to negative events or feelings" (O'Guinn and Faber, 1992, p. 459). In time, such a tendency implies negative economical and psychological consequences (O'Guinn and Faber, 1989). Previous studies have shown that, compared to other consumers, compulsive buyers tend to have lower levels of

self-esteem, a higher level of tendency to fantasize (O'Guinn and Faber, 1989), and higher levels of depression, anxiety, and obsession (Scherhorn *et al.*, 1990). Thus, prior research has provided some evidence about underlying dynamics of compulsive buying. However, previous research has mostly excluded behavioral and demographic characteristics.

The process of symbolic self-completion may be a driving force behind compulsive buyers' behavior (Dittmar et al., 1996). In their theory of symbolic self-completion, Wicklund and Gollwitzer (1982) proposed that each individual's sense of self is actually a collection of numerous characterizations of himself or herself. Each one of these characterizations is referred to as a self-definition. These self definitions could be based on a variety of personal attributes, including qualities related to one self, capabilities possessed, or roles that one plays.

An individual needs others to acknowledge that he or she possesses a particular self-definition (Wicklund & Gollwitzer, 1982). To feel a sense of completion in terms of a specific self-definition, an individual must engage in behaviors associated with symbols (e.g., purchase them, wear them, and display them) to the extent that the individual convinces others, and consequently himself or herself, that he or she possesses the desired self-definition. Researchers (Lafferty & Dickey, 1980; Solomon & Douglas, 1987; Wicklund & Gollwitzer, 1982) have shown that apparel and apparel-related items (e.g., shoes, accessories, cosmetics) are often used as symbols in the process of symbolic self-completion because apparel items possess a high communicative value. For example, to

communicate the self-definition of doctor, an individual might wear a white lab coat, have a stethoscope tucked into the pocket of that lab coat, and wear a pager attached to a belt. According to the theory of symbolic self-completion, another individual (e.g., a patient) would need to observe the doctor and either acknowledge or not acknowledge that the person is a doctor for the doctor to feel that his or her communication of this self-definition was either successful or unsuccessful.

According to Wicklund and Gollwitzer's (1982) theory, most "incomplete" individuals continue to engage in behaviors associated with symbols either until others acknowledge that the individuals possess the desired self-definitions or until other immediate psychological or physiological concerns arise for the individuals. Although most people eventually cease their self-symbolizing efforts, Wick Lund and ollwitzer have hypothesized that some individuals may persistently self-symbolize. These individuals do not stop to evaluate whether other members of society have acknowledged their self-symbolizing efforts as either successful or unsuccessful. Although Wicklund and Gollwitzer suggested that some individuals might engage in self-symbolizing behavior without evaluating the outcome of their efforts, they offered no clear explanation concerning under what specific circumstances this occurs.

Dittmar et al. (1996) offered one possible explanation for persistent self-symbolizing efforts. Individuals who are highly materialistic view possessions as the most appropriate symbols to use in the process of symbolic self-completion. To highly materialistic people, the possession and potential use of more symbols are always better than the possession and potential use of fewer symbols

associated with a self-definition. Highly materialistic people may not realize that they have acquired enough material possessions to stop their self symbolizing efforts. As a result, highly materialistic individuals may experience a chronic state of incompleteness in terms of their self-definitions. They may feel constantly compelled to purchase items associated with their desired self-definitions despite the fact that, at some point, they may acquire too many products to actually use all of them. Dittmar et al. (1996) referred to these materialistic individuals who continuously purchase symbolic material goods as compulsive buyers. Because Dittmar et al.'s characterization of compulsive buyers is consistent with existing research on the behavior of compulsive buyers (Christenson et al., 1994; d'Astous, 1990; Dittmar et al., 1996; Elliott, 1994; Mowen & Spears, 1999; O'Guinn & Faber, 1989; Roberts, 1998; Schlosser et al., 1994); it seems likely that there is a connection between compulsive buying behavior and symbolic self completion efforts. Knowing that variables related to compulsive buying behavior (i.e., perceived social status associated with buying, materialism, self-esteem) are also related to the theory of symbolic self-completion may provide some insight with regard to the psychological motivation behind compulsive buying behavior. That is to say, the theory of symbolic self-completion provides a useful framework for explaining why individuals who possess certain characteristics are likely to engage in compulsive buying behavior.

## RESEARCH ON NEGATIVE ASPECTS OF CONSUMER BEHAVIOR

Importantly, negative consumption phenomena could be compared and contrasted with positive consumption behaviors

(O'Guinn and Faber, 1991). Beyond this benefit, research on negative aspects of consumer behavior can provide potential guidelines to policy makers about how to combat it and reduce its impact. In this way, such research can contribute to a society's wellbeing, an important criterion for usefulness of any research in marketing (Peter, 1991).

Recent empirical studies have provided reliable and valid measures of compulsivity, designed as screeners of compulsive buying tendencies. Two operational approaches appear to have dominated the literature. Faber and O'Guinn (1992) developed a seven-item scale and assessed its reliability and validity. Notably, an earlier version of the scale used a subset of three items (O'Guinn and Faber, 1989b) and Faber and O'Guinn (1989) used a super-set of 14 items to operationalize compulsivity. A second approach (Youn and Faber, 2000) used a nine-item scale, developed by Rook and Fisher (1995). To the best of our knowledge, both operationalizations have been tested exclusively in the USA. Thus, there is a need to assess the role of consumer compulsivity, both substantively and methodologically, in other countries.

Additionally, previous research on compulsivity has centered on consumer personality traits that are linked to or affect compulsive behavior. For example, Faber and O'Guinn (1988, 1992) reported that, compared to other consumers, compulsive buyers are lower on self-esteem and higher on fantasy and materialism (see also Faber and O'Guinn, 1989b). Significant differences have also been reported between compulsivity tendencies and positive feelings, feeling fat, and feeling depressed (Youn and Faber, 2000). However, a number of potential antecedents of compulsivity have not been included in previous research.

First, cross-gender differences might exist between compulsive buyers. Second, the extent to which consumers tend to buy products on impulse (non-pre-planned items, which are not included in purchase lists) could determine their compulsivity. Third, compulsive behavior might depend on consumers' tendency to buy complementary and unplanned items.

Compulsive buying has been defined as a "chronic, repetitive purchasing that becomes a primary response to negative events or feelings" (O'Guinn and Faber, 1992, p. 459). In time, such a tendency implies negative economical and psychological consequences (O'Guinn and Faber, 1989). Previous studies have shown that, compared to other consumers, compulsive buyers tend to have lower levels of self-esteem, a higher level of tendency to fantasize (O'Guinn and Faber, 1989), and higher levels of depression, anxiety, and obsession (Scherhorn *et al.*, 1990). Thus, prior research has provided some evidence about underlying dynamics of compulsive buying. However, previous research has mostly excluded behavioral and demographic characteristics.

## RESEARCH RELATED TO COMPULSIVE BUYING BEHAVIOR AND PERCEIVED SOCIAL STATUS ASSOCIATED WITH BUYING, SELF-ESTEEM, AND MATERIALISM

Several researchers have found that compulsive buyers have low self-esteem and perceive social status to be associated with buying. In Elliott's (1994) study of what he referred to as "addictive consumption" among residents of the United Kingdom, 15 self-identified, female, adult addictive buyers were interviewed and 46 self identified, adult addictive buyers (42 females and 4 males) completed a mail

questionnaire. Addictive consumption tendencies were related to low self-esteem. Addictive consumption tendencies were also related to the belief that purchasing particular goods, especially apparel products, was associated with social status.

Similar results were found by Roberts (1998), who investigated the occurrence of compulsive buying behavior among college students in the United States and examined the possible causal factors of such behavior. Participants were 117 males and 183 females between the ages of 18 and 24. Six percent of this sample was classified as compulsive buyers. Compulsive buyers had lower levels of self-esteem than non compulsive buyers. Compulsive buyers tended to perceive a greater association between social status and purchases made than non compulsive buyers. Gender was related to compulsive buying behavior, with females making up 67% of all of the compulsive buyers.

Investigating another aspect of self-esteem (i.e., self-image) and whether purchasing was used to enhance sense of self, Dittmar and Drury (2000) used thematic analysis to interpret in-depth interviews conducted with both ordinary (i.e., non compulsive buyers) and excessive shoppers (i.e., compulsive buyers). The authors analyzed the responses of 10 male ordinary shoppers, 10 female ordinary shoppers, 10 self-identified, female excessive shoppers, and 2 self identified, male excessive shoppers. The participants were matched on the basis of residential location, educational qualifications, occupation, income, and number of credit cards used. For female excessive shoppers, the belief that self-image was tied to purchases, articularly apparel purchases, was more intense than for any other group of shoppers. Both groups of female shoppers more consistently

than the male shoppers mentioned that apparel were used to project an ideal self-image and to boost self-confidence. Only female excessive shoppers tended to express the belief that the complete realization of their improved self-image was always just one purchase away.

In addition to having low self-esteem and to perceiving social status to be associated with purchasing, compulsive buyers are also materialistic individuals. Dittmar et al. (1996) investigated the relationships between compulsive buying tendencies and the use of specific buying considerations (e.g., price of the product, anticipated mood enhancement following purchase), the use of purchased goods in a symbolic self-completion strategy, and the amount of perceived self-discrepancy between actual and ideal self (e.g., a measure of the perceived difference between participants' descriptions of the type of person that they believed that they were and the type of person that they would like to be). Thirty-four adult women and 27 adult men completed a questionnaire. Participants who had high scores on the compulsive buying scale tended to be more materialistic and to perceive a greater amount of self-discrepancy than those participants who had low scores on the compulsive buying scale. Participants with low compulsive buying scores tended to use functional buying considerations (e.g., price, usefulness of the product) more often than psychological ones (e.g., purchase and use of the product to improve mood, to achieve an ideal sense of self, or to convey social standing). Conversely, participants with high compulsive buying scores used more psychological considerations than functional considerations when faced with a purchase decision. Participants with high compulsive buying scores bought on impulse to improve their

mood and to increase their social standing more often than participants with low compulsive buying scores.

## TREATING COMPULSIVE BUYING BEHAVIOR AS A DICHOTOMOUS VARIABLE

In many of the aforementioned studies, compulsive buying was treated as a dichotomous variable. Nataraajan and Goff (1991) and Edwards (1993) have suggested that differences may exist among levels of compulsive buyers. These differences may have, in effect, been masked in much of the compulsive buying research in which compulsive buying behavior was treated as a dichotomous variable. Rather than conceptualizing compulsive buying as an "either-or" phenomenon, both Nataraajan and Goff and Edwards have advocated that compulsive buying behavior be treated as a continuous variable ranging from low to high. In fact, Edwards identified five distinct levels of compulsive buying into which all consumers could be classified. These levels, listed from lowest to highest level of compulsive buying, are non compulsive, recreational, borderline, compulsive, and addicted.

According to Edwards (1993), non compulsive buyers exclusively make planned purchases of items when they are needed. Recreational buyers occasionally make unplanned, impulsive purchases, often in an effort to improve their mood. Borderline compulsive buyers, like recreational buyers, occasionally purchase items to improve their mood. However, unlike recreational buyers, borderline compulsive buyers may feel guilty after purchasing items that they do not need. Compulsive buyers frequently purchase items to relieve stress or anxiety, often feel guilty after purchasing items that they do not need, and often suffer

negative emotional and economic consequences as a result of their purchasing behavior. Addicted buyers experience a continuous, powerful urge to purchase items that is so strong that they often neglect other obligations and postpone or cancel other activities to act on this urge. Edwards found that all of these levels of compulsive buying behavior were represented among a random sample of individuals from the general population.

# CHAPTER 3
# RESEARCH METHODOLOGY

The assistance of this research will be discussed in this chapter which consists of the methodology which was followed in the development of this research paper.

## SORUCES OF DATA

The data collected in this research was through two different sources i.e., through primary source as well as secondary source.

Primary data was collected through a well designed questionnaire to get an insight into the compulsive buying and secondary data was collected through various marketing books, journals and through the internet.

## SAMPLE

This research was basically studying the relationship between the compulsive buying behavior and the gender. Participants in this study consisted of 100 respondents from students of Bahria University from 4 different disciplines of study out of which 50 were male and 50 were female. The questionnaire of measuring compulsive buying in each individual consisted of 20 closed-ended questions designed to identify the various features of compulsive buying.

## PROCEDURE

The questionnaire asked the students to describe their attitudes towards different aspects of their buying behavior as when they buy, what is the source of motivations when they buy, what is their feeling after

buying etc. The dimensions were chosen so as to develop a pure measure of the compulsive buying construct, without the inclusion of items measuring separate constructs that are evident in compulsive buyers' overall behavioral patterns. The results were taken out with the help of the use of the Spss software for windows.

## INSTRUMENTATION

The questionnaire included a number of items and scales. The questionnaire asked the participants to describe their attitudes towards different aspects of their buying behavior as when they buy, what is the source of motivations when they buy, what is their feeling after buying etc.

The questionnaire used in this research was a questionnaire developed by Elizabeth A. Edwards which was amended for this research for measuring the level of compulsive buying among individuals of Pakistan as it was previously designed for people from other regions of the world. The scale used was Likert-type scales in which participants were asked to indicate their level of agreement (1 = never *to* 5 = always) with specific written statements. The compulsive buying continuum developed by Edwards (1992) is intended to classify consumers according to level of compulsiveness in buying, and help to better estimate the population proportion of compulsive buyers or nearly compulsive buyers, by allowing for low (borderline), medium (compulsive), and high (addicted) levels of compulsive buying behavior (i.e., more than one level of compulsive buying behavior).

# CHAPTER 4

# RESULTS AND DISCUSSION

This chapter shall mainly focus on the details of the findings of the research which was conducted during the semester with in the premises of Bahria University.

## RESULTS

The outcome of this query was tested by taking the average with the help of mean. In total the mean came out to be 3.1695. The mean for male is 2.5150 and for female it is 3.8240. There is a significant difference between the two means. The mean for female are greater than that of the male suggesting that the query should be accepted.

**Report**

TOTAL

| What is your gender? | Mean | N | Std. Deviation |
|---|---|---|---|
| male="1" | 2.5150 | 50 | .4529 |
| female="2" | 3.8240 | 50 | .3014 |
| Total | 3.1695 | 100 | .7610 |

**Table 1: Mean**

**What is your gender?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | male="1" | 50 | 50.0 | 50.0 | 50.0 |
| | female="2" | 50 | 50.0 | 50.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Table 2: Gender**

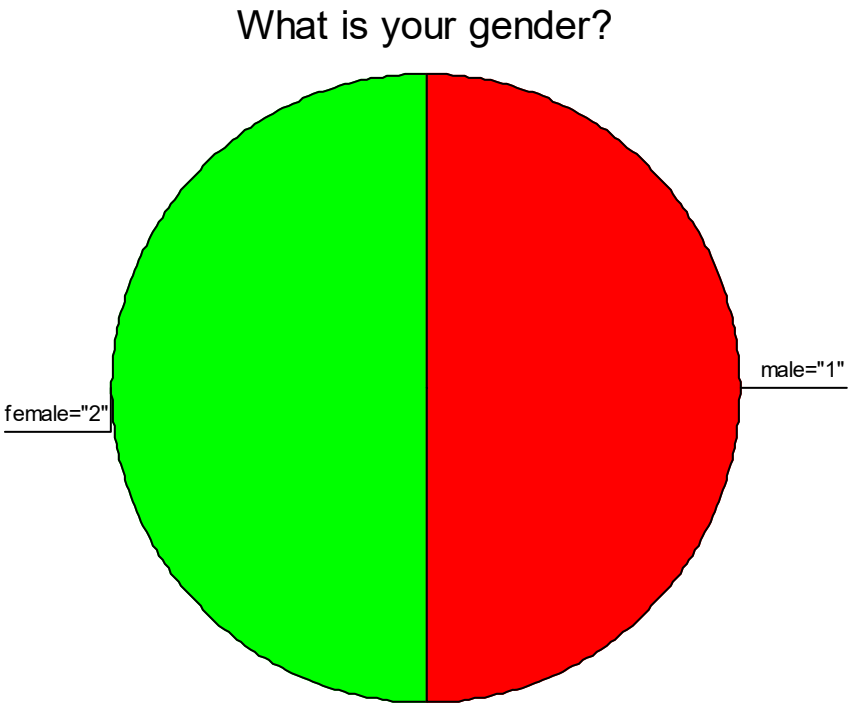



**Figure 1: Gender**

The frequency distribution shows that out of total 100 respondents, 50 are male respondents and 50 are female respondents.

**My spending habits are creating chaos in my life**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Never="1" | 12 | 12.0 | 12.0 | 12.0 |
| | Rarely="2" | 14 | 14.0 | 14.0 | 26.0 |
| | Sometimes="3" | 24 | 24.0 | 24.0 | 50.0 |
| | Most of the Times="4" | 24 | 24.0 | 24.0 | 74.0 |
| | Always="5" | 26 | 26.0 | 26.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Table 3: Habits**

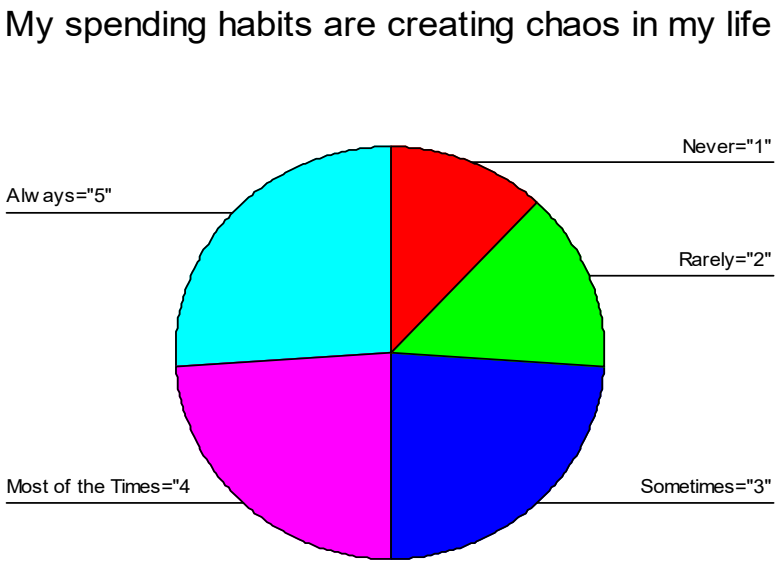



**Figure 2: Habits**

The frequency distribution shows that out of total 100 respondents 12 is with the option of never making, the percentage of this option being chosen 12% while 14 respondents selected the rarely option making the percentage 14%, 24 respondents were with the view about this statement as sometimes true for them making the percentage being 24%, the statement was most of the times true for 24 respondents making the percentage being equal to 24% while it was precisely true for 26 respondents.

**I feel driven to shop and even I dont have time and money**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Never="1" | 4 | 4.0 | 4.0 | 4.0 |
| | Rarely="2" | 35 | 35.0 | 35.0 | 39.0 |
| | Sometimes="3" | 34 | 34.0 | 34.0 | 73.0 |
| | Most of the Times="4" | 14 | 14.0 | 14.0 | 87.0 |
| | Always="5" | 13 | 13.0 | 13.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Table 4: Driven**




**Figure 3: Driven**

The frequency distribution shows that out of total 100 respondents 4 is with the option of never making, the percentage of this option being chosen 4% while 35 respondents selected the rarely option making the percentage 35%, 34 respondents were with the view about this statement as sometimes true for them making the percentage being 34%, the statement was most of the times true for 14 respondents making the percentage being equal to 14% while it was precisely true for 13 respondents.

**I cant resist sales signs in window or displays I hust have to check it out**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Rarely="2" | 27 | 27.0 | 27.0 | 27.0 |
| | Sometimes="3" | 31 | 31.0 | 31.0 | 58.0 |
| | Most of the times="4" | 16 | 16.0 | 16.0 | 74.0 |
| | Always="5" | 26 | 26.0 | 26.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Table 5: Resist**

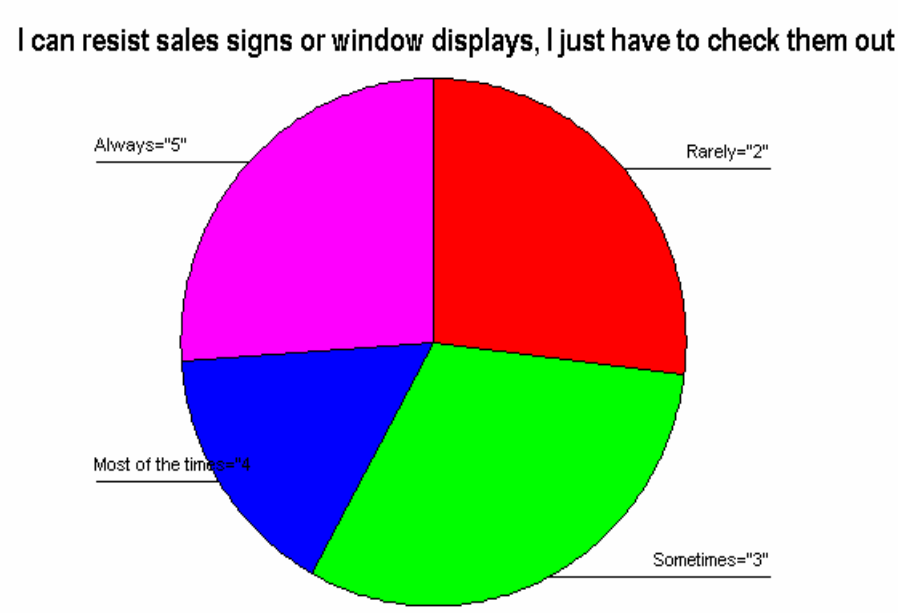



**Figure 4: Resist**

The frequency distribution shows that out of total 100 respondents 27 respondents selected the rarely option making the percentage 27%, 31 respondents were with the view about this statement as sometimes true for them making the percentage being 31%, the statement was most of the times true for 16 respondents making the percentage being equal to 16% while it was precisely true for 26 respondents.

**I get little or no pleasure from shopping**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Never="1" | 3 | 3.0 | 3.0 | 3.0 |
| | Rarely="2" | 31 | 31.0 | 31.0 | 34.0 |
| | sometimes="3" | 38 | 38.0 | 38.0 | 72.0 |
| | Most of the times="4" | 27 | 27.0 | 27.0 | 99.0 |
| | always="5" | 1 | 1.0 | 1.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Table 6: Pleasure**




**Figure 5: Pleasure**

The frequency distribution shows that out of total 100 respondents 3 is with the option of never making, the percentage of this option being chosen 3% while 31 respondents selected the rarely option making the percentage 31%, 38 respondents were with the view about this statement as sometimes true for them making the percentage being 38%, the statement was most of the times true for 27 respondents making the percentage being equal to 27% while it was precisely true for 1 respondents.

**I hate to go shopping**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Never="1" | 1 | 1.0 | 1.0 | 1.0 |
| | rarely="2" | 16 | 16.0 | 16.0 | 17.0 |
| | Sometimes="3" | 40 | 40.0 | 40.0 | 57.0 |
| | Most of times="4" | 31 | 31.0 | 31.0 | 88.0 |
| | Always="5" | 12 | 12.0 | 12.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Table 7: Hate**




**Figure 6: Hate**

The frequency distribution shows that out of total 100 respondents 1 is with the option of never making, the percentage of this option being chosen 1% while 16 respondents selected the rarely option making the percentage 16%, 40 respondents were with the view about this statement as sometimes true for them making the percentage being 40%, the statement was most of the times true for 31 respondents making the percentage being equal to 31% while it was precisely true for 12 respondents.

**I only shop out of necessity**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Never="1" | 3 | 3.0 | 3.0 | 3.0 |
| | Rarely="2" | 20 | 20.0 | 20.0 | 23.0 |
| | Sometimes="3" | 35 | 35.0 | 35.0 | 58.0 |
| | most of times="4" | 30 | 30.0 | 30.0 | 88.0 |
| | Always="5" | 12 | 12.0 | 12.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Table 8: Necessity**

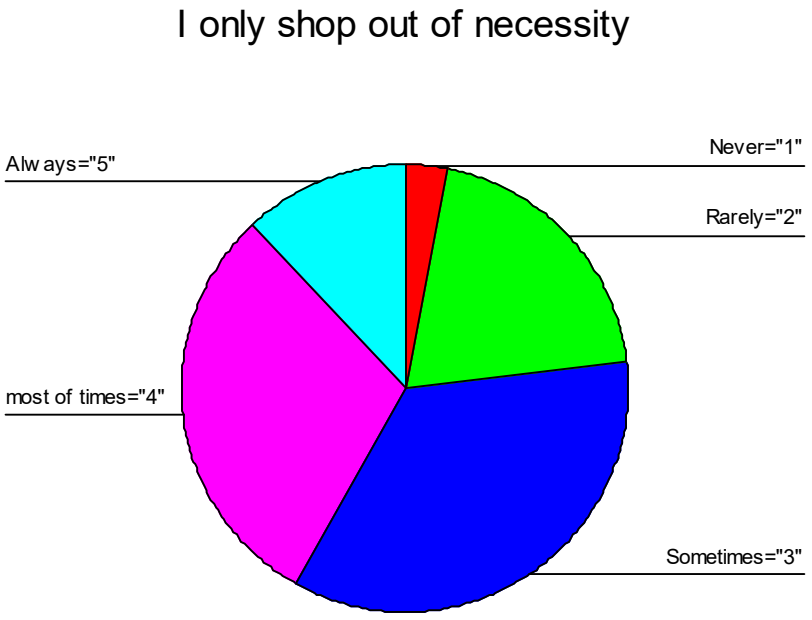



**Figure 7: Necessity**

The frequency distribution shows that out of total 100 respondents 3 is with the option of never making, the percentage of this option being chosen 3% while 20 respondents selected the rarely option making the percentage 20%, 35 respondents were with the view about this statement as sometimes true for them making the percentage being 35%, the statement was most of the times true for 30 respondents making the percentage being equal to 30% while it was precisely true for 12 respondents.

**I go shopping and buy things as often as I can**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Never="1" | 24 | 24.0 | 24.0 | 24.0 |
| | Rarely="2" | 22 | 22.0 | 22.0 | 46.0 |
| | Sometimes="3" | 15 | 15.0 | 15.0 | 61.0 |
| | Most of times="4" | 36 | 36.0 | 36.0 | 97.0 |
| | always="5" | 3 | 3.0 | 3.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Table 9: Often**

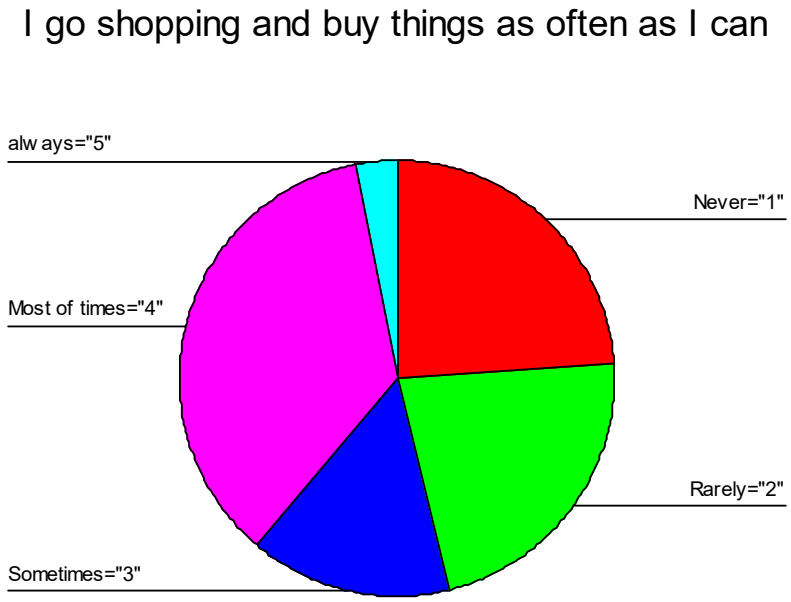



**Figure 8: Often**

The frequency distribution shows that out of total 100 respondents 24 is with the option of never making, the percentage of this option being chosen 24% while 22 respondents selected the rarely option making the percentage 22%, 15 respondents were with the view about this statement as sometimes true for them making the percentage being 15%, the statement was most of the times true for 36 respondents making the percentage being equal to 36% while it was precisely true for 3 respondents.

**I am preoccupied with shopping and spending**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Rarely="2" | 36 | 36.0 | 36.0 | 36.0 |
| | Sometimes="3" | 35 | 35.0 | 35.0 | 71.0 |
| | Most of times="4" | 25 | 25.0 | 25.0 | 96.0 |
| | Always="5" | 4 | 4.0 | 4.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Table 10: Preoccupied**

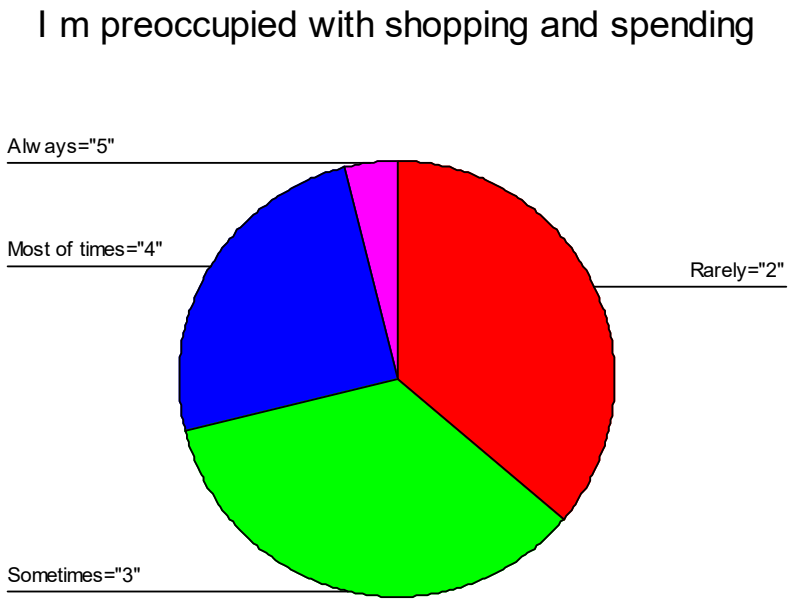



**Figure 9: Preoccupied**

The frequency distribution shows that out of total 100 respondents 36 respondents selected the rarely option making the percentage 36%, 35 respondents were with the view about this statement as sometimes true for them making the percentage being 35%, the statement was most of the times true for 25 respondents making the percentage being equal to 25% while it was precisely true for 4 respondents.

**I frequently buy things I didnt plan to buy**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Rarely="2" | 25 | 25.0 | 25.0 | 25.0 |
| | Sometimes="3" | 26 | 26.0 | 26.0 | 51.0 |
| | Most of times="4" | 23 | 23.0 | 23.0 | 74.0 |
| | Always="5" | 26 | 26.0 | 26.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Table 11: Plan**

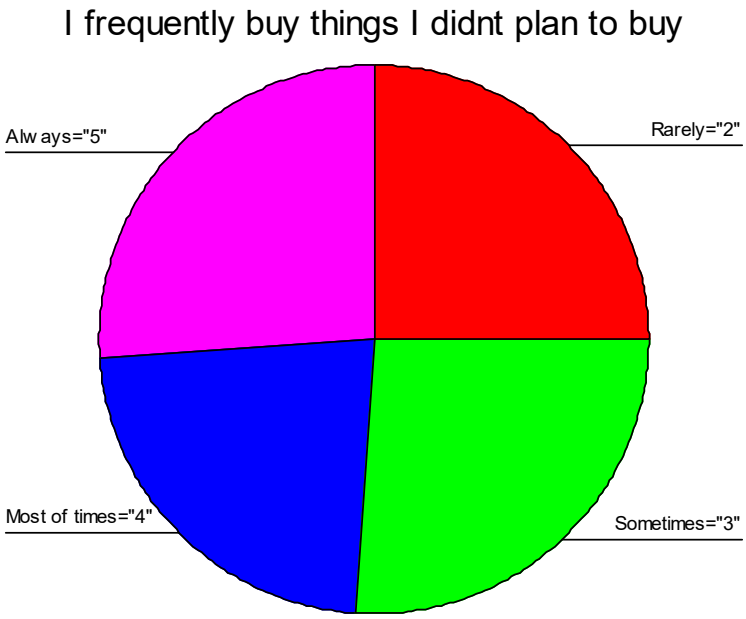



**Figure 10: Plan**

The frequency distribution shows that out of total 100 respondents 25 respondents selected the rarely option making the percentage 25%, 26 respondents were with the view about this statement as sometimes true for them making the percentage being 26%, the statement was most of the times true for 23 respondents making the percentage being equal to 23% while it was precisely true for 26 respondents.

**I go on buying binges**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Never="1" | 13 | 13.0 | 13.0 | 13.0 |
| | Rarely="2" | 26 | 26.0 | 26.0 | 39.0 |
| | Sometimes="3" | 12 | 12.0 | 12.0 | 51.0 |
| | Most of times="4" | 48 | 48.0 | 48.0 | 99.0 |
| | Always="5" | 1 | 1.0 | 1.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Table 12: Binges**

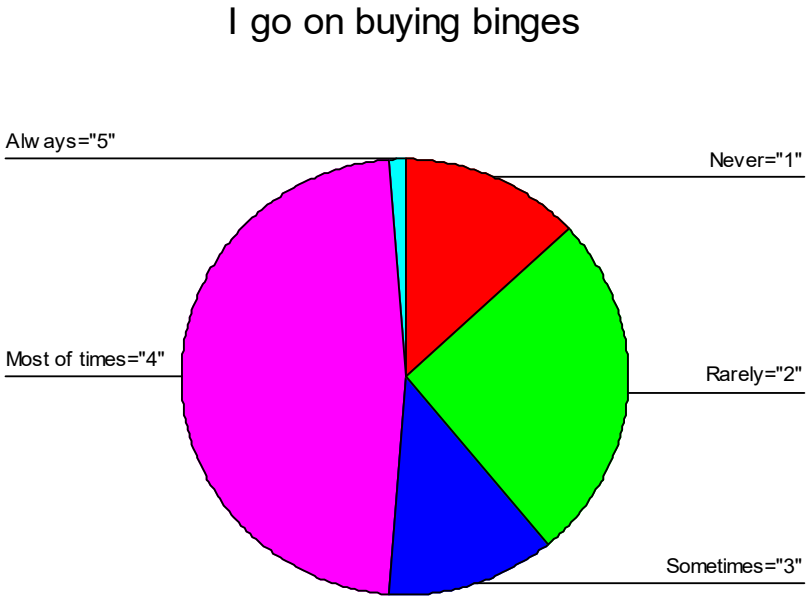



**Figure 11: Binges**

The frequency distribution shows that out of total 100 respondents 13 is with the option of never making, the percentage of this option being chosen 13% while 26 respondents selected the rarely option making the percentage 26%, 12 respondents were with the view about this statement as sometimes true for them making the percentage being 12%, the statement was most of the times true for 48 respondents making the percentage being equal to 48% while it was precisely true for 1 respondents.

**I feel high when i go on buying spree**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Never="1" | 17 | 17.0 | 17.0 | 17.0 |
| | Rarely="2" | 32 | 32.0 | 32.0 | 49.0 |
| | Sometimes="3" | 21 | 21.0 | 21.0 | 70.0 |
| | Most of times="4" | 15 | 15.0 | 15.0 | 85.0 |
| | Always="5" | 15 | 15.0 | 15.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Table 13: Spree**




**Figure 12: Spree**

The frequency distribution shows that out of total 100 respondents 17 is with the option of never making, the percentage of this option being chosen 17% while 32 respondents selected the rarely option making the percentage 32%, 21 respondents were with the view about this statement as sometimes true for them making the percentage being 21%, the statement was most of the times true for 15 respondents making the percentage being equal to 15% while it was precisely true for 15 respondents.

**I buy things even when I dont need anything**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Rarely="2" | 8 | 8.0 | 8.0 | 8.0 |
| | Sometimes="3" | 76 | 76.0 | 76.0 | 84.0 |
| | Most of times="4" | 15 | 15.0 | 15.0 | 99.0 |
| | Always="5" | 1 | 1.0 | 1.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Table 14: Need**

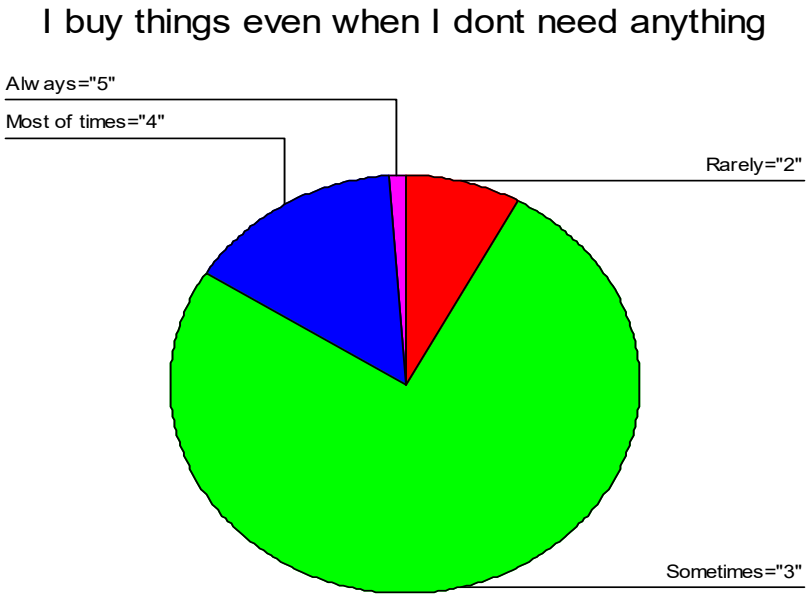



**Figure 13: Need**

The frequency distribution shows that out of total 100 respondents 8 respondents selected the rarely option making the percentage 8%, 76 respondents were with the view about this statement as sometimes true for them making the percentage being 76%, the statement was most of the times true for 15 respondents making the percentage being equal to 15% while it was precisely true for 1 respondents.

**I go on buying binge when I am upset, disappointed, depressed or angry**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Never="1" | 3 | 3.0 | 3.0 | 3.0 |
| | Rarely="2" | 8 | 8.0 | 8.0 | 11.0 |
| | Sometimes="3" | 59 | 59.0 | 59.0 | 70.0 |
| | Most of times="4" | 18 | 18.0 | 18.0 | 88.0 |
| | Always="5" | 12 | 12.0 | 12.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Table 15: Upset**

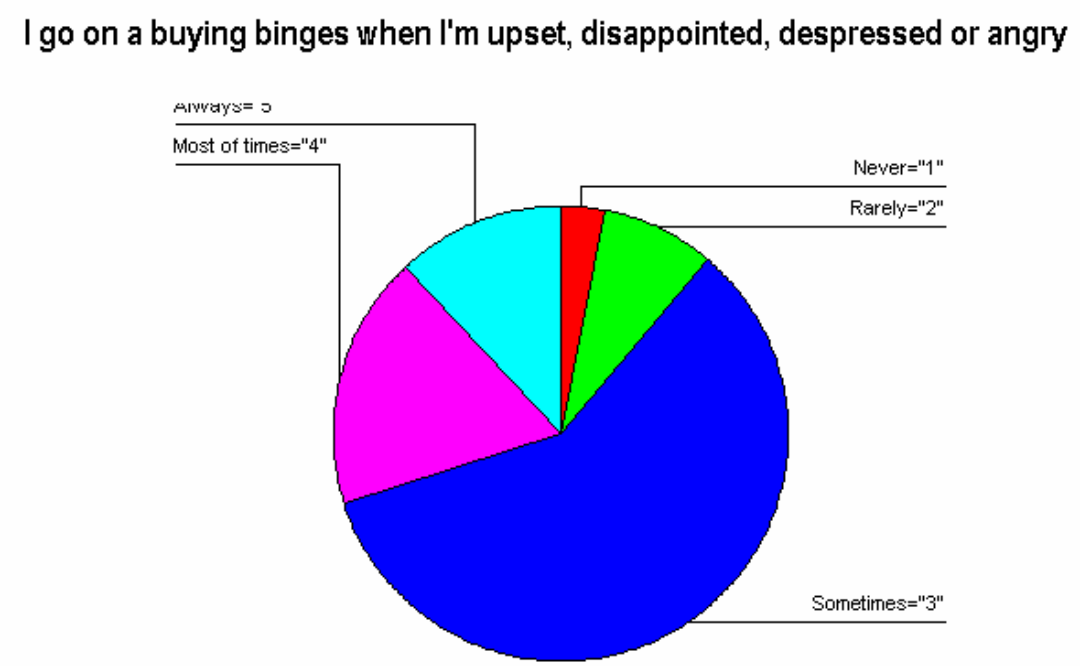



**Figure 14: Upset**

The frequency distribution shows that out of total 100 respondents 3 is with the option of never making, the percentage of this option being chosen 3% while 8 respondents selected the rarely option making the percentage 8%, 59 respondents were with the view about this statement as sometimes true for them making the percentage being 59%, the statement was most of the times true for 18 respondents making the percentage being equal to 18% while it was precisely true for 12 respondents.

**I worry about my spending habits but still go out and shop**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Never="1" | 3 | 3.0 | 3.0 | 3.0 |
| | Rarely="2" | 29 | 29.0 | 29.0 | 32.0 |
| | Sometimes="3" | 26 | 26.0 | 26.0 | 58.0 |
| | Most of times="4" | 16 | 16.0 | 16.0 | 74.0 |
| | Always="5" | 26 | 26.0 | 26.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Table 16: Habits**

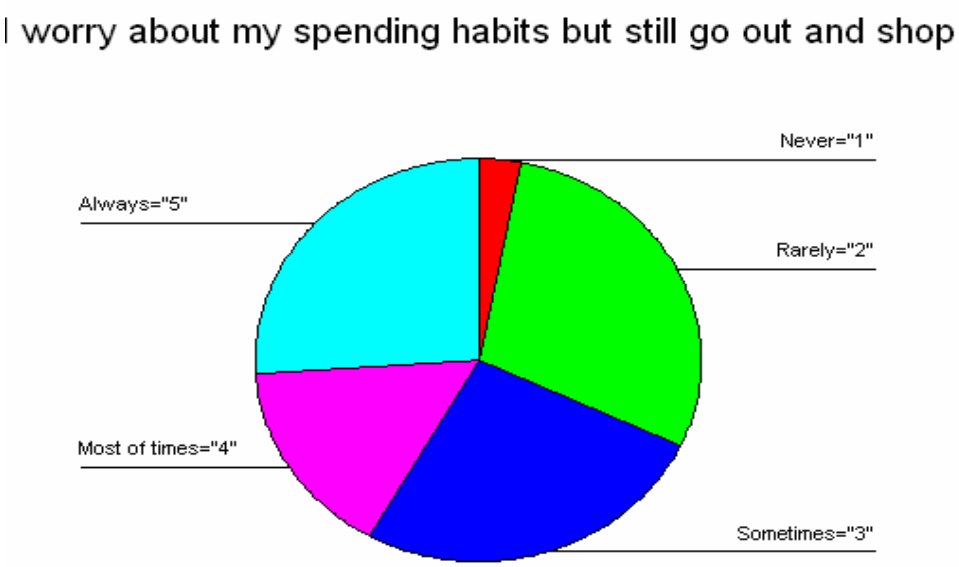



**Figure 15: Habits**

The frequency distribution shows that out of total 100 respondents 3 is with the option of never making, the percentage of this option being chosen 3% while 29 respondents selected the rarely option making the percentage 29%, 26 respondents were with the view about this statement as sometimes true for them making the percentage being 26%, the statement was most of the times true for 16 respondents making the percentage being equal to 16% while it was precisely true for 26 respondents.

**I feel anxious after I go on buying bingee**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Never="1" | 1 | 1.0 | 1.0 | 1.0 |
| | Rarely="2" | 24 | 24.0 | 24.0 | 25.0 |
| | Sometimes="3" | 23 | 23.0 | 23.0 | 48.0 |
| | Most of times="4" | 34 | 34.0 | 34.0 | 82.0 |
| | Always="5" | 18 | 18.0 | 18.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Table 17: Anxious**

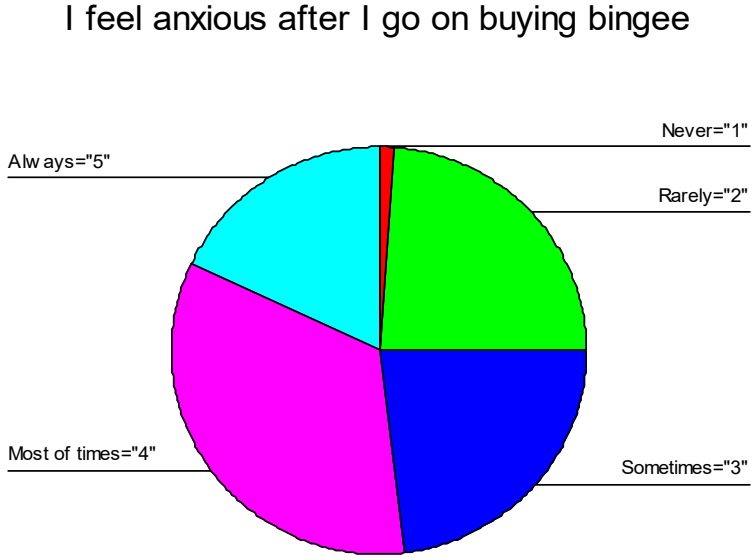



**Figure 16: Anxious**

The frequency distribution shows that out of total 100 respondents 1 is with the option of never making, the percentage of this option being chosen 1% while 24 respondents selected the rarely option making the percentage 24%, 23 respondents were with the view about this statement as sometimes true for them making the percentage being 23%, the statement was most of the times true for 34 respondents making the percentage being equal to 34% while it was precisely true for 18 respondents.

**I buy things even though I cant afford them**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Never="1" | 7 | 7.0 | 7.0 | 7.0 |
| | Rarely="2" | 23 | 23.0 | 23.0 | 30.0 |
| | Sometimes="3" | 24 | 24.0 | 24.0 | 54.0 |
| | Most of the times="4" | 13 | 13.0 | 13.0 | 67.0 |
| | Always="5" | 33 | 33.0 | 33.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Table 18: Afford**

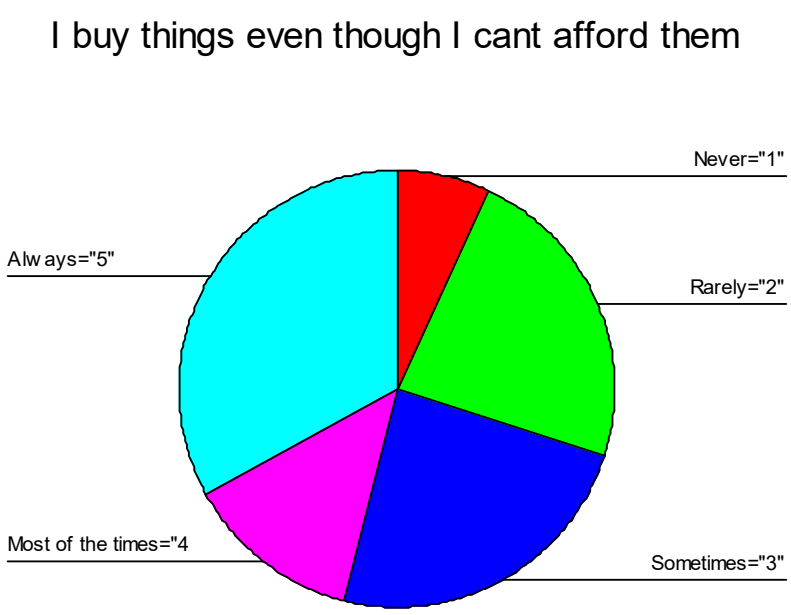



**Figure 17: Afford**

The frequency distribution shows that out of total 100 respondents 7 is with the option of never making, the percentage of this option being chosen 7% while 23 respondents selected the rarely option making the percentage 23%, 24 respondents were with the view about this statement as sometimes true for them making the percentage being 24%, the statement was most of the times true for 13 respondents making the percentage being equal to 13% while it was precisely true for 33 respondents.

**I centre my day around next day I go shopping**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Never="1" | 3 | 3.0 | 3.0 | 3.0 |
| | Rarely="2" | 29 | 29.0 | 29.0 | 32.0 |
| | Sometimes="3" | 18 | 18.0 | 18.0 | 50.0 |
| | Most of Times="4" | 32 | 32.0 | 32.0 | 82.0 |
| | Always="5" | 18 | 18.0 | 18.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Table 19: Centre**




**Figure 18: Centre**

The frequency distribution shows that out of total 100 respondents 3 is with the option of never making, the percentage of this option being chosen 3% while 29 respondents selected the rarely option making the percentage 29%, 18 respondents were with the view about this statement as sometimes true for them making the percentage being 18%, the statement was most of the times true for 32 respondents making the percentage being equal to 32% while it was precisely true for 18 respondents.

**Many of the things I buy are never worn or used**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Never="1" | 2 | 2.0 | 2.0 | 2.0 |
| | Rarely="2" | 36 | 36.0 | 36.0 | 38.0 |
| | Sometimes="3" | 21 | 21.0 | 21.0 | 59.0 |
| | Most of Times="4" | 27 | 27.0 | 27.0 | 86.0 |
| | Always="5" | 14 | 14.0 | 14.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Table 20: Things**

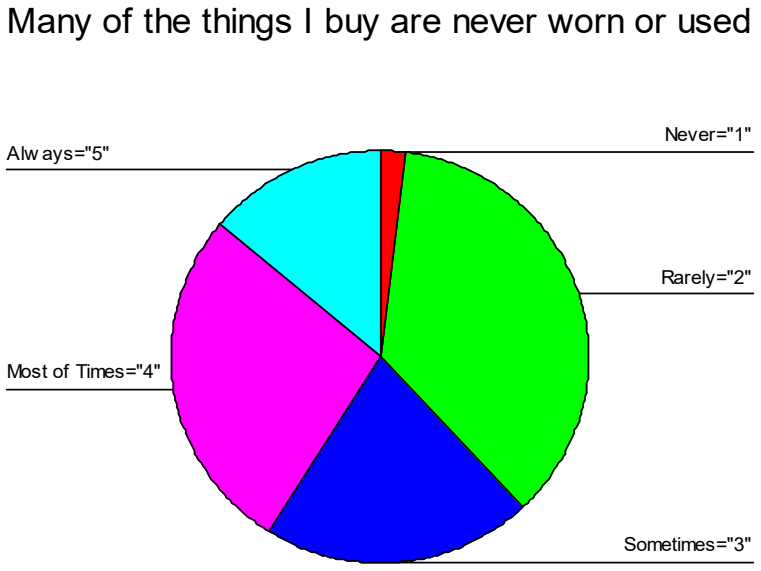



**Figure 19: Things**

The frequency distribution shows that out of total 100 respondents 2 is with the option of never making, the percentage of this option being chosen 2% while 36 respondents selected the rarely option making the percentage 36%, 21 respondents were with the view about this statement as sometimes true for them making the percentage being 21%, the statement was most of the times true for 27 respondents making the percentage being equal to 27% while it was precisely true for 14 respondents.

**I return purchases**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Never="1" | 33 | 33.0 | 33.0 | 33.0 |
| | Rarely="2" | 13 | 13.0 | 13.0 | 46.0 |
| | Sometimes="3" | 18 | 18.0 | 18.0 | 64.0 |
| | Most of times="4" | 25 | 25.0 | 25.0 | 89.0 |
| | Always="5" | 11 | 11.0 | 11.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Table 21: Purchases**

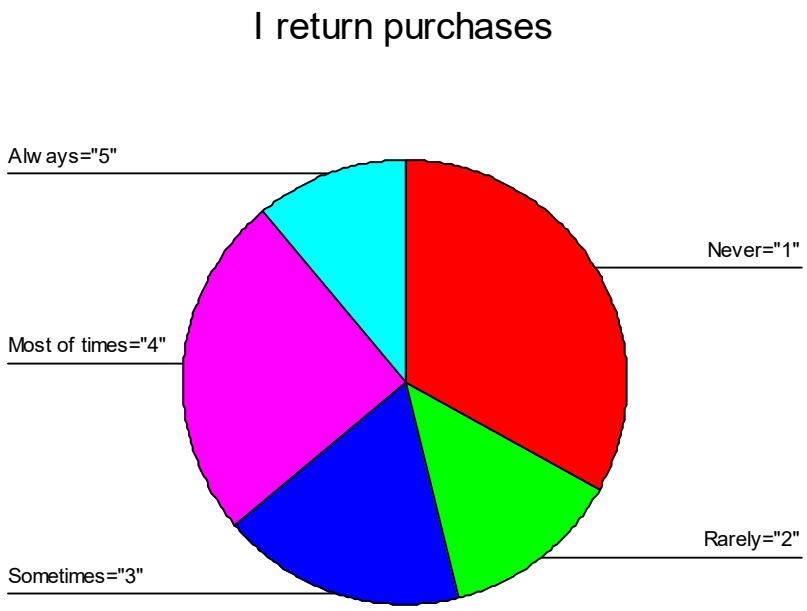



**Figure 20: Purchases**

The frequency distribution shows that out of total 100 respondents 33 is with the option of never making, the percentage of this option being chosen 33% while 13 respondents selected the rarely option making the percentage 13%, 18 respondents were with the view about this statement as sometimes true for them making the percentage being 18%, the statement was most of the times true for 25 respondents making the percentage being equal to 25% while it was precisely true for 11 respondents.

**I sometime feel compelled to go shopping**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Never="1" | 3 | 3.0 | 3.0 | 3.0 |
| | Rarely="2" | 14 | 14.0 | 14.0 | 17.0 |
| | Sometimes="3" | 40 | 40.0 | 40.0 | 57.0 |
| | Most of times="4" | 28 | 28.0 | 28.0 | 85.0 |
| | Always="5" | 15 | 15.0 | 15.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

**Table 22: Compelled**




**Figure 21: Compelled**

The frequency distribution shows that out of total 100 respondents 3 is with the option of never making, the percentage of this option being chosen 3% while 4 respondents selected the rarely option making the percentage 4%, 40 respondents were with the view about this statement as sometimes true for them making the percentage being 40%, the statement was most of the times true for 28 respondents making the percentage being equal to 28% while it was precisely true for 15 respondents.

# CHAPTER 5
# CONCLUSION

The main purpose of the research was to investigate various facets of compulsive buying and relate them to gender and then to find the significant difference between the male and female in terms of the level of compulsive buying behavior.

The aim is to check that "The level of compulsive buying on Individual components: tendency to spend, frequency of shopping and spending, feelings about and experienced while shopping, impulsivity while shopping, in the sense of unplanned purchasing , post-purchase guilt, and dysfunction surrounding spending among women is higher than that men "

The study has fulfilled the stated objectives and On the whole from the results it is confirmed that women are more likely to indulge in compulsive buying behavior. Partly this reflects the fact that women are more likely to do the shopping and especially the main weekly shop for a family.

This research was conducted to find out the level of compulsive buying among the genders. For this purpose a questionnaire was used in this research, which was developed by Elizabeth A. Edwards and further amended for using it in this research for measuring the level of compulsive buying among individuals in Pakistan. The scale used was Likert-type scales in which participants were asked to indicate their level of agreement (1 = never *to* 5 = always) with specific written statements. The compulsive buying continuum developed by Edwards (1992) is intended to classify consumer's different level of compulsive buying. The other variable was the gender. These two (the compulsive buying level and the gender) were compared by

checking the compulsive buying behavior among men and women. The results were found to be that female is more compulsive buyers than male.
The outcome of this query was checked by taking the average with the help of mean. The mean for male is 2.5150 and for female it is 3.8240. These calculations for finding out the level of compulsive buying were carried out by using Spss window software. There is a significant difference between the two means. The mean for female are greater than that of the male suggesting that the query should be accepted

In line with the theoretical arguments, gender was a significant predictor of compulsivity. The research that was conducted has proved that women are more compulsive than men. Thus, the study provides additional support to earlier research on cross-gender purchase differences in the context of usage of shopping lists (Block and Morwitz, 1999) and pre-planned purchase behavior (Cobb and Hoyer, 1986). Apparently, as argued by Block and Morwitz (1999), females are still in charge of shopping and serve as family experts on stores and products in many families. Females recognize inventory depletion when they go shopping (Goldman and Johansson, 1978; Urbany *et al.*, 1996). Because of their traditional roles as house-makers, females in our study were more likely to exhibit a tendency for compulsive purchasing. Notably, the impact of gender, while statistically significant, was not large.

It is confirm that women are more likely to indulge in compulsive buying behavior. Partly this reflects the fact that women are more likely to do the shopping and especially the main weekly shop for a family.

There are three reasons for women being more compulsive buyers than men

First, traditionally, females have been in charge of grocery shopping. Second, because of such traditions, females tend to know more about stores and products. Third, also due to their traditional role, females have a better idea about inventory levels when they go shopping than males do.

Regardless of income, education or social class women remain the main shoppers. Partly this reflects socialization but it also reflects preferences in terms of enjoyment and relief of stress.

# RECOMMENDATIONS

As compulsive buying has gained increasing attention from marketers and researchers all over the world, efforts have been made to identify the underlying determinants of the behavior from diverse perspectives. Consequently, this study has significance in terms of exploring the relationship between the gender and their compulsive buying behavior. Multiple reasons for unplanned or compulsive purchases exist.

- The issue for marketers is to appreciate the existence of compulsions, be aware of their symptoms and provide mechanisms to reduce the negative impact of compulsive behavior. as this study has shown that female being more compulsive buyers due to the reason that they are responsible of day to day shopping and men has more to do with the economic reasons. It is not for marketers to adopt a judgmental position with regard to what is, in its fundamentals and mental illness or at best a "personality disorder".
- One may see an item in the store and recognize a need or only decide when visiting a store. Since positive links between unplanned purchases and purchase of items off consumers' shopping lists and compulsive purchase behavior were substantiated, firms have to be aware of compulsivity when creating sales and in-store strategies. From this research it is proved that the female are more compulsive buyers than men firms should adopt such marketing strategies through which the compulsiveness among men also increase. Substantial consumption can be

affected by negative buying impulses, which should be accounted for by marketing managers and by consumer advocates. Being aware of the compulsive buying phenomenon, firms can use it strategically to increase sales by implementing in-store promotional and selling techniques especially designed for men. The means of advertising and marketing can play a positive and constructive role in improving the difference in gender behavior to persuade for shopping. These would make a positive and persuading impression on them, building on their compulsive tendencies.

- Segmentation on the basis of gender, compulsivity tendency, and tendency to buy off the shopping list and targeting females and high-compulsivity or high-impulse people should improve sales and profits.
- On the other hand, since consumption compulsivity can be seen as a negative cultural phenomenon. Segmentation, based on gender, compulsivity tendency, and tendency to buy off the shopping list, is called for. According to the Pakistani culture female being more concerned about the shopping while men do not posses such irrational and emotional behavior for shopping. Even if they are in a mood to celebrate, men find other ways to spend like dinning out with family or spending a happy time with the family so for men shopping is not the means to celebrate of relax psychologically. On the other hand, when it comes to unplanned shopping behavior of both men and women, it becomes difficult to identify the difference in the behavior of men and women regarding shopping, though women are at a larger percentage expected to purchase unplanned items as compared to men. Since men tend to shop more for functional items and items that are more

personal rather than social. Targeting public programs at females and high-compulsivity or high-impulse people should help reduce the social negative impact of compulsivity.

- Men being more concerned with economic reasons. When the level of income is low there is more chance in the reduction of impulse buying and the probability of buying goods on compulsive basis rises as women will no more be indulge in buying without need they will worry more about getting the household items.
- Keeping careful watch over the available cash and credit. When consumers go out, they should leave checkbooks, ATM cards, credit cards and most of the cash behind. The consumer should buy whatever is necessary and is on the list and should avoid unnecessary things to help curtail it from compulsive buying. The more organized the shopper the less likely they are to drift in compulsive buying behavior.
- Partly this reflects socialization (women take their daughters shopping while men take their sons to the match) but it also reflects preferences in terms of enjoyment and relief of stress.

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# APPENDICES

## COMPULSIVE BUYING QUESTIONNAIRE

(This questionnaire is developed to check the level of compulsiveness among the consumers who buy things without planning for it.)

Name: _____ Gender: _____

| | Never | Rarely | Sometimes | Most of times | Always |
|---|---|---|---|---|---|
| 1. My spending habits are creating chaos in my life. | 1 | 2 | 3 | 4 | 5 |
| 2. I feel driven to shop and spend, even when I don't have the time or the money. | 1 | 2 | 3 | 4 | 5 |
| 3. I cannot resist sales signs in window or shop displays, I just have to check them out. | 1 | 2 | 3 | 4 | 5 |
| 4. I get little or no pleasure from shopping. | 1 | 2 | 3 | 4 | 5 |
| 5. I hate to go shopping. | 1 | 2 | 3 | 4 | 5 |
| 6. I only shop out of necessity. | 1 | 2 | 3 | 4 | 5 |
| 7. I go shopping and buy things as often as I can. | 1 | 2 | 3 | 4 | 5 |
| 8. I am preoccupied with shopping and spending. | 1 | 2 | 3 | 4 | 5 |
| 9. I frequently buy things I did not plan to buy. | 1 | 2 | 3 | 4 | 5 |
| 10. I go on buying binges. | 1 | 2 | 3 | 4 | 5 |
| 11. I feel "high" when I go on a buying spree. | 1 | 2 | 3 | 4 | 5 |
| 12. I buy things even when I don't need anything. | 1 | 2 | 3 | 4 | 5 |
| 13. I go on a buying binge when I'm upset, disappointed, depressed, or angry. | 1 | 2 | 3 | 4 | 5 |
| 14. I worry about my spending habits but still go out and shop and spend money. | 1 | 2 | 3 | 4 | 5 |
| 15. I feel anxious after I go on a buying binge. | 1 | 2 | 3 | 4 | 5 |
| 16. I buy things even though I cannot afford them. | 1 | 2 | 3 | 4 | 5 |
| 17. I center my day around the next time I can go shopping. | 1 | 2 | 3 | 4 | 5 |
| 18. Many of the things I buy are never worn or used. | 1 | 2 | 3 | 4 | 5 |
| 19. I return purchases. | 1 | 2 | 3 | 4 | 5 |
| 20. I sometimes feel compelled to go shopping. | 1 | 2 | 3 | 4 | 5 |