

Tendencies of Consumer's Compulsive Buying Behavior

By

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DEDICATION

With all my heart, I dedicate this thesis to my brother **Saqib Amin**

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LIST OF ABBREVIATIONS

Name of variables or terms	Abbreviations
Compulsive Buying Behavior	CBB
Social Values	SVs
Attention-To-Social-Comparison-Information	ATSCI
Hedonic Motives	HM
Materialistic Attitude	MAT
Purchase Decision Involvement	PDI
Impulsive Buying Intention	IBI
Stimulus-Response	S-R
Stimulus-Organism-Response	S-O-R
Social Cognitive Theory	SCT
Buyer's Behavior Theory	BBT

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ABSTRACT

Compulsive buying is a phenomenon that has received considerable attention from psychologists, behavioral and marketing researchers as well. Compulsive buying behavior as an addictive tendency or compulsive attribute, insistently arising from rushing, repetitive motive(s) for buying that might or might not be irresistible, gratifying or relieving but for sure it is essentially disturbing to normal functioning. Concurrently, consumer's compulsive buying behavior is also considered as planned or goal oriented behavior that is shaped by different social and psychological influences. In collectivist culture of Pakistan, social environment or social factors such as individual's social values and their conformity to group's norms motivate to fulfill certain social needs. This typical social fabric and proliferation of the culture of excessive consumption/buying makes it, both a need and opportunity, to analyze compulsive buying behavior as well as its process that has not been holistically and systematically studied in the existing literature.

The current study identifies the social and psychological perspectives of consumer's compulsive buying behavior and analyzes the cognitive decision process regarding appearance products. Hence, individual's social influences studied in this research comprise of social values and attention-to-social-comparison-information, whereas, psychological influences consist of hedonic shopping motives, materialistic attitude, purchase decision involvement and impulsive buying intention.

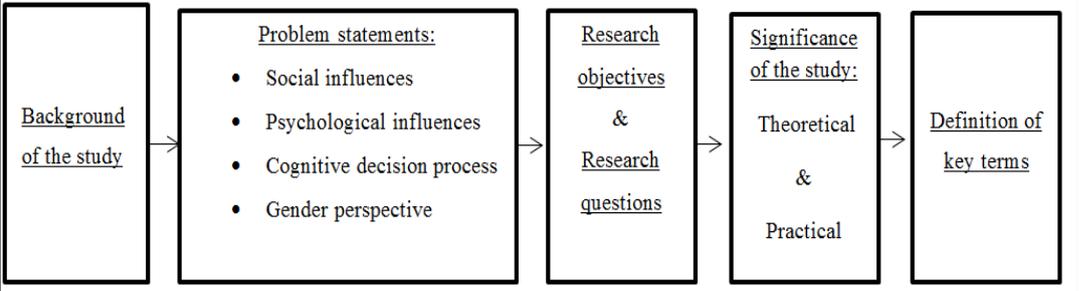
The study, adds significant value to the literature in three ways: first, it provides comprehensive discussion on compulsive buying behavior construct and also the role of motivational forces in the formation of compulsive buying behavior is discussed from two perspectives i.e. social and psychological. Second, Stimulus-Organism-Response framework is used to conceptualize and propose that an individual's social influences affect the psychological influences, thus leading to the development of compulsive buying behavior. Third, conceptual framework is used to verify the model of consumer's planned behavior theory and it is established that consumer's social and psychological characteristics influence impulsive buying intention which ultimately effects compulsive buying behavior.

In current study, data was collected from a sample of 1,120 consumers and a total of 1,010 responses were analyzed using structural equation modeling.

The results suggest that consumer's social and psychological influences play a significant role in the development of compulsive buying behavior. The finding indicate that consumers' attention-to-social-comparison-information is, in-general, a significant motivator/stimulator of their hedonic shopping motives, materialistic attitude and purchase decision involvement, whereas, social values have significant impact only on hedonic motives and which ultimately results in impulsive buying intention as well as compulsive buying behavior. Consequently, consumer's social values, attention-to-social-comparison-information, hedonic shopping motives and materialistic attitude have indirect, whereas, purchase decision involvement and impulsive buying intention have direct effect on the development of consumer's compulsive buying behavior. Finally, the overall results of the current study contribute in building a rigor of social cognitive theory and consumer planned behavior theory in the context of consumer's compulsive buying behavior.

This research is a valuable addition in the domain of S-O-R model and the findings of the research would be helpful in making different selling and retailing decisions. At policy level, the findings would be helpful in shaping consumer protection laws. Marketers and policy makers are also advised to consider consumer education programs to safeguard consumers against the possible ills of compulsive buying behavior and enable them to overcome any financial woes resulting from it. To the knowledge of the researcher, the study of compulsive buying behavior simultaneously in social and psychological contexts is almost ignored. Neither it has been studied quantitatively. So, the current study provides an empirically valid S-O-R conceptual framework to understand the cognitive process of consumer's compulsive buying behavior and the dissertation also opens new doors of inquiry especially in the context of collectivist societies.

Chapter no. 1
Introduction



Organization and structure of Chapter 1 'Introduction'

CHAPTER 1

INTRODUCTION

Positive feedback on repetitive and excessive shopping behavior makes, the compulsive buyers feel psychologically gratified and social accepted and results in the reinforcement of the behavior. Consumers exhibit different buying behaviors due to their different sets of needs, wants and desires. Then buying patterns are formed due to combinations of their social, cultural, psychological and environmental factors etc. Whenever an individual goes to shopping, directly or indirectly she or he has to go through some decision processes in order to make a purchase and all key decisions are influenced by internal and external factors. Every individual is a consumer, in this study; the word 'individual(s)' is used to interchangeably with consumer(s).

The consumer's internal factors are the most significant as they differentiate them from others in buying behavior. However, the theorists of buyer's behavior (Howard and Sheth, 1969; Loudon and Bitta, 1993) and cognitive decision process models (Cziko, 2000; Blackwell, Miniard and Engel, 2001) are in agreement that external influences also have significant impact on internal influences and result in the development of consumer buying behaviour.

In consumer behaviour literature, it has long been acknowledged that consumer's buying behaviour barely ever go after the philosophy of economic theory. "Consumers' purchases often seem to be desire, mood, or emotion driven, which thus seems natural and the default state of affairs" (Etzioni, 1986). For these individuals, to go shopping is the utility of the buying act itself as their primary motivation rather than the expected utility of consuming the products (Tauber, 1972). Individuals are encouraged by many psychological desires, such as to have fun, to express an identity, to improve self-esteem, or to overcome some negative feelings etc. rather than only getting certain needed products. Such 'non-rational' buying behaviors have become known as impulsive and compulsive behaviours (Stern, 1962; Rook,

1987; Rook and Gardner, 1993; Rook and Fisher, 1995; Dittmar, Beattie and Friese, 1995; 1996; Beatty and Ferrell, 1998; Wood, 1998; Dittmar and Drury, 2000).

The humans frequently act on impulse (a sudden urge) which can cause abrupt changes in individuals buying behavior. Urges are normal but strong motivational drives that greatly influence human beings to act in specific manners. On the other hand reactions relate to impulsive responses towards instantaneous situations. The important characteristic of impulses is that these are sudden, forceful and short lived and disappears when the reaction to a stressor or threat is processed (Anton, 1999).

Contrary to impulsions the compulsions are relatively steady and stable forces that direct an individual's reactions. Impulsive or compulsive reactions are based upon desires and tend to escalate if no reaction takes place. The studies show that commonly individuals may tend to avoid reactions that are incited by the urges towards. But since urges are powerful forces that eventually drive them towards useless and perhaps awkward outcomes.

Human primary urges refer to the essential physiological urges, whereas, the secondary urges refer those urges that are shaped or developed by our social environment and social pressures, for instance, purchasing those items that are desirable or considered as social status in a society (Hausman, 2000). To large extent, social media play a significant role in shaping individual's shopping motives and concept of materialism (Wang and Wallendorf, 2006). Based on these, the other urges are self-developed or consciously developed by individuals. For instance more common in such urges are developing addiction for specific foods or drugs such as cigarettes, coffee or alcohol. Such urges also are reflected in our behaviors such as impulsive and compulsive buying.

Unconscious and Conscious Perspectives

The process of developing unconscious urges begins with our conscious patterns of behaviors, such as common habits become unconscious when they are successfully implanted in our brain and begin to drive our behaviors without our conscious control over our action or behaviors. To some extent, it might be reflected in instances of socially

dysfunctional behaviors. Similarly, disorders or mental illnesses, such as Obsessive-Compulsive Disorder (OCD), are often considered by strong urges to act in certain ways.

However effects of urges vary from person to person. Some individuals even with low urges have no ability to resist and simply indulge into action that would satisfy that urge while others may have the ability to resist even the stronger urges and may be able to control their behaviors. The individual with weak control have more probability to indulge into uncontrollable behavior patterns such as of compulsive buying behavior.

Regardless of weak or strong, there are urges that are good and socially endorsed and bad urges that are socially condemned, yet the evolutionary past that has programmed our unconscious behaviors is still functional and which sometimes may be harmful for the social fabric. Urges are sometimes naturally controlled through an inner urge control system that functions by default in our brains. This system at one end urges us into action to satisfy an urge and also to stop action once urge is satisfied. The urge system can encounter errors and the stopping signals can become faulty and ineffective. At this stage the conscious willpower can play a role and can function as a control system. As human beings we have to rely on the conscious control system as our thought process is more complex than the one we use for managing or controlling our behaviors

Unconsciousness

Few psychologists and decision researchers advocate that unconscious influences are the primary drivers of choice when buying is concerned. Dijksterhuis, Smith, van Baaren and Wigboldus (2005) observed that “many choices are made unconsciously and are strongly affected by the environment. Hence, unconscious factors often have a significant effect on consumer choice and might influence consumer decision making processes (Bargh, 2002).

Although habitual responses might be considered non-conscious (e.g., Bargh 1997; Kahneman 2003). Wright and Kriewall, (1980) and Bettman and Sujan, (1987) advocated that the relative salience of decision criteria depends, among others, on the consumer’s state of mind. On the other hand, Bargh (2002) proposed w.r.t. ‘automaticity theory’, habitual buying might be a result of unconscious psychological processes where consumption goals can be activated and then operated all outside of awareness.

Conscious consideration in consumer choices & decision making process:

Buying process phenomena according to the current study conceptualization is considered that choices are determined primarily by conscious, determined information processing, task-related inputs, for instance, several interpretations of substitutes and perceived preferences (Bettman, Luce, and Payne, 1998). Mostly consumer's choice environments consist of the purchase options as well as many other stimuli and they consciously process information before deciding what to buy. In simple words, choices are largely determined by conscious processing of task-related inputs. Actually, consumer's choices logically focus on alternatives and they need to be evaluated, therefore, conscious choice behaviors have a vast benefit over unconscious influences.

On a broader perspective, now this is established that decision makers or consumers, often create their preferences when they need to decide, which makes them susceptible to a wide range of influences (e.g., Bettman et al., 1998). Overall, although the consumers would not recognize what triggered the idea, but the choice would involve a set of mostly conscious processes. Consumers consciously considered elements of the choice and their beliefs about their preferences.

Consciousness

Consciousness provides us the exclusive ability to rationally reject an idea/choice if it does not make sense based upon our experiences. Emotions and impulses that drive us need to be given logical permission in order to act (Bettman and Sujan, 1987). Therefore, decision makers are aware of the various influences on their perceptions and behavior. Neuro research is examining the relationship between irrational and rational behaviour by linking in "time" into the buying & decision making process and highlighting how "time makes us behave inconsistently"...due to the perceived risks and , rewards and our in-built loss-aversion.

According to product perspective, literature has pointed out that within certain products conscious thinking was the dominating mode for some, while for other products it was unconscious. Thus, it may not be meaningful to characterize judgments, decisions and behavior as being normally non-conscious rather than conscious. More generally, putting aside the question of whether conscious or unconscious aspects play a greater role in choice

and can better explain consumer decision making, future research is likely to investigate influence and process between them.

Based on the “time-inconsistent preferences” theory, compulsive buying behaviors are considered as conscious behaviors that are conceptualized as a result of either self-control failure or strong urges/desires. The self-improving, rewarding and low self-control referred as significant aspects of compulsive buying behavior which is motivated by strong desires. At times dispossession, encouraged by alteration (visualizing the object’s possession), increases desire and the stimulus to buy (Hoch and Loewenstein, 1991) and compulsive buying occurs as a result of desire reference point modification prompted by negative events and social comparisons orientation (e.g. Suls, Martin and Wheeler, 2002).

Thus disorders in impulse control can potentially lead to negative outcomes such as excessive buying and addiction. In current study, the word ‘impulse’ and ‘impulsive’ are interchangeably used for the same construct i.e. impulsive buying intention. Compulsive buyers are the individuals who practice and characteristically act on intense urge to buy excessively and their lifestyles are actually composed of extensive shopping sprees (Black, 1996; 2007). Faber and O’Guinn (1989) gave a prime criterion to determine the mildness or potential abnormality of compulsive buying i.e. does an individual’s buying behavior causes trouble in his normal course of life or not.

Similarly, Nataraajan and Goff (1991) also supported this thought and considered such buying behavior as troublesome and indicative of abnormality which starts hampering the other domains of an individual’s life, such as associations with family and friends, financial health, employment matters, thus obscuring the normal functioning. Valence, D’Astous and Fortier (1988) described compulsive buying behavior (CBB) as an uncontrolled impulse to buy, triggered by a disorder from psychological strain due to internal factors, and accompanied by a feeling of relief, as well as by frustration similar to that provoked by an addiction. Nataraajan and Goff (1991) described CBB also as an addictive tendency or compulsive attribute, insistently arising from rushing, repetitive motive(s) for buying that might or might not be irresistible, gratifying or relieving but for sure it is essentially disturbing to normal functioning.

Consumer’s CBB is a puzzle in the marketing world. It has been of practical and theoretical interests to behaviorists, marketing scholars and economists. Compulsive buying

is an uncontrolled urge to buy, mostly for needless things and individuals differ in why they purchase compulsively. Many individuals buy predominantly for psychological reasons, for instance, to enhance low self-esteem, or to reduce self-discrepancies, to feel successful or special etc. Other individuals purchase mainly for social motives e.g., to improve social identity or, to elevate perceived social status, by the way of upward social comparison. However, over a longer period, consumers may face great trouble in regulating their buying behavior and they may suffer from severe negative consequences (Edwards, 1992). Ultimately consumer's compulsive buying becomes a detrimental behavior for both an individual's own wellbeing and the society as well. Therefore, understanding of this problematic buying behavior is essential for the sake of providing assistance to the buyers who are the ultimate sufferers and also to benefit the society overall.

Mostly, consumer's compulsive buying occurs due to various combinations of social and psychological factors (Faber, O'Guinn, and Krych, 1987; Valence et al., 1988; Faber and O'Guinn, 1989; 1992; D'Astous, 1990; Scherhorn, Reisch, and Raab, 1990; Hanley and Wilhelm, 1992; Hassay and Smith, 1996; Black, 1996; 2007). Therefore the investigation in CBB research necessitates the probing and analysis of the key elements of both these influences simultaneously. However, psychological influences play predominantly significant role in compulsive buying, and the current study mainly explores their contribution. Therefore the study examines how consumers make buying decisions, why these decisions often result in compulsive buying and what are the stimulating factors that affect consumer's tendency to exhibit compulsivity.

1.1 Background

Literature review has revealed that consumer's CBB has been explored and discussed actively and extensively during the past twenty seven years; resultantly the foci of CBB research has evolved from the interaction of numerous sociological, psychological, and biological factors (Faber, 1992; Hirschman, 1992; Black, 2006). Similarly some other researchers have found that psychographic, socio-environmental and demographic variables also have significant influences on compulsive buying (Roberts, 1998; 2000; Dittmar, 2005a). Compulsive buying behaviour is usually defined either within the socio-environmental framework or viewed only in psychological framework whereas the factors affecting and triggering compulsive buying behavior belong to both of these. However, none of the

previous researches is found to have studied the impact of these two frameworks jointly neither anyone has investigated their role or contribution in the process that generates CBB.

Basically the factors that affect or trigger CBB can be divided in two broad categories: external and internal. External influences refer to those stimuli that are categorized as social, environmental and/or situational factors to lure consumers towards excessive buying. Whereas the internal influences refer to a consumer's psychological factors e.g. motives, personality traits, etc. Most of researches that studied CBB with reference to external factors identified either a single factor or selected them randomly to examine their impact on CBB consisting of consumer's susceptibility to social influences (socialization) (Faber and O'Guinn, 1988; D'Astous et al., 1990), irrational credit card usage or money attitude (Fabien and Jolicoeur, 1993; Robert and Sepulveda, 1999; Park and Burns, 2005; Phau and Woo, 2008; Watson, 2009), and product specific context (Johnson and Attmann, 2009).

Similarly the studies conducted on CBB with reference to internal factors using both qualitative and quantitative methods also investigated the impact of either a single factor or a randomly selected multitude to examine their impact on CBB, for example low self-esteem (Mendelson and Mello, 1986; Black, 1996), compulsivity (Faber and O'Guinn, 1992), arousal seeking (Edwards, 1992; 1994a), fantasizing (Jacobs, 1986), impulsivity (Rook, 1987, Black, 2007), depression (Schmitz, 2005) and materialism (Dittmar, 2005b; Dittmar, Long and Bond, 2007; Xu, 2008) etc.

Extensive literature review also revealed that many researches explored consumer's CBB very comprehensively including perspectives like personality traits (O'Guinn and Faber, 1988; 1989), predictor of attitude and perceptions (Magee, 1994), psychological antecedents (Kwak, Zinkhan and Roushazamir, 2004), cognition in compulsive buying (Kyrios, Frost and Steketee, 2004), interpersonal influences (Roberts, Manolis, and Tanner, 2003; Robert, Manolis, Jeff and Jr, 2008) and chronic consumer state (Vel and Hamouda, 2009), but their results were not conclusive as they were explored theoretically lacking quantification.

Few researches attempted to enumerate a variety of antecedents and consequences of CBB by using theoretical approaches (Magee, 1994; Karlsson 2003; Robertset al., 2003; Yurchisin and Johnson, 2009) but recently, Kellett and Bolton (2009) and Workman and

Paper (2010) examined psychological influences of CBB in detail and comprehensively reviewed the past literature. The above discussion raises the need to understand the decision process of compulsive buying and to analyze the joint impact of external and internal influences on CBB".The current research provides a framework to understand the way the external factors stimulate internal factors in formulation of consumer's CBB.

1.2 Problem Statements

It is evident from the extensive review of literature that four associated issues (i.e. social influences, psychological influences, cognitive decision process and gender influences) still lack qualitative and quantitative explanations and require further comprehensive probing. It is worth realizing that the above mentioned influences need to be investigated together in order to examine their interplay and to analyze their contribution towards cognitive decision process of consumer's CBB. Thus, the current study intends to fill these gaps and contributes to the existing literature on these issues besides improving the understanding of the academicians, policy makers, psychologists, behaviorists, marketers and retailers regarding these major issues working behind CBB.

1.2.1 Social Influence

Social influence is the first issue pertaining to the manner it motivates the CBB. Individual's perceptions about proper and improper behavior are based on social values and norms and these social factors have the potential to influence or even, to regulate behavior (Moschis and Cox, 1989; Hanley and Wilhelm, 1992). Moreover, if the social environment is favourable to compulsive behavior, the individual's values and norms are reinforced. According to literature, consumer's CBB is caused by socio-cultural environment or society (Damon 1988; Valence et al. 1988; Scherhorn et al., 1990; Faber 1992; Hirschman 1992; Magee, 1994) and it could be the outcome of an abnormal socialization process (Faber and O'Guinn, 1988; Fabien and Jolicoeur, 1993). As social norms contribute in generating or encouraging CBB (Magee, 1994), it implies that the social values (SVs) also have significant impact on the development of consumer's CBB. Social values are central because the societal norms are derived from them and they influence the content of social norms. The above discussion necessitates the study of influence of social factors on consumer's compulsive buying.

- "To what degree SVs influence consumer's CBB"

Social environment also contains information sources which directly affect the individuals in purchase decisions and buying behaviours. These information sources, comprising of peers, family and reference groups; are strong social influences that are significant in psychological makeup of an individual. Therefore, attention-to-social-comparison-information (ATSCI) is identified as another important factor stimulating compulsive buying. This also necessitates understanding the course by which the individuals process the social comparison information obtained from their social environment, how this information interacts with the consumer's psychological influences and ultimately, what is the impact of these influences on consumer's CBB. Even though the previous researches recognize the importance and impact of the social environment on CBB but no study so far has investigated the way social influences shape individual's behavior towards compulsive buying. Hence, this gap in literature requires the exploration of contribution of ATSCI in stimulating CBB.

- To what extent ATSCI stimulate consumer's CBB.

1.2.2 Psychological Influence

Consumer's psychological influence is another significant concern with reference to its impact on CBB. There are many psychological constructs that influence the CBB but we consider four of these constructs to be of prime importance i.e. hedonic motives (HM), materialistic attitude (MAT), purchase decision involvement (PDI) and impulsive buying intention (IBI) as these are vital predictors of consumers spending attitude and buying behaviour. The first factor is hedonic motive (HM), a well-known driver of emotion based buying behaviour that plays encouraging role in influencing the attitude based on strong desires (Childers, Carr, Peck, and Carson, 2002). Hausman (2000) opined that hedonic motives strongly influence impulsive buying behaviour. The hedonic motive has not been fully explored by researchers so far rather it has only been investigated partially (e.g. Youn and Faber, 2000). Thus the need emerges to investigate the influence of hedonic motive on CBB and the current study aims to explore this factor more comprehensively.

“To what extent consumer's HM encourages CBB”

Materialistic attitude (MAT) is second important factor of individual's psychology that we intend to study. Ward and Wackman (1971) defined materialism as an orientation

considering material goods and money extreme important for social progress and personal happiness. The materialistic consumers have a tendency to engage in purchasing as a means to attain most important life tasks, for instance satisfaction and happiness. Various studies on psychological perspective have investigated the role of materialism and have consistently identified it as the strongest and direct predictor of consumer's CBB (Rindfleisch, Burroughs and Denton, 1997; Mowen and Spears, 1999; Roberts, 2000; Dittmar, 2005a). Therefore the need emerges again to explore the influence of materialistic attitude on CBB as a part of the process.

- “To what degree consumer's MAT encourages CBB.

Purchase decision involvement (PDI) is the third factor of consumer's psychology and it refers to the degree to which the buyer views an item purchased as an engaging and meaningful activity and decisions about purchase as a dominant part of their life. Mostly researchers have focused on product involvement rather than PDI (Mittal, 1989; Wertebroch and Dhar, 2000) and this thought is different from response or situational involvement. The purchase decision involvement conveys and revolves around a consumer's mind-set about buying and the goals associated to it. Therefore PDI is an important construct to influence attitudes and behaviour related to object purchase.

Similarly, Yurchisin and Johnson (2009) also investigated relationship between product involvement and compulsive buying behaviour and found it positive. To the knowledge of the researcher, the relationship of PDI with CBB had never been studied before; therefore this gap needs to be investigated.

- “To what extent consumer's PDI encourages CBB”

Impulsive buying intention is yet another factor of consumer's psychology as purchase intention helps in predicting subsequent purchases which reflect the attitude toward the act rather than the object (Engel, Blackwell and Kollat, 1968; Howard and Sheth, 1969; Fishbein and Ajzen, 1975; Bagozzi, 1983).

Similarly, Kwak, Zinkhan, Delorme, and Larsen (2006) also investigated role of impulsive buying intention in persuasion of CBB. Hence, the above argument necessitates studying the influence of IBI on consumer's compulsive buying.

- “To what extent consumer’s IBI motivates CBB”

1.2.3 Cognitive Decision Process

Third issue is related to the cognitive decision process of the consumer’s that lands them into CBB, where external influences affect the internal influences which ultimately increase the tendency to become compulsive buyer. According to cognitivism approach, consumer’s cognitive decision process pertains to the manner the two influences i.e. social and psychological, motivate the CBB. This provide enough justification for understanding of the course/system by which the individuals get influenced by the social factors present in their social environment, in collaboration with the consumer’s psychological influences which ultimately shape the consumer’s CBB.

The main proposition of the decision process is that when individuals are exposed to a stimulus, they develop certain responses, which in turn dictate a particular behavior. Social influences act as stimuli variables, whereas consumer’s psychological factors are intervening variable in the formation of CBB as buying response.

Concurrently, another proposition of the decision process is related to the theory of consumer’s planned behavior. Compulsive buying behavior is also referred as a planned or goal-oriented behavior (Roberts and Pirog, 2004). According to the model of consumer’s planned behavior theory, belief and attitude have significant impact on buying intention which ultimately influences actual purchase behavior, or, in simple words, consumer’s beliefs and attitudes are strong predictors of consumer’s buying behavior either directly or indirectly through impulsive buying intention.

1.2.4 Gender Influence

The final issue of this research study is related to the contribution of gender to a consumer’s CBB. Peter, Olson and Grunert (1999) examined male and female’s buying behavior and found variation on numerous grounds. Not only their decision process varies but they value the material possessions differently and buy different products for totally different

reasons (Dittmar, Beattie, and Friese, 1995; 1996) examined impact of gender on purchase process and reasons behind it. Several authors found that gender has significant influence on both the products purchased, and/or the causes of purchase (Csikszentmihalyi and Halton, 1981; Wallendorf and Arnould, 1988; Kamptner, 1991; Darley and Smith, 1995; Chiger, 2001; Marks, 2002; Coley and Burgess, 2003 etc.). Conclusively, gender is a substantial predictor of compulsivity and female have more tendency to become compulsive as compared to male (O'Guinn and Faber, 1989; Dittmar, 2005b). The discussion till now reasonably implies that gender moderates the whole cognitive decision process of CBB.

- “To what degree gender moderates consumer’s CBB”.

1.3 Research Objectives

After the extensive review of literature on the buying behavior theories, cognitive decision models the major objectives of this research study are:

- To examine the role of social influences associated with consumer’s compulsive buying behavior
 - To investigate the impact of social values on compulsive buying behavior
 - To investigate the impact of attention-to-social-comparison information on compulsive buying behavior
- To examine the role of psychological influences associated with consumer’s compulsive buying behavior
 - To investigate the impact of hedonic motives on compulsive buying behavior
 - To investigate the impact of materialistic attitude on compulsive buying behavior
 - To investigate the impact of purchase decision involvement on compulsive buying behavior
 - To investigate the impact of impulse buying intention on compulsive buying behavior
- To analyze cognitive decision process model of consumer’s compulsive buying behaviour in term of Stimulus-Organism-Response framework
- To analyze and test the theory of consumer’s planned behavior regarding compulsive buying behaviour
- To investigate and analyze compulsive buying behavior based on gender differences.

1.4 Research Questions

To achieve the objectives for this research, the following main research questions will be addressed.

1. What is the role of social influences in the development of consumer's compulsive buying behavior?
2. How do consumer's psychological influences persuade them in the creation/development of compulsive buying behavior?
3. How do social influences stimulate consumer's psychological influences in the formulation of compulsive buying behavior?
4. Is there a significant difference between male and female regarding their compulsive buying behavior?

1.5 Significance of the Study

Societal development has brought intense shift and variations including the purchase activities and consumption in daily life. Moschis and Cox (1989) opined that consumption norms vary from society to society and change over time. The norms of consumption seem to be changing due to advancement of technology; increasingly global marketplaces where buying decision and process continues to become more rapid and social values are easily modified (Magee, 1994; Dittmar and Drury, 2000). Similarly, Hirschman (1992) concluded that attitudes toward dysfunctional consumer behaviors are becoming more lenient and recent stigmas have become weaker.

Consumers are surrounded by abundant and repetitive advertisement campaigns and messages due to the expanding mass media that encourages and strengthens the thought that shopping is a pleasure enhancing activity (Faber, 1992; Roberts, 1998). Due to large number of marketplaces and shopping malls the consumers are continuously attracted to purchase more and more, thus, transforming the malls into socialization centers. These situations raise thought provoking questions with growing concerns regarding consumer's CBB. Dittmar et al. (1995) suggests that compulsive buyers are not qualitatively dissimilar from normal buyers.

Shiffman and Kanuk (2000) further supported the notion by concluding that compulsive buying is considered as dark side of normal consumer's buying behaviour. For

the same reason, McElroy, Keck, Pope, Smith and Strakowski (1994) showed concern by suggesting that compulsive buying behavior is detrimental practice for both the individual and society. Such compulsive buying behaviors generated by marketers and retailers might lead to higher profits for manufacturers and sellers but in the long run it will result in more unsatisfied, unhappy, lost and troubled consumers.

Although, the major emphasis of the existing literature remains to be psychological factors. Some efforts have also been made to explain the process through which they lead to the formation of CBB. Interestingly, the core causes & consequences of CBB overlap and they are stress/depression, low self-esteem, low self-control etc. Thereby making a vicious circle. Now, the question arises what are the triggering factors that lead to the psychological disorder whether cause or the consequences?

Most of these studies were conducted in the individualistic cultures of the west, whereby the individual's need and desires determine their choices in life including purchase decisions, in contrast, individuals choices/decisions in collectivist culture like ours are to a large extent influenced & determined by the social environment. Notwithstanding, the strong impact of psychological factors, the social influences too play a very significant role in shaping the CBB.

The expression of CBB in recent years by Pakistani consumers seems to have increased the pace of converting Pakistan into a mass consumption society. Extensive review of literature reveals that scanty studies exist about Pakistani consumers that focus on their CBB. Social influences have substantial impact on the consumer's buying behavior especially in case of a collectivist culture (Triandis, 1995) like Pakistan. This notion alone is enough, logically and rationally, to generate the need for conducting research concerning social and psychological influences; and to investigate their impact on consumer's CBB in Pakistan.

The current study will facilitate in identifying the main influential external factors accelerating CBB in consumers and will also benefit in exposing the true relationship of external factors with internal characteristics towards CBB.

1.5.1 Theoretical Significance

The key contributions of this research study towards existing theories and literature are:

1. Concrete establishment and configuration of the taxonomy of consumer's compulsive buying behavior.
2. Identification of the significance of relationship between the two social influences; social values and attention-to-social-comparison-information; and compulsive buying behavior.
3. Authentication of strong significant relationship between four psychological influences i.e. hedonic motives, materialistic attitude, purchase decision involvement and impulsive buying intention; and compulsive buying behavior.
4. Identification of measures of social influences and their impact on psychological influences predicting the compulsive buying behavior in cognitive decision process.
5. Instituting and detecting the group differences based on gender in the overall cognitive decision process.
6. Conceptualization of Stimulus-Organism-Response framework/model
7. Verification of consumer's planned behavior theory as well.

1.5.2 Practical Significance

Consumer's compulsive buying behavior is a deviant social behavior which needs to be curtailed, and in order to do that investigative analysis needs to be conducted to understand the influencing components and their contribution to its process. Examination of social and psychological influences regarding compulsive buying behavior is useful for public policy makers, psychiatry practitioners and institutions to educate and discourage this undesired social behaviour in individuals like excessive credit card usage and shopaholism.

The results and findings of the current study will also help them to alleviate the associated social evils that are generated due to compulsive buying behavior by understanding the major influencers noticeably. Consumer welfare groups or public policy officials may use these findings to develop guidelines for marketers and retailers in order to restrain them from indulging in practices that trigger abnormal buying behaviors. Retailers may also be suggested and encouraged to remove the buyers with problematic buying behaviors from their promotional communication to save compulsive buyers from indulging in such practices.

Likewise, the public officials, marketers, and retail researchers can also use the shopping motivations identified in this study and the findings of personality evaluation to predict compulsive buyer instead of inquiring them directly regarding their sensitive issues e.g. attention to social comparison. The exploration of personality characteristics may provide another important mode of classifying the consumer segment within the compulsive buying behavior. Furthermore, this research is useful for formulating appropriate social marketing interventions like guidance and counseling in order to curb the rising consumer debts arising out of CBB which ultimately result in financial and economic crisis.

1.6 Definition of Key Terms

Table 1-0-I: Definitions of study variables or key terms

Variable	Abbreviations	Definitions	Authors / years
Compulsive Buying Behavior	CBB	“A response to an uncontrollable 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”	O’Guinn and Faber (1989)
Social Values	SVs	“Enduring beliefs that individuals hold about specific modes of conduct that they think is important and the guiding principles in their lives”	Schwartz (1992)
Attention-To-Social-Comparison-Information	ATSCI	“A form of information integration in which the consumer forms a self-concept or self-definition on the basis of estimated appraisals by others”	Lennox and Wolfe(1984)
Hedonic Shopping Motives	HM	“Needs for novelty, social interaction, and “fun”, are commonly termed as hedonic motives”	Hausman (2000)
Materialistic Attitude	MAT	“An orientation which views material goods and money as important for personal happiness and social progress”	Ward and Wackman (1971)
Purchase Decision Involvement	PDI	“The degree of consumer’s concern and interest regarding buying decision task”	Mittal (1995).

Impulse Buying Intention	IBI	“A tendency to have uncontrolled desire to purchase”	Weun, Michael and Sharon (1998)
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1.7 Organization and Structure of the Thesis

This thesis is organized into five chapters.

Chapter one gives a detailed introduction to the topic, its background, and emphasizes on the problem statement, research objectives and research questions. It also provides the theoretical and practical significance of the research study and describes key terms used.

Chapter two comprises of review of literature and deals with an overview of consumer behavior approaches, buyer’s behavior theories and cognitive decision model of compulsive buying behavior specifically in Pakistan. It also highlights the different perspectives of external and internal influences regarding buying behavior. The impact of social influences and psychological construct on the overall compulsive buying behavior, were also presented. This became the foundation of the theoretical framework and the hypotheses developed for the study.

Chapter three describes the research design and methodology. Issues discussed in this chapter include research approach, sampling design, design of questionnaire, administration of questionnaire, and the statistical techniques used to evaluate the research hypotheses of this study.

Chapter four deals with data analyses and displays the results of the current study. The sample characteristics, reliability measures, and the results of hypotheses testing using different statistical techniques, were duly presented.

Chapter five discusses the results and their implications. Efforts were made to compare the present results within previous work and gender perspective as well. The limitations of the study and future recommendation are also included in this chapter.

Appendix A consists of Descriptive statistics of all variables. Appendix B consists of Common Factor Analysis, discusses the results of all latent variables regarding Standardized Regression Coefficient or weight and Squared Multiple Correlation. Appendix C consists of Initial Measurement Model, includes the results of Standardized Regression Co-efficient and Squared Multiple Correlation. Appendix D consists of results of respecified measurement model such as examination of factor loadings, examination of standardized residuals and

examination of modification indices. Appendix E comprises results of structural model in term of standardized regression Co-efficient and significances as well. Appendix F explains the results of constrained and unconstrained model of the study. Appendix G comprises results of decomposition of CBB, such as direct effect, indirect effects etc. Appendix H, *Questionnaire*, presents a multiple independent, dependent variables and also captured the subject's age and gender as well as an average of the number of shopping visits and time. Whereas, information regarding gender also used to determine whether there were any significant differences between two groups regarding compulsive buying behavior process.

Table 1-0-II: Organization and structure of the complete thesis

Chapter/Appendix	Title
Chapter 1	Introduction
Chapter 2	Literature Review
Chapter 3	Research Methodology
Chapter 4	Results and Analysis
Chapter 5	Discussion and Conclusion
References	
Appendix A	Descriptive statistics
Appendix B	Results of 'Common factor analysis'
Appendix C	Results of 'Initial measurement model'
Appendix D	Results of 'Respecified measurement model'
Appendix E	Results of 'Structural model'
Appendix F	Results of 'Constrained and unconstrained model'
Appendix G	Results of 'Total effect' (standardized & unstandardized)
Appendix H	In the prediction of CBB: 'Decomposition test'
Appendix I	Questionnaire

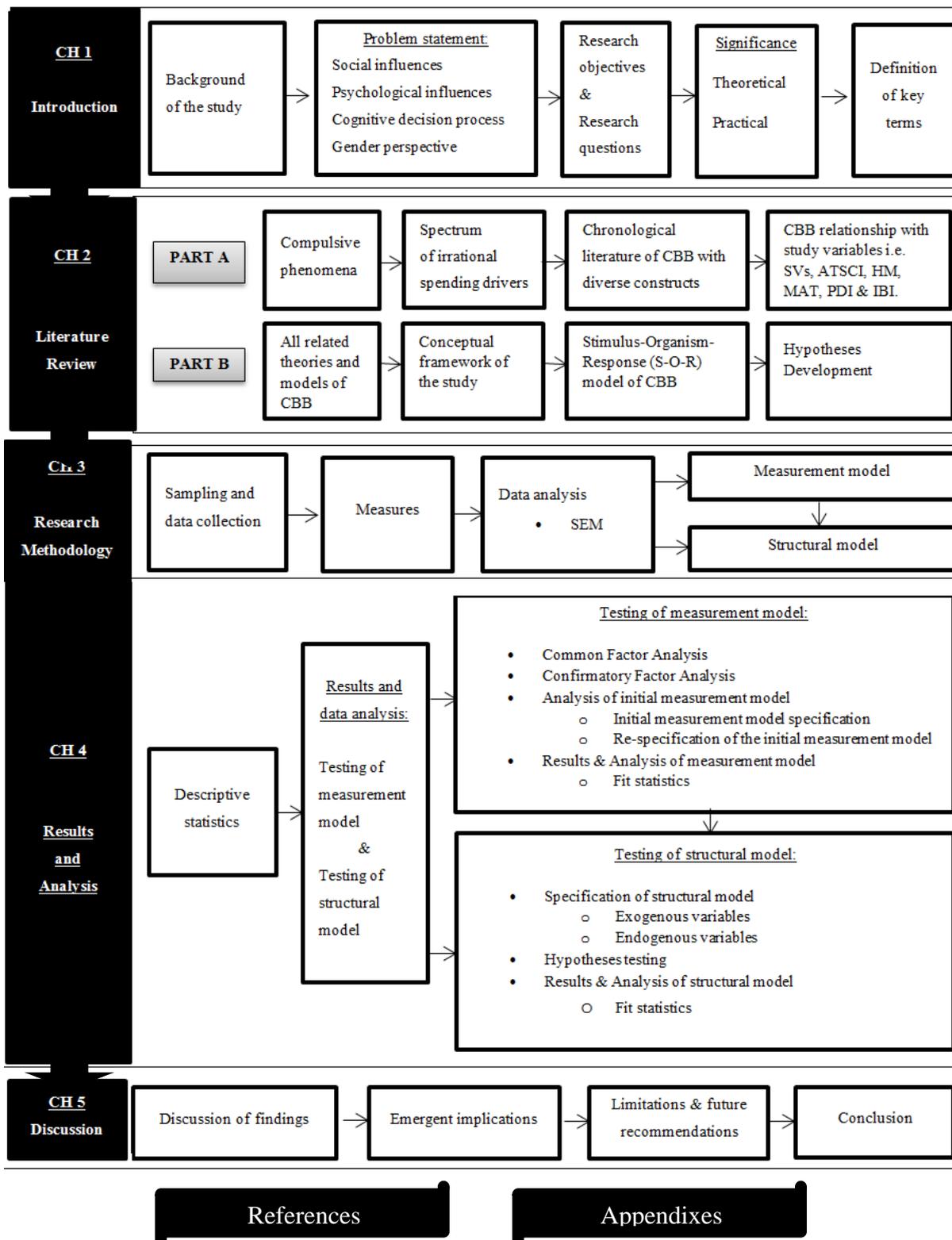


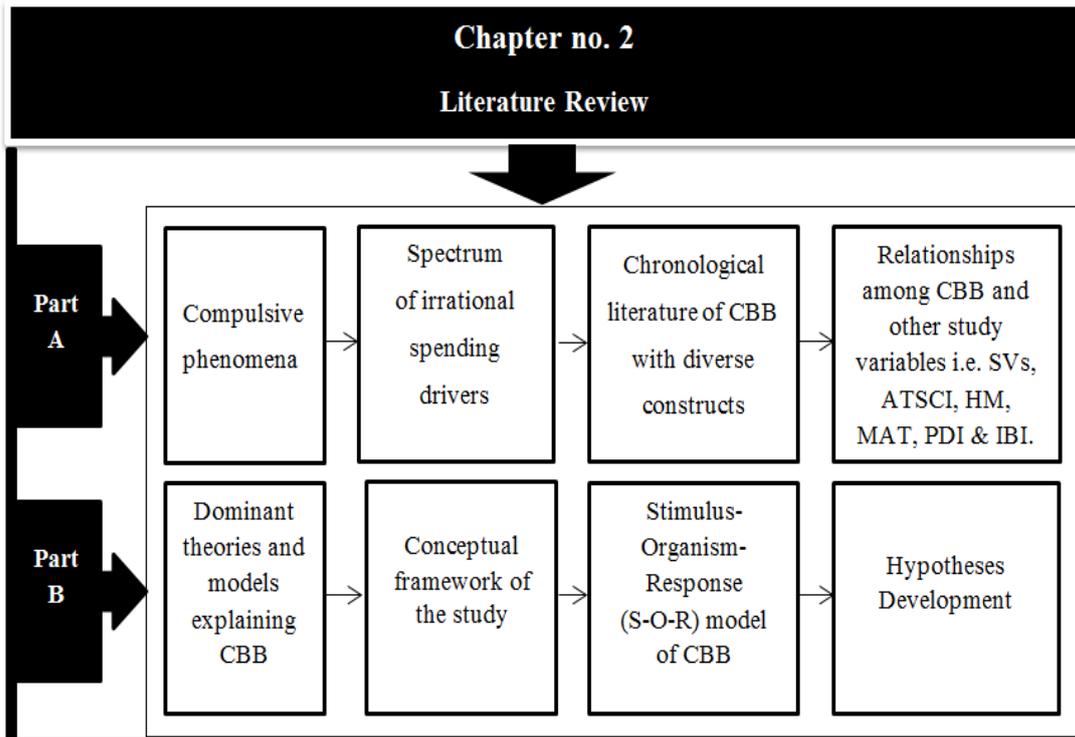
Figure 0-I: Organization and structure of the complete thesis

Chapter No.1 starts with the background of the study providing an overview of the problem that includes development of the construct of consumer's compulsive buying behavior. Next the chapter develops the problem statement based on gaps identified in the literature offering significant perspectives such as social and psychological influences on consumer's compulsive buying behaviors. It also describes consumer's cognitive decision process while making compulsive purchase decisions. Additionally it highlights the differences between male and female s compulsive buying behaviors. Based upon the above mentioned points, we proceede towards outlining the research objectives and there off the research questions. Finally, in view of the important contributions that this study is making towards the consumer's compulsive buying behavior we comprehensively discuss the significance of the study theoretically as well as practically.

Following the outline of this thesis, the chapter 1 also offers outlines of remaining chapters of the thesis which comprises of extensive literature review in Chapter 2, research methodology in Chapter 3, results and analysis in Chapter 4 and conclusion in Chapter 5.

Box 1

Summary of Chapter 1 'Introduction'



Organization and structure of Chapter 2 ‘Literature review’

CHAPTER 2

LITERATURE REVIEW

2 Introduction

This chapter provides an extensive review of literature and the major theoretical fundamentals are drawn from consumer buying behavior theories, approaches and models which are significantly essential to study consumer's CBB. The core objective of the current study has three parts; first, to examine the extent of social and psychological influences in motivating CBB; and second to analyze the role of these two influences in developing the cognitive decision process regarding compulsive buying behavior. Finally, conceptual framework is used to verify the model of consumer's planned behavior theory.

Hence this chapter explains the CBB phenomena, diverse constructs and extensive literature review regarding included variables to describe the first part of objective whereas literature from consumer buying behaviour theories and models provide detailed insights to analyze the pattern and decision process of CBB i.e. second half of objective. Furthermore, this part also discuss the conceptual framework and as well as hypothesis development.

In its first part: The current study discusses four major aspects to describe compulsive buying behaviour.

1. Compulsive phenomena;
2. Spectrum of irrational or non-essential spending drivers;
3. Chronological literature citation of CBB definitions and description with diverse constructs and
4. Compulsive buying behaviour relationship with all study variables i.e. social values, attention-to-social-comparison-information, hedonic motives, materialistic attitude, purchase decision involvement and impulsive buying intention.

2.1 Compulsive Phenomena

Compulsion is defined by various researchers as a repetitive and apparently decisive behavior performed in accordance with procedures (Rycroft, 1968; Campbell, 1981; American Psychiatric Association, 1985; 1987; Stone, 1988).

Faber et al. (1987) derived several characteristics of compulsive consumer behavior from compulsive phenomena e.g. presence of a drive, impulse, or urge to engage in the behavior; denial of the harmful consequences of engaging in the behavior and repeated failure in controlling or modifying the behavior. In the very beginning, compulsive consumer behavior was recognized as a mental ailment specified as impulse disorder, buying obsession, addiction, and compulsive buying (Kraepelin, 1915; Bleuler, 1924). O'Guinn and Faber (1989) studied compulsive consumer behavior as a broader category consisting of compulsive buying and compulsive consumption like gambling, drug abuse, alcoholism, eating disorders etc. and conceptually identified compulsive buying as a major category of it. All these disorders under compulsive consumer behavior may occur simultaneously for some individuals, while for others they may develop successively either after the preliminary disorder has been controlled or after a previous one has endured (Orford, 1985; Hirschman, 1992). This exhibition of simultaneous compulsive behaviors in a single individual is studied and termed as 'Co morbidity' in literature by Valence, et al. (1988) McElroy, Pope, Hudson, Keck and White (1991a; 1994); Faber, et al. (1995) and Kwak, et al. (2004).

Compulsive behavior disorders have been described and operationalized over centuries in the literatures of economics (Marshall, 1890), psychiatry literature and psychoanalytical psychology (Freud, 1962; Beck, 1967; Milkman and Sunderwirth, 1982; Chelton and Bonney, 1987; Christenson, Faber, De Zwaan and Raymond, 1994; McElroy, et al. 1994; Lejoyeux, Hourtané and Adès, 1995) social psychology (Faber and O'Guinn, 1988a; Fabien and Jolicoeur, 1993; Dittmar et al., 1995) and sociology (Rotter, 1954; Orford, 1985), and more recently under marketing (Rook, 1987; Faber and O'Guinn, 1989).

One such negative compulsive consumer behaviour is compulsive buying that needs to be probed further in order to develop comprehensive understanding of the impact of the compulsive buying on society and well-being of individuals (Hirschman, 1992; Wells 1993;

Cole and Sherrell, 1995). This behaviour is studied under various labels by different theorists e.g. irrational or excessive buying (Faber et al., 1987; Valence et al., 1988; D'Astous, Matais, and Roberge, 1990; D'Astous, 1990), compulsive shopping or shopaholism (Krueger, 1988), addictive buying (Krych, 1989; Scherhorn et al., 1990), compulsive spending (Hanley and Wilhelm, 1992). Somewhere these labels have been used synonymously and are employed to explain the same irresistible need to buy.

According to Marlatt, Baer, Donovan and Kivlahan (1988) the recent development in research on consumer behavior has precluded the single factor cause in favor of multi-factor theories often stated as biopsychosocial models. The proponents of biopsychosocial model advocate that the multifaceted blend of causes could lead to offer the best conduit of consumer buying behavior as it reveals contribution of three core factors i.e. biological, psychological and sociological at the same very time.

The compulsive buying behavior also has been tested separately under these three factors (Salzman, 1981; Donegan, Rodin, O'Brien and Solomon, 1983; Rindfleisch, et al., 1997; Roberts, 1998; 2000; Dittmar, 2005a etc.). Under biological perspective the compulsive buying behaviour is considered as physical dependence (Tabakoff and Rothstein, 1983), obsessive-compulsive disorder as anxiety disorder (Goldenson and Glanze 1984), genetic inclinations (Petrakis, 1985; Donovan, 1988; Hirschman, 1992; Black, 2007), dysfunctional neurocircuits (Schmitz, 2005) and a way of attaining a change in brain chemistry (Faber, 1992; Black, 2007).

Mental illness can be considered as psychotic or neurotic perspective:

These disorders or mental illnesses broadly grouped under two types of illness i.e. neurotic and psychotic disorder. Neurotic or non-psychotic group of mental illness includes anxiety disorder and depressive illness. Individuals suffering from neurosis tend to worry too much and over react over petty and insignificant issues. Despite this over sensitivity, anxiety and depression their connection with real world remains intact and they carry on life quite normally. The neurotic tendencies thus can be natural and may be influencing personality development.

Psychological theories indicate that mental imbalances caused by neurosis are also linked with an individual's unconscious efforts to be saved from some extreme fear and anxiety as a consequence of clash of desires and prevailing taboos. In simple words, this neurotic disorder indicates an illness that is psychological in origin and few practices of neurotic disorder are more noticeable, such as obsessive-compulsive disorder. Because individuals who go through neurotic disorders show signs of extreme reaction to circumstances that may be considered ordinary and normal to other individuals. Primarily, these individuals having obsessive thought process and they are under a lot of emotion discomfort therefore they either suffer from anxiety or feel depressed. Although neurotic or non-psychotic disorder was considered as lesser form of mental illness characterized by established form of anxious or obsessive thoughts and behavior.

On the other side, psychotic disorder or psychosis refers to mental illnesses that result in disintegrated personality. The cause of this disorder may be biological generated. The individuals suffering from psychotic lack ability to differentiate between reality and fantasy. They also suffer from thinking logically or realistically. They experience confusion, illusions and hallucinations. Resultantly such people experience fear, isolation and confusion and thus are unable to develop normal health, social relationships and taking up any responsibility. Basically, there are also other factors, aside from mental illness, which might affect the brain and result to psychotic disorder such as diabetes, infections, tumors and physical illnesses. Similarly, alcohol and the use of drugs are possible contributing elements and the effects of a drug may ignites psychosis.

Apart from this some drugs effects may generate psychotic incidents. Psychosis may not be related to mental illness but may be a starting point for several mental and psychological illness and mental imbalance. Referring to neurosis and psychosis, neurosis is of less intensity and severity as compared to psychosis. However according to the "mental health community" there is no definite classification and both terms are used interchangeably considering psychosis as a vital component of key mental disorders.

Besides severe types of disorders and mental illness, other personality disorders do exist. Personality disorder refers to a stable dispositional state and thus differs from mental illness. Such individuals exhibit behaviors that diverge from the accepted norms of a society. Such behavioral patterns are long-lasting and may result in causing great stress and pressure in ones social and professional life. Studies indicate that experiences of one's life develop

these disorders and a pattern of behavior to cope such life experiences also develops along with.

Everyone has a certain level of stress with which they are capable to handle; therefore, stress plays an important role in developing mental illness. Though stress is unavoidable in daily life but its severity causes adverse effects such as headaches, high blood pressure, ulcers and anxiety, when it exceeds the coping limits of an individual. The level of stress that is beyond the coping ability of an individual leads to the development of severe mental illness or gets worsen if the illness already exists. In summary once an individual develops psychotic tendency, any situation that triggers a level of stress beyond his coping limits can cause and worsen psychosis. The threat of recurrence of psychosis may be avoided or minimized if an individual is well aware of the factors that are causing.

After the comprehensive discussion on individual's mental illnesses or disorders, the study will focus only on the impulse control disorders w.r.t compulsive buying may be better understood on the basis of dysfunctional neurocircuits or neurotic disorder/anxiety disorder and reward-based behaviors (Schmitz, 2005) rather than psychotic. On the other side, compulsive behavior such as alcoholism, drug abuse, eating disorders, and compulsive gambling (O'Guinn and Faber, 1989; Black, 2005) can ultimately lead a person into psychotic disorder, as literature has pointed out that CBB also advocates biological or theories of disease.

The motivation behind the scope of this study is that due to conformity with peers or reference groups, social comparison orientation and discrepancy between real-self and social-self (or social identity) create pressure and stress. Therefore to overcome these stress or enhance their social identity or getting social approval/rewards from their social environment, individuals consciously set their goals throughout their buying process. Regarding these discomfort, stresses, this study is not purely focus on mental disorder(s) perspectives, basically , the current study try to examine and investigate that to what extent social influences effects individual's psychological influences which ultimately results in compulsive buying.

The current study is largely based on Social Cognitive Theory, which is derived from Social Learning Theory. The reason for focusing on this theory is that the only those learned behaviors are retained which are rewarded & endorsed by the society particularly in

collectivist society like ours. According to these perspectives, social learning theory is provided as theoretical underpinning to explain the consumer's compulsive buying behavior phenomena.

Similarly in psychology it has been described as an irresistible urge to buy (Krueger, 1988; McElroy, et al. 1994), with some form of momentary satisfaction occurring after purchase (Glatt and Cook, 1987; Krueger, 1988; McElroy, 1994). Social perspective treat compulsive consumer behaviour as a way to enhance social image (Moschis and Cox, 1989, part of socialization (Fabien and Jolicoeur, 1993), status enhancing and public self-consciousness (e.g. Xu, 2007).

2.2 Spectrum of Irrational / Non-Essential Spending Drivers

It is evident from the extensive review of literature that different researchers identified and quoted various key drivers functioning behind the main factors of psychological and social influences causing CBB. This variation in consumer buying behavior is result of various drivers moving on a continuum e.g. from low to high level of involvement (Mittal and Lee, 1989); degree of self-control (Schlosser, Black, Repertinger and Freet, 1994), from planned to unplanned buying (Rook and Hoch, 1985), degree of emotional appeal (Childers et al. 2002), arousal of need from reasoned to unreasoned (Penman and McNeill, 2008) and the amount of time taken for purchase decision process (span) or duration of response behaviour (Weun, Jones and Beatty, 1997) etc.

Due to the variation among these drivers, consumer's purchase process ultimately transform into any of three types of buying behaviour i.e. rational buying, impulsive buying and impulsive disorder or compulsive buying (Rook, 1987; Penman and McNeill, 2008). Out of these, impulsive and compulsive buying behaviour tend to become problematic for individuals. Impulsive buying behaviour exhibits many features, for example, sudden-spontaneous urges to buy, psychological conflict and psychological disequilibrium (Rook and Hoch, 1985) and consuming impulses (Rook, 1987).

Moreover, Impulsive buying results into other impulse control disorders and further consequences are the development of CBB. (Kwak et al., 2006) opined that as intentions

itself are the prime cause of behavior therefore the buying intention result in buying behavior and impulsive buying intention conclude into compulsive buying behavior.

Rook (1987) and Penman and McNeill (2008) suggested buying behavior continuums and from those continuums it can be assessed and concluded that compulsive buying behavior is generated from impulsive buying intention and behavior. Basically impulsive buying intention is influenced by the uncontrolled urge to spend money mostly on non-essential purchases where the act of spending money becomes the incentive for the buyer apart from affordability (Rook, 1987; Baumeister, 2002; Gwin, James and Carlos, 2005).

2.3 Diverse Constructs of Compulsive Buying Behaviour

Various researchers contributed massively to the literature of compulsive buying behavior not only qualitatively and quantitatively but also provided empirical foundations for further research. Faber and colleagues' work (Faber, O'Guinn, and Krych, 1987; Faber and O'Guinn, 1988a; Faber and O'Guinn, 1989; Faber and O'Guinn, 1992), D'Astous and colleagues work (Valence et al., 1988; Nataraajan and Goff, 1990; D'Astous et al., 1990; Nataarajan and Goff, 1990; 1991; Edwards, 1992; 1993; Monahan, Black and Gabel, 1996; and Ridgway, Kukar-Kinney and Monroe, 2008) are the main foundation layers.

Faber et al. (1987) were the first to identify and state three common features between addiction and compulsive phenomena i.e. the existence of strong urge for engaging in some behavior; recurrent failure in efforts to regulate or modify it; and, the refutation of the destructive consequences of behavior.

Faber and O'Guinn (1989) assessed compulsive buying as an addictive behavior and defined this particular behavior as a response to an overwhelming drive or desire for acquiring, using or experiencing a sensation, material, or movement that urges the consumer to repeatedly involve in a harmful behavior for self or others. Later on, Faber and O'Guinn (1992) redefined the compulsive buying as some chronic, irresistible repetitive purchasing behavior that developing from adverse feelings or happenings resulting into damaging consequences. It is noteworthy that definition given by O'Guinn and Faber (1989) is not only

sufficiently for compulsive buying but also suffices for non-purchase consumption (e.g., anorexia/bulimia, or gambling).

Compulsive buying and compulsive spending can be easily differentiated by the constructs presented by O'Guinn and Faber. They detailed that compulsive buying have a tendency to be motivated by procurement desire whereas compulsive spending relates an urge to dispossess.

The early work by Faber et al. (1988a) was further carried out and refined by Valence et al. (1988) when they developed the first scale of compulsive buying behavior. They established four dimensions to facilitate the identification of excessive consumption buyers, based upon the early philosophy of compulsive buying behavior under the motivational perspective as compared to non-compulsive buyers. The "Spending tendency" (compulsive buyer exhibiting higher inclination to spend than a non-compulsive buyer), "reactive aspect" (consumer's irresistible strong urges for purchase), "post-purchase guilt" (compulsive buyers usually repent for their behaviors), and "family environment" (family member's relationships) respectively were the first, second, third and fourth dimensions associated with consumer compulsive buying (D'Astous et al., 1990).

On the other hand, Valence et al. (1988) defined compulsive buying as some uncontrolled urge to buy activated by a psychological strain caused by internal influences, and followed by relief, similar to the pattern of frustration generated from the provocation by an addiction.

2.3.1 Degrees of Compulsive Buying Behavior on a Continuum:

Extensive review of literature has revealed that compulsive buying behavior carried the element of addictive nature in it. Literature further suggests that addiction to spending can arise gradually at increasing pace (Briney, 1989; Scherhorn, 1990; Scherhorn et al., 1990; Hirschman, 1992; Edwards, 1992; 1993; Edward, 1994). At the initial stages of compulsive buying studies the literature discussed this behavior as dichotomous variable i.e. compulsive and non-compulsive buying behavior (Faber et al., 1987; Valence et al., 1988; Faber and O'Guinn, 1988a; 1989; D'Astous, 1990). At the next stage after some development it was

supported that compulsive buying varies on the degrees of behavior and a continuum was presented (Nataarajan and Goff, 1991; Hirschman, 1992; Edwards, 1993).

Furthermore the continuum was elaborated through different factors e.g. levels of impulse control (Nataarajan and Goff, 1990; 1991; Hirschman, 1992), motives (Nataarajan and Goff, 1990), personality attributes (Nataarajan and Goff, 1991), low to high levels of compulsiveness: range of behavior from non-compulsive to addiction (Edwards, 1992; DeSarbo and Edwards, 1996) and range of behavior from rational to impulsive disorder (Rook, 1987).

Compulsive buying as a continuum						
Authors / years	CBB as dichotomous variable	Level of impulse control	shopping /buying motive	Personality attributes	Non-compulsive to addiction	Rational buying to impulse disorder
OGuinn & Faber, 1989	X					
D'Astous, 1990	X					
Nataarajan & Goff, 1991		X	X	X		
Hirschman, 1992		X				
Edwards, 1993					X	
Desarbo & Edwards, 1996						X
Rook, 1999						X

Figure 2-I: Compulsive buying behavior as a continuum

Nataarajan and Goff (1990; 1991) pointed out that shopping may be carried out for the reasons other than the motivation for purchase. They further differentiated distinctly between compulsive buying and impulsive buying on one hand, and on the other hand they differentiated between compulsive shoppers and compulsive buyers. Some individuals may have difficulty in distinguishing compulsive buying from impulsive buying behavior. The

authors described compulsive buying behavior as an addictive tendency or compulsive attribute, insistent arising from rushing, repetitive motive(s) for buying that might or might not be irresistible, gratifying or relieving but for sure it is essentially disturbing to normal functioning.

Edward (1992) significantly contributed to the literature by determining the compulsive buying behavior from five main factors in a very detailed manner. Those five determining factors were tendency to spend (buyer's tendency to spree and expend in episodes), compulsion or drive to spend (buyer's urge, niggle, compulsion, and impulsiveness in patterns of expenditure and shopping), ecstatic about spending and shopping (degree of elation derived from shopping and spending action), dysfunctional spending (overall level of dysfunction surrounding and resulting from buyer's buying behavior) and post-purchase guilt (buyer's remorse, regret, and humiliation feeling after purchase).

Furthermore, Edward (1992) and DeSarbo and Edwards (1996) analyzed compulsive buying as an addictive behavior as the means of escape from stress and anxiety. They developed it into ratio scale (like Likert Scale) expressing the factors on level of compulsiveness in a continuum from non-compulsive to addiction i.e. (Edwards, 1992); additionally developed scale from normal to impulsive spending (DeSarbo and Edwards, 1996). The categories designated by Edward (1992) for level of compulsiveness on the continuum of ratio scale were non-compulsive (0 - 0.99 or less than 1), recreational (between 1.00 - 1.99), borderline compulsive (2.00 – 2.99), compulsive (3.00 – 3.99), and addicted buying (4.00 – 4.99).

Monahan et al. (1996) also suggested basic constructs for analyzing the compulsive buying behavior as a disorder. The constructs were time involved, interference resulting from preoccupations / behaviors, distress linked with shopping, resistance against thoughts/behavior, and degree of control over the symptoms. The authors actually amended the existing Yale-Brown Obsessive-Compulsive scale that assessed cognitions and behaviors allied with compulsive buying.

Likewise, Shiffman and Kanuk (2000) found the existence of two groups or clusters of compulsive buyers with respect to their differential drivers and elaborated them in detail. The diagnostic cluster labeled as internal compulsive buying group indicated that compulsive

buying seems to be controlled by psychological causes like low self-esteem, depression and anxiety. The second cluster was labeled as external compulsive buying indicating consumer's behavior stirred by factors from immediate surroundings instead of deep rooted psychological issues. This cluster consisted of factors like materialism, coping, isolation, denial and impulsiveness-aspect.

More recently, Ridgway et al. (2008) developed a new assessment tool amended from Richmond's compulsive buying behavior scale to measure compulsive buying behavior. Richmond analyzed compulsive buying on two dimensions, i.e. as an anxiety disorder (obsessive-compulsive) and an impulse-control disorder. Before that, the literature considered compulsive buying entirely as an impulse-control disorder that resultantly ignored elements involving the compulsivity of the problem. Furthermore, Richmond's study precisely addressed buying instead of shopping and agreed that buyer's shop compulsively without ever having to buy. In contrast to Faber who emphasized more on compulsive buying consequences, Richmond's scale paid more attention to actual features of compulsive buying behavior causes.

Similarly, Kukar-Kinney et al., (2009) proposed the concept of social desirability a significant aspect of compulsive buying. According to this perspective, compulsive buyers want to hide their purchasing from others even their family as well as their peers/reference groups. There is a need to discuss the concept of social desirability perspective regarding compulsive buying because of significant differences between the collectivist and individualistic cultural issues and preferences..

Social Perspective towards CBB:

Regarding consumer buying, mainly, two medium of buying channels are used or in practice: on-line buying and brick and mortar structure. The trend for online buying is tremendously increase in advanced countries where modern technological systems are in place and are effectively functioning. Online buying provides a quick source of satisfaction and an ease of buying repeatedly, at any time and unnoticed. With the increase in online buying increase in CBB has also been witnessed (Moschis and Cox, 1989). The relationship between online buying and CBB in cultures like ours needs to be examined.

It is observed that compulsive buyers feel guilt, remorse and shame due to their frequent buying incidents (e.g. (O'Guinn and Faber 1989). This leads them to resort to those methods of buying that could leave them unnoticed by others, even from their own family members to observe what they are buying and how frequently are they buying. Such buyers also are conscious and afraid of the fact that they are quickly identified as buyers by the store keepers due to their frequent visits to the stores (Alba et al. 1997). Resultantly these buyers like to hide their frequent buying episodes by resorting to the methods where they remain unobserved by others. Internet buying offers a readily available solution to compulsive buyers. Therefore the rapid increase in internet buying may be linked with CBB which allows them to indulge in online buying as frequently and quickly as they wish while staying unobserved. Therefore, they are expected to use internet channel as their preferred source of buying.

The cultural factors also influence compulsive buying— online buying is more in line with individualistic cultures while collective culture are more in line with brick & mortar buying channel where shopping more or less is also a way of social interaction and visiting markets is entertainment in itself. As social beings people want to socialize, boost their social image and judge others by the products they own and use and also on the basis of their knowledge about products/services, current trends and trendy shopping places. People in collectivist cultures go to markets for shopping to avail the opportunity for socialization and to feel as the part of their social group or community, during these market socialization episodes the people who are more fashionable, frequent visitors of shopping places are seen as models and other people follow their styles by indulging into buying which may leads to CBB at some stage (Ravlin and Meglino, 1987a).

Therefore, these buyers are more inclined to become social persons, or enhance their social identity regarding their social environment. These factors motivate them to shop as a part of their socialization process regardless of their age factor. These buyers are encouraged by their peers, reference groups and they are also rewarded and get social approval from society. Therefore, in such environment these individuals are stimulated/motivated through their social influence (Engel et al., 2001; Escalas and Bettman, 200), which further effects their psychological factors, such as hedonic shopping motives, purchase involvement and materialistic attitude (Moschis, Hosie and Vel, 2009).

Although social desirability is also a significant factor as for as compulsive buying is concerned and internet/online buying restricts social interactions and allows a consumer to privately and quickly conduct buying to satisfy their compulsive buying urges without being observed (Kukar-Kinney et al., 2009) and need further studying. In our context and according to the theoretical building of study's core objective, the concept of social desirability is a bit out of place and hence not included in this study.

For our core interest with CBB we have to focus on instruments that can measure the true characteristics of CBB regardless of the cultural issues, medium of buying channels and is purely based on CBB characteristics such as proposed by Edwards (1993). This more comprehensive scale having five dimension of CBB i.e. tendency to spend, compulsion/drive to spend, feeling about shopping and spending, dysfunction spending and post-purchase guilt. The additional element of this scale is that it is further based on a continuum from non-compulsive buyers to addictive buyers. For these reasons the current study preferred to use this scale to analyze how social and psychological influences shape tendencies towards CBB.

Table 2-I: Common compulsive buying measures

	Scale name and Construct	Author	Conceptual dimensions captured by scale
1	Compulsive Buying Measurement scale: as conceptual perspectives	Valence, D'Astous and Fortier (1988)	Tendency to spend, reactive aspect, post-purchase guilt and family environment.
2	Compulsive Buying scale: as behavioural and financial indicators	Faber and O'Guinn (1992)	Self-esteem, materialism, and credit card usage.
3	Compulsive Buying scale: as compulsiveness in buying behaviour from non- compulsive to addicted buying	Edwards (1993)	Drive to spend, feelings about shopping and spending, tendency to spend, dysfunctional spending, and post-purchase guilt.

4	Obsessive-Compulsive scale (modified the existing Yale-Brown); shopping Version: To assess cognitions and behaviors associated with compulsive buying.	Monahan et al. (1996)	Time involved, interference due to the preoccupations or behaviors, distress associated with shopping, the resistance to the thoughts or behavior, and degree of control over the symptoms.
5	Compulsive buying behavior scale (modified the existing Richmond's compulsive buying behavior scale)	Ridgway et al. (2008)	Compulsive buying as partly obsessive-compulsive (an anxiety disorder) and partly an impulse control disorder. Or as actual characteristics of compulsive buying instead of its consequences.

2.4 Relationships with other Concepts or Study Variables

This part of literature review elaborates a brief review of the construct, its definitions, underlying theories for that constructs, interrelationship with other related concepts.. Moreover, key attributes regarding various dimensions of the construct are also discussed.

2.4.1 Social influences and Compulsive Buying Behaviour

2.4.1.1 Social Values and Compulsive Buying Behavior

Culture:

Culture has a pervasive influence on individuals. While culture is a term we hear almost daily and also referred as a multifaceted concept. Culture is defined as multidimensional idea which consists of faith, art, ethics, rule and regulation, attitudes and behaviors and conformed by individual as a part of society (Tylor, 1871). Culture has been defined as the system used by all the members of society consisting of shared beliefs, values, customs, behaviors and artifacts that are communicated to generation through learning. Adler (1991) declared it as multifaceted interaction of values, attitudes and behaviors among group members. Similarly, Goodenough (1999) stated that culture is a set of common cryptograms, beliefs, values, norms and standards which forms individual and group behavior.

Adler (1991) further discussed the culture and its components as a circular phenomenon i.e. values are driven from religion (philosophy of life or culture), attitudes are driven from values, and then attitudes are translated into behaviors which again in turn affect the culture. Literature has defined values from different angles like Adler (1991) stated them as the beliefs of society explaining inclinations towards likes or dislikes and recommends varieties of proper and improper behaviors.

In similar way, Ford, Nonis and Hudson (2005) stated that it has the social context of problem solving in it. In a comprehensive manner, Luo (2009) defined culture as something which consists of individual's belief, shared values, norms, attitude, structure and formation of behavior and cognitive/affective responses. In simple words, culture is the ultimate core reason of an individual's desires and behavior formation.

Kluckhohn (1951) expressed that social feature of values becomes obvious from the inconsistency that arises from the authenticated social expectancy and the remorse experienced by individuals. Williams (1968) and Rokeach (1973) supported the appropriateness of this approach for it enables more effective social analysis by providing individual centric information. The authors advocated that individual's wants and behavior desires are not reflected by their values but instead it demonstrates their internal ways of translating the ways desired by their society for fulfilling their own needs (Kluckhohn, 1951; Rokeach, 1973; Williams, 1968, 1979). Meglino and Ravlin (1998) stated almost majority theorists suggested the values as the combination of social system and culture. While some researchers debated that the comprehension of basic values facilitates to the understanding of the existing and future consumer behavior. The complete core thoughts of a culture shared within a society are reflected by their social values.

According to Beatty, Kahle and Homer (1991) any society's aims and goals are depicted by individual's values and hint out about the way that society operates. Nevertheless, as the individuals' behavior is affected by social forces with values being socially desirable behaviors, and these ultimately influence the purchase behavior.

Conceptualization of the term "value" reflects the interest of several disciplines:

In all phases of individual life, the determined role of values has encouraged variety of studies about personal values in the field of sociology, psychology, cultural anthropology and consumer behavior. For example, according to sociology perspectives, term 'value' reflects concentration on customs and ideologies or it is a conception which groups together some modes of behavior in our society. Social Psychologists and individual Psychologists conceptualized the values from the perspective of individual's motives and attitudes (Carman, 1978; Yau, 1988; Schwartz, 1992; Meglino and Ravlin, 1998).

Similarly, values in consumer psychology describes that the values are conceptual depictions of essential requirements / objectives and affect how one thinks about and sees oneself, what one wants out of life and what one is willing to trade off to get something in return (McGregor, 2000). Certain values indicate desired states of being or feeling, despite the fact that other values indicate desired ways of behaving. Therefore, before, during and after market transaction, consumer values link to individual/ group behavior.

Value theories:

According to the theory of social values, Schwartz, (1992) stated that society sets a value on objects instead of an individual and in simple words; society forms individuals and directly impacts their behavior. Similarly the value theory explains that values serves as guiding principles in individual's lives.

Social adaptation theory (Kahle, 1980; 1983; Kahle and Timmer 1983; Piner and Kahle 1984) theorized that values serves as the utmost intellectual form of social cognitions that works towards aiding the one's adjustment in the social environment. As a mechanism of social adaptation, the systems of personal values provide an important means to identify what individuals believe to be important in their lives (Schopphoven, 1991).

Finally, Schwartz (1992; 2006) discussed the 'value theory' and concluded that values are the standards that assist the selection or assessment of actions, plans, strategies, individuals and happenings. Values are ranked by their order of significance while comparing norms. People's values form an ordered system of value priorities that characterize them as individuals. This hierarchical feature of values also distinguishes them from norms and attitudes.

Social environment:

Individuals learn through the social environment or process of socialization that impacts their values, norms, attitudes, behaviors and culture is also refers as the core aspect of social environment. The social environment has basically three aspects regarding culture such as culture, subculture and social class. (Rokeach and Loges, 1996; Ford, Nonis and Hudson, 2005) Further social environment has two categories i.e. macro and micro social environment. Distanced and secondary social collaborations amongst large groups of individuals referred as macro social environment, whereas, micro social environment comprises direct social interactions between individuals and social groups.

From macro to micro social environment, individuals, other social entities transfer symbolic meanings, values and behavioral norms. Rokeach and Loges (1996) stated that values travel well across the various macro and micro social environment such as personal

values, social values, societal values, institutional values and organizational values etc. As values are considered central to culture and it defined a major link between individuals and society.

Berrien (1966) and Zavaloni (1980) discussed the importance of values in behavior research and stated that even for cross-cultural research; values must be a vital and dominant topic. In other words, differences in individual's behavior regarding cross-cultural issues have been analyzed through 'values' consideration or values related researches (Hofstede, 1976; 1980; 1983; Zavalloni, 1980; Laurent, 1983; Bersoff and Miller, 1988). Nord, Brief, Atieh and Doherty (1988) is of the view that individuals are dependent on values to substantiate their behaviors, whereas, Ravlin (1995) and Meglino and Ravlin (1998) consider the values as an individual's self-belief regarding their behaviors.

Values formation and socialization:

The socialization process might be viewed as incorporation of the internalized and collective forms of values and norms, which arises through either influences of social setup/ others (i.e. reference group or peer) or family influences. Collaboration with these influences within the social environment effects the formation of personal /social values, social norms and personality development. In comprehensive manner, all facet of interaction with the social environment might impacts individual's personality development along with the innermost involvements and outward expressions of his or her belief, attitudes and behaviors.

Individual's behaviors results from consciousness and/or unconsciousness, therefore, value realization/formation is fundamental to recognize. Several philosophers define value as product of social system or culture; hence, people learn to perform in ways which are suitable in their social environment (Wanous and Colella, 1989). Likewise, Rohan and Zanna, (1996) proposed the strong influence of values on the linkages between people, nature, society and the mystical world with the conclusion that knowledge about values possessed by people helps in the know-how of group behavior. Personal values, as an expression of a people's culture and nationality (Lengler, 2005) and importance of lives (Calogero, Bardi and Sutton, 2009; Yuan, Song and Kim, 2011).

In the assessment of individual's attitudes, opinion, behavior etc. values are comparatively stable, while capable of being transformed under specific situations.

According to this context values are like a social system or societies which give them support. Therefore social order would be unmanageable when social systems were unbalanced and development or modification would be difficult when social systems were entirely established.

The resemblances and dissimilarities in values are considered to be the consequences of personal experiences and introduction to formal forces involved in socialization process (Jones and Gerard, 1967; Rokeach, 1973) leading to the conclusion that behaviors are learned not only formally but informally as well in accordance with the social environment and the general social values are learned at the early stages of life. Values predominantly befall throughout the socialization processes, so they are related to particular social system or societies. All time, social environment demonstrates peoples that they have to exhibit required/such behaviors.

Further, there appear to be differences in individuals' receptivity to these socialization influences. For example, Ravlin and Meglino (1987a) identified that individual's normatively rated value scores, tend to increase, as the desire for social approval increases. Wanous and Colella (1989) describes stability regarding values and defines that the individual's cognitive style, self-esteem and particular formation of attitude etc., are considered as individual differences variables. Hence there forth the differences in values can be the consequence of difference in individuals' behaviors and social / external factors as well.

Rokeach and his fellow researchers found strong substantiation of the relative permanence of social values and revealed that values can be modified by introducing interferences that lead to self-dissatisfaction (Rokeach and Ball-Rokeach, 1989). Therefore, Etzioni (1993) suggested that a number of social evils and problems are created due to modification in values and individual's compulsive behavior is one expression and consequence of that. The consumption role of individuals and their associates or followers are related to social values whereas cultural values are relevant to the combined behavior of a whole society (McGregor, 2000) and are proven justifications for purchasing commodities, motivating interest or creating desires.

In conclusion, to some extent, value modifications might be elucidated through changes in value-change determinations and individual's susceptibility to socialization or

social influences. So, they highly influence public expression and provide evidence for values in both cases either being internally supported or not, therefore varying values consistently stirred up the discussion for numerous societal problems.

Social environment, values and individual's behavior:

Basically, values are socially desirable phenomena. Values have also been recognized as the product of social environment and support individuals to regulate the context of their goals accomplishments through guiding the resources and efforts. However, social forces have strong impact on individuals' behavior (Gutman, 1982; Cronin, Brady and Hult, 2000; Beller, Weiss and Palter, 2005). Many studies validated that there is significant relationship between values and many other concepts, such as individual's affective and behavioral responses (Rokeach, 1973; Locke, 1976), perceptions and behavior (Meglino and Ravlin, 1998), evaluations or choices regarding persons, objects, and ideas (Vinson, Scott and Lamont, 1977), career success (Watson and Williams, 1977), job satisfaction (Ronen, 1978), ethical decision making (Hegarty and Sims, 1978), management decision making processes (Lowe and Corkindale, 1998) etc.

Values have direct influence over behavior since they motivate people to perform actions according to one's values (Rokeach, 1973; Williams, 1979) and also effect whole conducts of behavior with reference to time and situations (Epstein, 1979). According to Williams (1979) and Nord et al.1988), values might give causes to explain previous behavior or also serve a legitimizing function. Basically values have strong impact on an individual's outcomes / results through two major modes either they effect directly or they might effect to the degree that they are similar with the values of society.

Social environment, values and consumer behavior:

Different aspects of the social environment also have significant impact on consumer's values and behaviors. Consumers' behaviors and their values represent continually feed back into the social environment, through their experience, either modifying it through their buying decisions and choices, or, maintaining the existing state of affairs.

Basically consumer's needs, values and behavior are interrelated because consumer's need and values is persistent and significant predictor of consumer behavior (Homer and Kahle, 1988; Lowe and Corkindale, 1998; Kim, Forsythe and Moon, 2002). In other

perspectives, regarding consumer's decision making process, consumer choice itself unavoidably creates different and additional information, from which consumers might learn and as a result review their objectives and intentions when making future decisions.

Social values and social comparison information:

The important condition of social comparison information relates to the social interaction indicating that before using the information consumer must interact with people they are familiar with. The social comparison takes place with their attention and interaction with other people. Rosen (2000) stated that the frequent shopping experiences of a consumer are considered by acquaintances and friends as an indication of greater knowledge and skill in the domain of shopping possessed by that person.

In consumers world their peer/reference groups' choices or decisions exert tremendous influence on choices and behaviours of common consumers and they follow and act upon the information gained by their peer/ reference group (Bikchandani, Hirschleifer and Welch, 1993; Suls, Martin and Wheeler, 2002). Therefore, consumer's attention to social comparison has a significant role in shaping the consumer's decision-making process concerning shopping and should be given due attention while studying consumer behaviour.

Numerous marketers and researchers have recognized the dissimilarity in consumers' behaviors to different social values in different countries (Kim et al., 2002). However, in global marketing literature, personal or social values have become a widespread subject. Ultimately, Overby, Gardial and Woodruff (2004) examined that consumer's values suggest a practical and theoretical connection amongst behavior of a consumer and marketing tactic.

Social values and consumer behavior:

The relationship of values with behavior has been studied where role of personal values are treated as principle for prompting assessments or selections related to individuals, objects and concepts (Vinson et al., 1977). Most recently values had been the most vigorously studied area especially in behavioral perspectives (Pitts and Woodside 1984; Kamakura and Mazzon 1991) and while studying the consumer behavior they are not only strong predictors but also have significant impact on a number of individual and group

behaviors including consumer consumption behavior (Henry 1976; Pitts and Woodside 1983; 1984; Schopphoven 1991; Kamakura and Mazzon 1991; Wang, Rao and D'Auria, 1994). Previous studies had already pointed to the existence of a relation among values, attitudes and consumer behavior (Homer and Kahle, 1988; Kahle and Kennedy, 1989; Beatty et al., 1991; McCarty and Shrum, 1993; Madrigal and Kahle, 1994; Madrigal, 1995; Kahle, Rose and Shoham, 2000).

Social values reflect the core of an entire culture's mind set shared by a society. Basically, social or cultural values are seen to act as justification for acquiring goods and services and to stimulate interest in, desire for, acceptance of, patronage of or the actual purchase of goods and services. Social values have much to do with the values that will develop among consumers in that culture. Indeed, marketers contend that the central premise of social value monitoring is that, if one understands people's values, one can better predict how they will behave in the marketplace. Although some argue that understanding social value shifts contributes to understanding current and future consumer behaviour.

However, Feather (1996) notes that further research is needed on this topic, especially on basic questions such as the relationships between general values and specific attitudes and between values and behavior.

As personal values can be seen as the core drivers and the cognitive transformations of basic psychological needs of humans (Rokeach 1973), this concept is of great importance in understanding and explaining consumer internal behavior. Rokeach (1968) is one of the first scientists that did elaborate empirical research into consumer values (as personal values). Among others, Clawson and Vinson (1978) have shown the relevance of consumer values, in terms of explaining consumer behavior. Values express goals that motivate people and indicate appropriate ways for reaching those goals. Values play a central role in cognition; values are a powerful mean to understand the behavior of consumers (Burgess and Steenkamp 1998). Hence, Carman (1977) and Allen (2001) stated that values, implicit or explicit, function as grounds for consumption behaviors in particular and behavioral decisions in general.

Personal or social values both are studied from various perspectives under consumer behavior including factors like internal and external influences. The upcoming paragraph extracts some of the internal influences that come in contact with 'personal/social values' and

consumer's behaviour. For example; values have significant and direct effect on consumer's consumption characteristics and behavior (Vinson et al., 1977; Carman, 1977; Williams, 1979; Becker and Connor, 1981; Prakash and Munson, 1985; Valencia, 1989; Kamakura and Novak, 1992; Wedel, Hofstede and Steenkamp, 1998; Shim and Eastlick, 1998; Allen, 2001; Kim et al, 2002; Chrysohidis and Krystallis, 2005).

In comprehensive manner, 'values' influences several factors related to consumer's internal characteristics/behavior such as achievement of goals (Lowe and Corkindale, 1998), cognition values (Burgess and Steenkamp, 1998), affective and behavioral responses (Rokeach, 1973; Locke, 1976), behavioral decisions (Carman, 1977; Williams, 1979; Allen, 2001), value-attitude-behavior linkage (Kahle and Xie, 2008), perceptions, attitude and behavior (Schwartz, 1992; Meglino and Ravlin, 1998).

In consumer behavior literature, personal/social values are also acknowledged as a force of determining and shaping consumer's motivations and life style (Carman, 1978; Yau, 1988; Kahle and Xie, 2008), evaluations or choices regarding persons, objects, and ideas (Vinson et al., 1977), consumer's choice and evaluation regarding purchases (Henry 1976; Howard 1977; Kahle and Kennedy 1988; Steenkamp, Hofstede and Wedel, 1999), behavioral intention (Carman, 1978; Yau, 1988), purchase intentions (Zhou and Wong, 2008), repeated usage (Carman, 1978; Yau, 1988), desire of social approval (Ravlin and Meglino, 1987a) and consumer's self-dissatisfaction (Rokeach and Ball-Rokeach, 1989) etc.

In simple words, consumers never operate in a vacuum. They meet and are influenced by other people (i.e. consumers) before they shop, while they shop and after they have shopped. It is obvious that a consumer does not make his/her decision regarding purchases without any influential element. Actually, in making decisions, consumers might be influenced by other consumers and also effect other consumers as well.

Social Influence and Consumer buying behavior:

In a consumer behavior setting the influence of the external environment on a consumer's behavior has been taken into account under the general heading of external influences, regarding values perspectives e.g., socialization (Moschis, 1987), social influences (Engel, Blackwell and Miniard, 2001), role of culture, family and social class (Engel, et al. 2001), reference groups / group behavior / group influence (Henry, 1976; Bearden and Etzel, 1982; Pitts and Woodside, 1983; Schopphoven, 1991; Kamakura and

Mazzon 1991; Wang et al., 1994; Rosen, 2000; Escalas and Bettman, 2003), susceptibility to normative influence (Batra, Homer and Kahle, 2001), social network influence (Hoffmann and Teerling, 2004) etc. Therefore, knowledge of values helps us understand why people buy certain goods and shop at specific stores. There has been a substantial amount of research on values and an enormous progress has been made in this field (Lydon and Zanna 1990; Feather 1993).

There has been a substantial amount of research on values and an enormous progress has been made in this field of product characteristics (e.g., Lydon and Zanna 1990; Feather 1993). Similarly, several previous studies have found that value has significant effect on product or services evaluation and also pay attentions towards product perspectives by consumers and values have been found to be significantly associated with, importance and evaluation of product/services and/or product attributes and/or product choice (Vinson et al., 1977; Carman, 1978; Yau, 1988; Lydon and Zanna 1990; Feather 1993), store attributes (Lydon and Zanna 1990; Feather 1993), visits of shopping malls (Shim and Eastlick, 1998) and marketplace behaviour (McGregor, 2000) etc.

Values as independent/dependent variable:

For instance, while values were studied as an independent variable, various researches established substantial influence of values on individual's outcomes / behavior etc. whereas, multiple studies analyzed value differences as a function of education, nationality, race, age, occupation or organization level and gender or demographic perspectives etc. (Buchholz, 1978; Cherrington, Condie and England, 1979), where values were employed as dependent variables. (Rokeach, 1973). The previous studies depict subsequent measurement tools or scales regarding values: The Rokeach value system (RVS) (Rokeach, 1973); The values and lifestyles system (VALS) (Mitchell, 1983); The List Of Values (LOV) (Kahle, 1983); and The Schwartz's human's values (1992) and Herche (1994) social or personal values etc. Whereas, the current study has used social values as social factor or stimulus defined as with nine dimensions by Herche (1994) i.e. security, sense of belonging, being well-respected, fun and enjoyment, warm relationships with others, self-respect, self-fulfilment, sense of accomplishment and excitement.

For examining the interrelationships, it is important to understand the concept of values and to identify empirical methods for investigating how the social values link with

consumer buying behaviour (McCort and Malhotra, 1993). Previous research finds social values explaining the difference between buying behaviour of consumers belonging to different cultures and the continuation of those social values through consumer buying behaviours. However, few studies have examined the all aspect of social values and consumer's specific buying behaviour, indicating a gap that more research is required to be done in this direction (e.g. Feather, 1996; Shim and Eastlick, 1998). Lack of consensus is indicated by various meta-analytical reviews in reference to the influence of a specific value on consumer's attitudes and behaviours (e.g. Vinson and Munson, 1976; Vinson et al. 1977; Lai 1995; Shim and Eastlick 1998; Batra et al. 2001). However the influential role of social values on consumer's buying behaviour cannot be undermined which may provide valuable insights about how those values impact consumer behaviours and direct their choices for certain brands, product category, and features.

Thus the social values have significant implications for marketing practioners and researchers. In current study SVs act as independent variable under the construct of social factors or social influences to explain the relationship among study variables, because of significant importance of social values in consumer's attitudinal and behavioral perspectives. After extensive review of literature and increasing tendency of towards impulsive and compulsive buying behavior create necessity and it is important to find out the core reasons behind compulsive buying behavior from social perspectives especially in collectivist culture.

However, this study broadens the investigation scope of the relation direct or indirect between social influences and consumer compulsive buying behavior, by introducing variables in connection with psychological influences i.e. hedonic motives, materialistic attitude and purchase decision involvement. Given the importance of social values and attention-to-social-comparison-information to understand consumers' motivational factors from social environments, the core of this study lies on checking the importance of those variables in the formation of compulsive buying behavior (CBB). Therefore, we consider social factors and psychological factors share an imbricating relation of causality. It is supposed that the analysis of that chain of relations can reveal the background of CBB. After analyzing the construct in detail, the need emerges to investigate the influence of social values on CBB and the current study aims to explore this factor more comprehensively.

Therefore, it is inferred that

- Social values will be significantly related to psychological influences (i.e. hedonic motives, materialistic attitude and purchase decision involvement)

Or

- Social values will have significant and positive effect on hedonic motives.
- Social Values will have significant and positive on materialistic attitude.
- Social values will have significant and positive on purchase decision involvement.
- Social values (SVs) will have significant and indirect relation with compulsive buying behavior.

Table 2-II: Established relationship of different constructs related to ‘social values’

	Relationship between ‘Values’ and internal characteristics	Author(s) / Years
1	Overall consumer behavior	Rokeach, 1973; Clawson and Vinson, 1978; Kahle, 1980; Homer and Kahle, 1988; Kahle and Kennedy, 1989; Lydon and Zanna, 1990; Feather 1993; Kim et al, 2002; Overby et al., 2004.
2	Achievement of goals	Lowe and Corkindale, 1998.
3	Cognition values	Burgess and Steenkamp 1998.
4	Affective and behavioral responses	Rokeach, 1973; Locke, 1976.
5	Behavioral decision	Carman, 1977; Williams, 1979; Allen, 2001.
6	Value-Attitude-Behavior linkage	Kahle and Xie, 2008.
7	Perceptions, attitude and behavior	Schwartz, 1992; Meglino and Ravlin, 1998.
8	Consumer’s motivations /life style	Carman, 1978; Yau, 1988
9	Evaluations or choices regarding persons, objects, and ideas	Henry, 1976; Howard, 1977; Vinson et al., 1977; Kahle and Kennedy, 1988; Steenkamp et al. 1999.
10	Consumption characteristics and consumption behavior	Vinson et al., 1977; Carman, 1977; Williams, 1979; Becker and Connor, 1981; Prakash and Munson, 1985; Valencia, 1989; Kamakura and Novak, 1992; Wedel et al., 1998; Shim and Eastlick, 1998; Allen, 2001; Kim et al, 2002; Chrysohoidis and Krystallis, 2005.
11	Purchase intentions /behavioral intention	Carman, 1978; Yau, 1988; Zhou and Wong, 2008.
12	Repeated usage	Carman, 1978; Yau, 1988.
13	Desire of social approval	Ravlin and Meglino, 1987a.
14	Self-dissatisfaction	Rokeach and Ball-Rokeach, 1989.
External influences regarding consumer behavior		
15	Social influences/ reference groups	Henry 1976; Bearden and Etzel, 1982; Pitts and Woodside 1983; 1984; Schopphoven 1991; Kamakura and Mazzon, 1991; Wang et al., 1994; Engel et al., 2001; Escalas and Bettman, 2003.
16	Susceptibility to normative influence	Batra et al., 2001.
17	Selling activities	Weeks and Kahle, 1990.
18	Importance/evaluation of product attributes/product choice	Vinson et al., 1977; Carman, 1978; Yau, 1988; Lydon and Zanna 1990; Feather 1993.
19	Store attributes	Lydon and Zanna 1990; Feather 1993.
20	Visits of shopping malls	Shim and Eastlick, 1998.
21	Marketplace behaviour	McGregor, 2000.

2.4.1.2 Attention-to-social-comparison-information and Compulsive Buying Behavior

Social Psychology encompasses a vast purview of knowledge under social influence offering a strong foundation to convince others. It becomes necessary to comprehend this psychology in order to know the way we respond to others and the way others influence us intentionally or unintentionally. Social influences consist of social factors and settings that impact or change some existing condition (situation). Social influence is also defined as the modification in behavior caused by one person in the other people in particular and society in general.

A central tenet of social comparison theory is that external interpersonal cues are used as a referent for comparison. Social comparison theory presented by Festinger (1954) overtly covers the comparative (relative) aspect of self-evaluation and self-development. Cognitive and affective consequences, both are contained by social comparisons (Morse and Gergen, 1970; Brickman and Bulman, 1977; Salovey and Rodin, 1984; Tesser, Millar, and Moore, 1988; Taylor and Lobel, 1989; Tesser, 1991). Individuals compare themselves with others and satisfy their basic need of evaluating their own opinions and capabilities and for that they are in habit of using their reference groups and peers even when there is no physical basis or concrete objective.

Marketing has used the theory of social comparison while analyzing multiple phenomena (Martin and Kennedy, 1994), e.g. Richins (1992) tested the comparison of material belongings whereas, Bearden and Rose (1990), investigated consumer's sensitivity and susceptibility to social comparison information etc. Many contemporary (Buunk and Gibbons, 2000; Buunk and Mussweiler, 2001) and previous researches (Festinger, 1954; Brickman and Bulman, 1977 ; Wills, 1981; Taylor, Buunk, Collins and Reed 1992) investigated and concluded that individual's comparisons of choices are usually inclined towards those that are superior to others. According to Morse and Gergen (1970) and Miller (1977), the upward comparison has negative consequences whereas the downward comparison has positive consequences.

This notion has been further explored and supported by Brickman and Bulman (1977) and Taylor and Lobel (1989). They opined that self-development is result of upward

comparison that is facilitated by social comparison as that way people learn more about their own capabilities and resultantly improve them. Feldman and Ruble (1977) also found that individuals compare themselves to other for learning the way to perform tasks.

Social comparison information:

Consumers often use social information when making their decisions (Mitchell and McGoldrick 1996). The extent to which social information affects consumers' decisions depends on their ATSCI. The important effects of consumers' ATSCI on their decision-making processes have been documented extensively in consumer behavior and marketing literature (Bearden, Netemeyer and Teel, 1989, 1990; Mascarenhas and Higby 1993; Kropp, Lavack and Holden, 1999; Ratner and Kahn, 2002; Bristol and Mangleburg 2005; Murali, Laroche and Pons, 2005).

Therefore, social comparison information can thus affect evaluation and decision processes (Dahl, Manchanda and Argo, 2001). Rook (1987) and Hoch and Loewenstein (1991) advocated social comparison information as major influential stimuli contributing in consumer purchase decisions. Furthermore, Suls (2000) and Suls et al. (2000) also argued that consumers utilize their information acquired from others for comparison in the evaluation of product. The influence of social comparison had also been investigated on consumer utility resulting in success or failure of product purchase (Burnkrant and Cousineau, 1975).

Individual's behavior differ from each other on the basis of various personality indicators that are important variables playing their role in conformance of consumers to other's expectations and Wheeler (2000) advocated this notion by explaining that social comparison is interpreted and handled differently due to these individual difference variables. In support to this, Gibbon and Buunk (1999) presented the idea that confirms the existence of personalities that are susceptible to social comparison and possess the characteristic of social comparison orientation.

By and large, many researches detected the involvement of particular type of consumers having more tendency of following the social comparison information (Hemphill and Lehman, 1991; Taylor, Buunk, Collins and Reed, 1992; Gilbert, Price and Allan, 1995) and also detected low self-esteem in them with uneven self-impressions, high-level depression coupled with neuroticism (Swallow and Kuiper, 1988; Wood, Giordano-Beech,

Taylor, Michela and Gaus, 1994). Similarly, Wheeler (2000) examined and found that when people are exposed to perfect examples of financial success and physical charm through media or encounter them in daily life, they feel low at self-esteem, wavered self-impression etc.

Few researchers are of the opinion that social comparison aims to obtain information (Gibbons and Gerrard, 1991), especially about one's own self (Gibbons and Buunk, 1999) and identified three fundamentally explicit drivers for self-comparison i.e. self-enrichment, self-assessment and self-development (Wood, 1989). Throughout the history of civilization the social phenomena of comparison is prevalent which means that intentionally or unintentionally everyone compares' oneself with others (Festinger, 1954; Moschis, 1976; Suls and Wheeler, 2000; Wu and Lee, 2008) and for that they choose another person or some specific reference group to follow (Schiffman and Kanuk, 2000; Khan and Khan, 2005).

One other category of social groups is reference groups substantial to consumers' self-comparisons and many researchers studied reference-group conformity under social comparison theory (Folkes and Kiesler, 1991; Escalas and Bettman, 2003). The presence of social groups is prospective in the sense that it has the provision of chance for consumers to know other's opinion about their own purchase behavior. The buying behavior of the consumers is highly influenced by such types of group norms (Schew and Nobel, 2000). In short the group influence (reference group, peer etc.) plays significant role while forming consumer buying behaviour and product selection (Bearden and Rose, 1990; Helgeson and Mickelson, 1995; Escalas and Bettman, 2003; Herpen, Pieters, and Zeelenberg, 2008).

Festinger (1954) and Moschis (1976) agree that reference group or person serves as source of information while making buying decisions and purchase behavior, which ultimately is the consequence of social comparison. Similarly, Bearden and Rose (1990) further explained that consumers make social comparison because they are attentive to and are worried about the comments and reactions of their reference group members and identified social reward and social approval as the leading sources of social comparison information. Irrespective of the sources of information the social information is such an unseen force that may generate positive or negative emotions in consumers resulting in success or failure to purchase an item.

Social influences:

Bearden and Rose (1990) who argued that individuals' profound to social comparison signals with respect to their product purchase are highly prospective to abide by the group pressures. In consumer and social psychology, this adaptation to group pressure is interchangeably termed as "interpersonal influence" or "social influence" respectively (Burnkrant and Cousineau, 1975; Bearden et al., 1989; Cialdini and Trost, 1998; Cialdini, 2001; Clark and Goldsmith, 2006). Since long the researchers in marketing have tried to comprehend the impact of social influence on the attitude and behaviors of consumer. Social influence is considered as a significant element in consumer decision-making (Stafford and Cocanougher 1977; Ajzen and Fishbein 1980; Kiel and Layton 1981; Gatignon and Roberts on 1985; Bearden, Netemeyer and Teel, 1990) and consumer's purchase behavior (Burnkrant and Cousineau, 1975; Bearden and Etzel, 1982; Rose, Boush and Friestad, 1998; Dholakia and Talukdar, 2004; Argo, Dahl and Manchanda, 2005; Murali et al., 2005; Spangenberg and Sprott, 2006).

Attention-to-social-comparison-information:

McGuire (1968) established the idea of influence ability that became the basis of social influence validating the differentiation between individuals upon their response to social influence (Allen, 1966). Social influence has been investigated by exploring closely related individual difference variables such as ATSCI (Bearden et al., 1989; Bearden and Rose 1990). Lennox and Wolfe (1984) stated ATSCI as the common inclination of imitation among individuals in apprehension of others reactions. This construct is a significant predictor of social influence, which directly boosts the ability to evaluate the propensity of an individual to conform to social norms (Bearden et al, 1989) so this validates the ATSCI's importance to study the social influence for investigating or predicting the consumer buying behavior.

By definition ATSCI measures the extent to which a consumer is swayed by people around them in their purchase decisions; it also signifies the degree of usage of social comparison information by consumers while choosing products and brands and then adapting to people's anticipations during purchases (Rose et al., 1998). Snyder (1974) also found that consumers possessing high degree of atsci are more susceptible to conformance with the expectations of others. On the other hand, Ward and Wackman (1971) defined ATSCI as an

orientation of material articles and wealth in human mind that are considered imperative for one's own contentment and social development. Similarly, Miniard and Cohen (1983) elaborated ATSCI in the context of consumer behavior and stated it as the degree of variance in consumers' buying behavior due to their apprehensions of others thinking about their thoughts and actions regarding their product choice and usage.

Consumer's behavior is subject to the influence they accept from others personalities which further depends on the degree of attention they pay to others. The consumers high on ATSCI are more attentive to the doings of others and utilize this information for guiding their own behavior. When consumers are susceptible to normative influence, they tend to react more positively to communications highlighting product benefits that help them avoid social disapproval. People who are high on ATSCI level pay close attention to what others do and use this information to guide their own behavior and also influence the extent to which consumers look to others for cues on product characteristics. Moreover, ATSCI basically encompasses the sense of strong motivation in compliance with social pressure (Slama and Celuch, 1994) that is consistent with previous researches where ATSCI is associated with inclination to conformance (Snyder, 1974; Bearden and Rose, 1990).

Among many studies conducted on consumer behavior while studying the association with ATSCI and many other factors, Calder and Burnkrant (1977) studied interpersonal influences from two perspectives; first they checked the impact of sensitivity of social comparison information on product purchase, usage behavior and normative behavior; secondly, sensitivity of social comparison information as a moderator between product purchase and usage behavior. Similarly, Bearden and Rose (1990) studied the moderating effect of ATSCI on relative influence of normative consequences and behavioral intentions and analyzed social pressure regarding consumer's high and low ATSCI. Their results revealed that consumers high on ATSCI are more inclined to conform to the normative pressures.

Furthermore, Bearden and Rose (1990) detected high association between consumer's ATSCI and their public self-consciousness and their findings were consistent with Fenigstein, Scheier and Buss (1975). Abe, Bagozzi and Sadarangani (1996) recognized three factors adding to the sensitivity of individual towards social comparison information e.g. social anxiety, low self-esteem and fear of negative evaluation and identified strong relationship

between ATSCI and social anxiety, self-esteem and fear of negative evaluation. The main proposition of their research was to examine the degree of consumers' sensitivity towards social indicators related to their consumption and buying behavior. Slama and Celuch (1994) demonstrated the influence of ATSCI on buyer behavior and found the negative correlation between ATSCI and self-esteem i.e. the consumers high on ATSCI were found to be very low at self-esteem, whereas the positive correlation was established between ATSCI and compliance tendency towards normative pressure.

Chiou (1998) examined the impact of consumer's attitude, subjective norm, and perceived behavioral control on consumers' purchase intentions with ATSCI as a moderating variable. Basically the study tested the theory of planned buying behavior partially by selecting only the above mentioned variables and found support for it. It found that not only the attitudes, norms and perceived behavioral control have relative strength of impact on consumers' purchase intentions but the group influence also have significant impact and the purchase intentions vary with different levels of ATSCI possessed by each consumer. The low ATSCI will strengthen the impact of attitude on behavioral intention as compared to the situation when consumers have higher ATSCI.

On the other hand, Gao (2005) examined ATSCI with special reference to consumer complaining behavior. The study was conducted on the assertion that consumer complaining behavior has high risk of social displeasure. The authors examined this assertion and found that people high on ATSCI are reluctant to engage in complaining behavior and their findings were consistent with Lennox and Wolfe (1984) and Bearden and Rose (1990). Clark and Goldsmith (2006) investigated the effect of innovativeness and ATSCI on two dimensions of susceptibility to interpersonal influence i.e. normative and informational. They found positive relationship between informational influence, innovativeness and ATSCI.

Bertrandias and Goldsmith (2006) examined the association of ATSCI with fashion opinion leadership and consumers' need for uniqueness and found that it was positively related to both, whereas consumer need for uniqueness was inversely associated with fashion opinion seeking. Wu and Lee (2008) empirically inspected the social comparison generated by friends and relatives and examined the impact of social comparison information on the online purchasing behavior of consumers. They found that online willingness to buy and pay is directly associated with social comparison information. Furthermore, Hoffmann and

Broekhuizen (2009) studied the applicability of consumers' vulnerability to interpersonal influence (CSII) or ATSCI with the investment and investment choices and found that the consumers are constantly affected by the information and views of others.

Ercan (2010) stated that fashion is one important mean adopted by people to express themselves quietly. He investigated and found that country of product image is substantially affected by ATSCI and supported Miller, McIntyre and Mantrala (1993) who advocated that consumers play their role in presenting new styles, inducing other members and processing the meanings and pertinence as the members of social groups. Piamphongsant and Mandhachitara (2008) and Ranjbarian, Salim and Emami (2011) examined perception of self-concept as self-construal (i.e. interdependent and independent self-construal) with ATSCI, conformity and satisfaction from conformity in a comprehensive framework/manner. They found significant positive relation of ATSCI with interdependent self-construal and fashion conformity and negative relationship with ATSCI. Yun and Silk (2011) studied social norms, self-identity, intention and ATSCI in the framework of consciousness towards health behavior. The study examined ATSCI and self-identity as the moderators of the relationship between social norms and intentions and found them significant.

In most of the previous studies ATSCI is considered as a moderator variable predicting normal buying intention and purchase behavior (e.g. Chiou, 1998; Yun and Silk, 2011). In contrast, the current study uses it as a factor of social influences to explain the relationship among other study variables. In this study ATSCI is conceptualized as an independent variable which has an effect on individual's psychological influences i.e. HM, MAT and PDI; and response behavior i.e. IBI and CBB as well. To the knowledge of the researcher, no specific research has been conducted yet where ATSCI works as background variable which stimulate CBB through psychological influences. After analyzing the ATSCI construct in detail, the need emerges to investigate the influence of ATSCI on psychological characteristics as well as on CBB, therefore, it is inferred that

- Attention-to-social-comparison-information will be positively related to psychological influences i.e. hedonic motives, materialistic attitude & purchase decision involvement Or
- Attention-to-social-comparison-information will have significant and direct effect on hedonic motives.

- Attention-to-social-comparison-information will have significant and direct effect on materialistic attitude.
- Attention-to-social-comparison-information will have significant and direct effect on purchase decision involvement.
- Attention-to-social-comparison-information will have positive and indirect relation with compulsive buying behavior.

Table 2-III: Established relationship of different constructs related to ‘attention-to-social-comparison-information’

	Established relationship with ATSCI	Author(s) / Years
1	Conformity or fashion conformity	Snyder, 1974; Bearden and Rose, 1990; Slama and Celuch, 1994; Piamphongsant and Mandhachitara, 2008; Ercan, 2010; Ranjbarian et al., 2011.
2	Susceptibility to interpersonal influence	Clark and Goldsmith, 2006.
3	Normative influence / normative pressure/ social pressure	Slama and Celuch, 1994; Clark and Goldsmith, 2006.
4	Social anxiety	Abe et al., 1996
5	Self-construal	Piamphongsant and Mandhachitara, 2008. Ranjbarian et al., 2011.
6	Self-esteem	Abe et al., 1996
7	Self-identity	Yun and Silk, 2011.
8	Public self-consciousness	Fenigstein et al., 1975; Bearden and Rose, 1990.
9	Fear of negative evaluation	Lennox and Wolfe, 1984; Bearden and Rose, 1990;
10	Consumer’s attitude	Chiou, 1998.
11	Subjective norms / social norms	Bearden et al, 1989; Chiou, 1998; Yun and Silk, 2011.
12	Perceived behavioral control	Chiou, 1998.
13	Behavioral intention	Chiou, 1998; Yun and Silk, 2011.
14	Innovativeness	Clark and Goldsmith, 2006.
15	Need for uniqueness	Bertrandias and Goldsmith, 2006.
16	Fashion opinion seeking / leadership	Bertrandias and Goldsmith, 2006.
17	Product purchase	Calder and Burnkrant, 1977.
18	Online buying behavior	Wu and lee, 2008.
19	Usage behavior	Calder and Burnkrant, 1977.

20	Complaining behavior	Lennox and Wolfe, 1984; Bearden and Rose, 1990; Gao, 2005
21	Investment / investment choices	Hoffmann and Broekhuizen, 2008.

2.4.2 Psychological Influences and Compulsive Buying Behaviour

2.4.2.1 Hedonic Motives and Compulsive Buying Behavior

Motive Dispositions:

The end states human pursue to achieve limited number of motives (McClelland, 1985). Motives have been defined as comparatively persistent preferences and predilection for the accomplishment of specific classes of desired goal states (McClelland, 1988). From time to time, Brehm and Self (1989) explained, human motives are also stated as somewhat generated by needs. For instance, motives are reflected to be established dispositions that become stimulated through environmental or social settings (McAdams, 1988; McClelland, 1992).

Human motives and values:

Skinner (1938) and DeCharms, Morrison, Reitman and McClelland (1955) identified that human motives envisage individual behaviour, whereas individual values exert the impact on their behaviours, such as, individual behaviors which are related to specific affecting stimuli. Theoretically, values and motives have been considered as representing two interrelated constructs i.e. values are faiths or conceptions, that go beyond specific situations, and guide assessment of behaviour, affect behavior or required end states (Rokeach, 1973; Schwartz and Bilsky, 1987). According to, Bilsky and Schwartz (1994), value is a form of motivational concern that it articulates.

In a comprehensive perspective, values are revealed as conceptual illustrations of substantial individual's implicit motives and in order to establish and consolidate their behavior they must communicate (Schwartz, 1992, 1994; Schwartz and Bardi, 2001; Schwartz and Boehnke, 2004). Finally, Social values influence the individual's motive dispositions (Schwartz and Sagiv, 1995; Rohan and Zanna, 1996; Blackwell et al., 2001; Knafo and Schwartz, 2001). Brunstein, Lautenschlager, Nawroth, Pöhlmann and Schultheiss, (1995) explained a potential reason for lack of association between values and motives. They postulate that value significances are susceptible to reveal the demands of individual's social environment. At least they divulge their motives, as society and culture are strong/persuasive determinants of values which individual pursue in his/her life circle.

In addition, Costa and McCare (2001) explained that as compared to indigenous human motives, personal values are guiding principles in human life and these values are learned beliefs/ideologies about preferred ways of living. Schwartz and Bardi (2001) said that these personal values comprise the domain of motivationally distinct values recognized over cultures.

Human motives and Personality traits:

Many motive researchers reformed the focus of motive domain to hierarchical structure taking 'behaviour' as basic motive. (Pieters, Baumgartner and Allen, 1995; Bagozzi and Dholakia, 1999; Huffman, Ratneshwar and Mick, 2000). Similarly, other researchers, like Barsalou (1985); Read, Jones and Miller (1990) and Winter, John, Stewart, Klohnen and Duncan (1998) also explained human motives in a broader view, that individual's internal/psychological states are reflected as motives based concept or that motives make a basis of their personality traits and Read and Lalwani (2000) added that disposition is a function of intrinsic motives.

A common view prevails about mutual relation between motives and human personality traits (Pervin, 1994b), but several researchers established that hidden dispositions explain the motives and generally a reverse causal relationship is established (Cantor, 1990; Stanger, 1994; Olver and Mooradian, 2003). The key aspect of motivational theories affected the role of rational or irrational desires in individual's behaviour development (Geeroms, 2007).

Motives as Attitudinal predispositions:

There are different views regarding consumer's attitude researches i.e. Rosenberg (1956) refers that beliefs are part of the composition of attitude, while Fishbein conceptualized that beliefs are not the part of attitudes but the underlying factors of attitudes. For clear distinction, beliefs effect on behavior through attitude or attitude act as mediator between belief and behavior (Fishbein, 1967; Fishbein and Ajzen, 1975), rather than beliefs directly affect behavior (Rosenberg, 1956). Attitude researchers like Hirschman and Holbrook (1982a), relates consumer psychology with attitude rather than only their preference. Many other attitude researchers too do not make any distinction between preferences and attitudes i.e. Fishbein (1967), who has the most influenced researcher on

consumer's attitudinal dispositions. He determined three vital causes of behavioural intentions i.e. social norms leading that behaviour (referent influences) and attitude (affect) in the direction of the behaviour and also referred that behavioural intention is the core determining factor of following behaviour. Overall, traditional attitudinal disposition was not established for the prediction of behaviours for utilitarian objects perspectives. Actually, in Fishbein (1967) study there is no distinction between utilitarian objects and hedonic/ aesthetic entities.

Later on, in prediction of consumer behaviour, Fishbein and Ajzen (1975) considered utilitarian and hedonic perspectives to/as attitudinal predisposition and theorized that consumers might have personal/subjective norms besides social norms which also affect their behavior Furthermore, Ahtola (1985) also argued that personal norms are considerably correlated to the utilitarian motives of consumer behaviour, however, it is noteworthy to find consumer hedonic motive perspectives as attitudinal predisposition.

Utilitarian and hedonic perspectives of an attitude:

While making essential consumption decisions, it is reasonable to create a difference between utilitarian and hedonic motives. These motives construct two aspects of attitudes with respect to behavioural acts. In the concern of an attitude towards a consumer behavior, utilitarian aspect describes value, practicality and realization of perceived behaviour by the consumer while hedonic aspect narrates expectation, emotional feeling or pleasure experienced (Hirschman and Holbrook, 1982a).

Shopping motives and consumer values:

Richins (2005) demonstrated a vital link between consumption behavior and consumer's lifestyle, value and symbolic meaning and these three attributes are explicit to their local cultures. Many other studies indicated that shopping motives are tied up socially and culturally (Tauber, 1972; Siu, Wang, Chang and Hui, 2001) and consumer's values have a robust effect in establishing/developing their shopping motives (Carman, 1978; McCracken, 1986, Yau, 1988; Bruce M. Meglino and Elizabeth C. Ravlin, 1998). Many other studies explained wider shopping outcomes in relation to hedonic and utilitarian factors (Venkatraman and MacInnis, 1985; Ahtola, 1985; Babin, Darden and Griffin, 1994; Spangenberg, Voss and Crowley, 1997; Wertebroch and Dhar, 2000; Guido, 2006).

Shopping motivations and consumer buying behavior:

A lot of researches investigated consumer's shopping orientations and reveals that shopping orientations affect their buying behaviour on many aspects of individuals, for example, Darden and Ashton (1974) and Cheng, Yee-Man and Hui (2002) showed the impact of psychographics and demographics factors on consumer buying behavior, and Williams, Painter and Nicholas (1978) emphasized the effect of consumer involvement/purchase importance on their buying behavior. Whereas, Evans, Christiansen and Gill (1996) analyzed the influence of social referents on consumer's buying behavior. In conclusion, consumer's shopping motivations have substantial effect on their buying behaviour (Kaul, 2006).

Consumer's shopping motives:

Traditionally, shopping motivation researchers have long concentrated on the shopping experience or shopping orientation regarding utilitarian/rational perspectives mostly (Batra and Ahtola, 1991; Babin et al., 1994). Therefore, many studies are done to identify and to measure shopping motives, for example, Tauber (1972) defined eleven shopping motives i.e. diversion, sensory stimulation, self-gratification, learning about new trends, physical activity, pleasure in bargaining, pleasure in bargains, social experiences, peer group attraction, communication with related concern and authority and status, and examined many of these motives are related with leisure and pleasure, with the elementary basis that buyers are encouraged by a diversity of psychosocial influences rather than those rigorously associated to getting few items/objects.

Finally, Tauber's motives might be categorized into two perspectives i.e. personal and social, where personal motives known as role playing, diversion, self-gratification, learning about new trends, physical activity and sensory stimulation), whereas consumer's social motives are explained through their social experiences, communication with others, peer group attractions, status and authority, and pleasure of bargaining.

After thorough work on shopping motivations of Tauber's (1972) framework and McGuire's (1974) classification of sixteen individual motivations, Westbrook and Black (1985) proposing that consumer shopping behavior occurs due to three basic determinations, especially in term of non-product related goals i.e. to gain a product, to obtain a desire and to develop contentment. Basically these three core shopping motives contain both utilitarian and

hedonic elements and are apprehended to seven shopping motives i.e. choice optimization, anticipated utility, negotiation, power/authority, role enactment, simulation and affiliation. In addition, the prominence of diverse consumers shopping motivations might vary regarding specific shopping scenario and gender (Peter, Olson and Grunert, 1999) and basically females have more tendency towards hedonic shopping motives as compare to male (Dittmar et al., 1995, 1996).

In a study by Dawson, Bloch, and Ridgway (1990), Park and Lennon (2004) explained three categories of needs i.e. hedonic, utilitarian or a combination of both which motivate the consumers. Whereas, Kim and Eastin (2011) verified the difference between hedonic and utilitarian motivation such as utilitarian motives are more applied and straight, as compare to hedonic motives that are based on pleasure seeking approach and examined according to attitudinal perspectives, that utilitarian motives are more cognitive while hedonic motives are basically more affective (Bridges and Florsheim, 2008).

Hedonic shopping motives:

Many behavioural and cognitive responses are also included and more consideration is given to consumer and environmental 'input' variables but very few specified that hedonic motive viewpoint is measured from attitudinal perspective (Osgood, Suci and Tannenbaum 1957). The scope of hedonic motive or experiential perspective not only explains attitudes but also cover many other features of consumer behaviour (Hirschman and Holbrook, 1982a; Unger and Kernan, 1983).

Similarly, Ahtola (1985) further explained consumer's shopping motives and also signify that psychological and sociological conceptions affect the consumer behavior in reality. Aforementioned studies advocate that buyer's behavior are influenced or driven through consumers shopping motives and that brings them into the market. Though, shopping experiences might not fully explain only through the explanation of product acquisition (Bloch and Richins, 1983). Therefore, from the last many years, researchers have been recognized the significance of emotional worth and entertainment value, and concentrated towards hedonic aspects of consumer's shopping motivation (Langrehr, 1991; Babin et al., 1994; Roy, 1994; Wakefield and Baker, 1998).

Hirschman and Holbrook (1982a) defined hedonic aspects of consumer behavior and they developed a link between imaginary, multisensory and emotional elements as aspect of hedonic consumption. Consumers stimulated by variety of hedonic motives and therefore they might give more consideration to number of inputs during their decision-making process (Dawson et al., 1990) and in-store evaluations (Arnold and Reynolds, 2003) as well. However, in a particular situation i.e. in a store, consumer's feeling and emotion might directly and significantly affect their inclination, choice criteria and buying behaviors (Dawson et al., 1990).

Additional, Dawson et al. (1990) investigated experiential motives and product based motives and they examined the link with consumer's emotions during shopping or any behavioral outcomes. In the same way, Babin et al. (1994) also explored the considerations of the consumer's motivations regarding shopping and found consumers' non-utilitarian motivations as/ i.e. hedonic motives instead of economic outcomes or utilitarian motives. Babin et al. (1994) described that consumer shopping motives i.e. hedonic and utilitarian, both are based on task orientation and differ regarding nature of their task. The nature of hedonic task concerned with hedonic fulfillment, such as feeling exciting, fun, pleasure, and imaginary motivation. In brief, these features of consumers shopping motives, Sherry (1990) and Thompson, Locander, and Pollio (1990) determines that the pursuing of such experiences are more significance and dominant effect as compare to products acquisition.

Whereas, Wakefield and Baker (1998) analyzed that pleasure and entertainment aspects related to consumers are more imperative factors and have direct effect on consumer's response or buying behavior. Various studies have been completed to explore the understanding that shopping is a delightful experience. In similar manner, several studies, for example, Jones (1999) analyzed the view that consumers might find shopping as pleasant and gratifying experience. There is of course a considerable body of work which attempts to identify and measure motivations for shopping. Due to the more dominant characteristic of shopping motivations is consumer's hedonic shopping motives, Arnold and Reynolds (2003) discussed hedonic shopping motives in a comprehensive manner. They identified and categorized hedonic shopping motives into six classifications i.e. social shopping motives, idea shopping motives, adventure shopping motives, gratification shopping motives, value shopping motives and role shopping motives.

Similarly, Zhou and Wong (2008) discussed three major buying motives i.e. perceived value, perceived quality and perceived prestige and examined the effect of these buying motives on buying intention of consumers.

Hedonic motives and product meaning:

Hedonic shopping motivations also defined the consumer's involvement level on the subject of the products acquisition and for at least specific products, emotional arousal as consumer response is reflected key stimulus. Almost all products have a certain degree of pleasure-seeking because overall products have certain degree/extent of symbolic meaning. Individuals are different and stimulated at a certain level of hedonic motivations (Hirschman and Holbrook, 1982a, Holbrook and Hirschman, 1982b; Kleine, Kleine and Kernan, 1993).

Harrel (1986) and Solomon (1992) referred that products and brands were made sense of symbolic terms and associated to the hedonic desires of consumers. Appearance related products appear a strong link with hedonic motives as compared to utilitarian motives, that might be effected through social environment/set up (Sun and Collins, 2002).

Werthenbroch and Dhar (2000), identified the difference regarding their purchase justification, hedonic items might be more difficult to justify as compared to utilitarian items. In the comparison of the purchase of hedonic items and utilitarian items, hedonic goods might be associated with feeling of responsibility and regret (Lascu 1991). Consequently, from hedonic perspectives, Slovic (1975) investigated several causes for justification of the consumer choices, for example, cognitive dissonance (Festinger, 1954).

Hedonic motives and consumer buying behavior:

Various researches identified intensity of hedonic shopping motives to specific buying behaviors, such as impulsive buying (Rook and Hoch, 1985; Rook and Gardner, 1993) and compulsive buying behavior (O'Guinn and Faber, 1989).

Impulsive buying behavior exhibits many features, for example, sudden-spontaneous urges to buy, psychological conflict and psychological disequilibrium (Rook and Hoch, 1985) consuming impulses (Rook, 1987). Further, Rook (1987) and Beatty and Ferrell (1998)

examined the impulsive buying thoroughly and identified strong relation between hedonic motives and impulsive buying behavior. Similarly, O'Guinn and Faber (1989) analyzed compulsive buying behavior as motive perspectives and they described buyers in a specific retail setting who carry out shopping activities in pursuit of hedonic fulfillment.

After analyzing the construct of HM comprehensively, hence, the need emerges to investigate the influence of HM on behavioral response i.e. IBI and CBB either directly or indirectly. For that reason, it is concluded that

- Hedonic motives will have positive effect on materialistic attitude.
- Hedonic motives will have positive effect on purchase decision involvement.
- Hedonic motives will be positively related to behavioral responses i.e. impulsive buying intention and compulsive buying behavior

Or

- Hedonic motives will have positive effect on impulsive buying intention.
- Hedonic motives will have positive effect on compulsive buying behavior.

2.4.2.2 Materialistic Attitude and Compulsive Buying Behavior

The consumer culture has evolved as the strongest force which affects people and society (Roberts and Sepulveda, 1999) and consumer culture as a way of life in which most of the consumers/people truly desire, expend and strive for more (Roberts and Jones, 2001). Such culture exhibits goods and services that are highly regarded for non-utilitarian reasons like status, increase of hatred and comfort seeking where money is considered as common language of their culture. It may be taken as emotionally worthwhile reality in present day as money is involved in individuals' lives and impels comparative behavior between themselves and others by taking in view the social power, control, quality and freedom/independence/liberty (Medina, Saegert and Gresham, 1996).

Materialism:

A definition came from the view of Moschis and Churchill (1978), presented the idea which emphasized materialism is ownership and gaining of wealth for personal pleasure and social betterment. According to Belk (1984) materialism can be called the concern of

consumers towards materialistic belongings. Such belongings pretend to be the core part of individuals' life and they considered that belongings are the source of gratification or distress when they are at the peak of materialism. Rassuli and Hollander (1986) explained it as an attention of consumer in gaining and expending which shows effect of consumers' perception about chances of getting a lot of goods and services and the chances of others involvement.

This notion has been further explored and supported by Fournier and Richins (1991) and Richins and Dawson (1992), a central tenet of materialism is that given by that it is person's interest/loyalty to the longings, needs for tangible assets, refusal of devotional/divine interests and living style based on goods. Further they explained the materialism concept that it is a set of core beliefs regarding significance of assets in an individual's life (Fournier and Richins, 1991; Richins and Dawson, 1992). They also added it works as a principle which governs people in their preferences and behavior in different situations plus expenditure grounds.

On the whole materialism is a significance related to the ownership and procurement of material stuff when it becomes a way to obtain the ambition of life or the expected position. Richins and Dawson (1992), they practiced and established a scale to measure materialism by using three organized dimensions i.e. happiness, centrality and success. Happiness refers to a concept about ownership and procurement of goods which are necessary for warm fuzziness and satisfied life and centrality measures the degree of importance given by a person to his/her belongings and their attainment at the center of life whereas success addresses that how a person examines his/her self-success and others' success by taking in view the quantity and quality of collectively acquired belongings/ownerships. They also explained materialism as the significance attributed to the possession and control of goods in getting important life's objectives and expected position.

Overall explanation about materialism is that it is the tangible worth of three dimensions: the core importance of ownership in an individual's life, people use their ownerships to evaluate the success of others and success of themselves, the people's faith that their belongings and attainment of goods are sources of pleasure and contented life (Richins and Dawson, 1992). According to Zinkhan (1994) there is a valuable presumption/inference of materialism regarding consumption, selfhood, quality of life, life contentment and wellbeing.

Similarly, Richins (1994) further explained that consumer's materialism affects their wishes related to their belongings and it also affects the goods which they consider can accomplish their desire during consumption. Wang and Wallendorf (2006) gave a distinction between consumer's approach regarding achievement of material goods and implication about a product. Similarly, Roberts, Manolis, Tanner (2003) explained that materialists think/judge the attainment of wealth and property as focus of their lives and necessary for pleasure and prosperity. Finally, the concept, materialism usually refers to the philosophic concept or philosophic view that matter is the only thing which lives/exists and can move (Ponchio and Aranha, 2008). They gave a different view about materialism that it provides foundations to clear/define the association among man, tangible objects and cheerfulness. It has appeared as a view of concern in various disciplines.

Materialistic Attitude:

A society where individuals make comparison with social and idealized images may prevail individual discomfort, frustration, sense of deprivation and may increase struggle to avail right material ownerships (Faber and O'Guinn, 1988b; O'Guinn and Faber, 1988) and significance of belongings in a person's life is a general approach held in our society (Richins and Dawson, 1992; John, 1999; and Lee, Lennon, and Rudd, 2000). According to Susan (1991) and Wolf (1991) there is a concept that consuming more goods extends the dream/desire of changing a person's life, such as fashions and beauty industries target women to motivate product purchases.

Hence, Richins (1995) concluded that idealized images which perform key role in individual's social comparisons can influence consumer's feelings about themselves and can increase the desire to expend. He found that people can prevent themselves from such comparisons with idealized images but it is difficult as these comparisons are usually forced on us or we may unconsciously involve in comparisons.

Moreover, social / media icons affect and promote the value of materialistic goods and promote a culture of consumption in a materialistic society (Richins, 1995). Individuals learn behavior from society through media or media icons, whose offerings or demonstrations are idealized and stimulate highly fascinating life which can be approached by only a negligible part of society. It has been found that manifestation of idealized icons affects

consumer's approach towards social facts as unrealistic levels of possessions and spending are exhibited in media icons. It is expected that continual exposure of such images and social comparison may correlate with the assumption of more wealth or more expenses (O'Guinn and Shrum, 1997).

This notion has been further explored and supported by Sirgy (1998), he opined that people having distinct materialistic attitudes are more interested in social comparison. In this manner Schroeder and Dugal (1995) and Kasser and Kanner (2004) explained that people having distinct materialistic attitudes are usually vulnerable to normative influence and consumers' purchasing patterns are often affected by a will that others may applaud their purchases. Finally, increased attainment of wealth may lead to negative results for example inattentive behavior to social relationships and higher debts. Hence social comparison and idealized images disclosure may increase resentment or unhappiness in a person's life. Such type of imprudent consumption or excessive purchases to improve life is known as compulsive buying.

Characteristics of materialistic individuals:

Belk (1984) referred that materialistic consumers may not remain in discomfort just after getting the possession of wealth and these individuals have more desire to consumption and they feel happiness by having wealth and property. Campbell (1987) argued that modern or up to date consumers have an experience to enjoy a prolonged longing for material things, therefore, materialistic consumers have same characteristic. They get more satisfaction with new achievement of belongings or possession (Fournier and Richins, 1991). Similarly, Belk (1985) Richins and Dawson (1992) explained a known characteristic of materialistic buyers that they positioned wealth as a core value of their lives, evaluate their own and others' success by their possessions and struggle to avail pleasure through wealth and assets and these individuals also feel that it is impossible to attain required status in society and they are unhappy without abundant wealth and belongings.

More materialistic people have a habit to consume on costly items more publicly as they think that more purchases of expensive goods may cause their success and honor in the society (Fournier and Richins, 1991). Richins (1994a) described that socially apparent products considered as social symbol for social status and honor have more significance for

materialistic people than less apparent products in the society. Sirgy, Lee, Kosenko, Meadow, Rahtz, Cicic, and Wright (1998) inclined to comply with cultural values regarding consumption and they do continuous search on ready products through media. In contrast, Campbell (1987) focused on significant variety of modern consumers regarding their aims and tasks of life.

Wang and Wallendorf (2006) emphasized that materialistic consumers have enhanced/magnified their familiarity about available products in the market to exhibit their social status. Their frequent comparisons between real and required prosperity lead to discomfort of life. Such consumers can grasp the social value of a product even before purchase that the product will manifest their required image or not. In general it is deduced that materialistic consumers have magnified desires for more ownership and desire for more things which they cannot afford and such unaccomplished desires make them discontented.

Materialism and social environment:

The social norms determine the propriety and impropriety of behaviours and guide the behavioural codes of individuals (Moschis and Cox, 1989; Hanley and Wilhelm, 1992). In this sense social norms have the ability to standardize behavioural norms. Understanding social values is of prime importance as they form the basis for and shape the societal norms. According to Sociocultural Theory, the cultures are the sources of behavior formation and represent societies. Socialization is instrumental in molding behaviors and in differentiating the correct from incorrect. The proposition of sociocultural theory is that jointly all the components of psychological processes form an individual's self-image, identity and complete veracity. This discussion leads to the conclusion that humans simply are the artifact of their society and culture.

Every society has social norms that set standards and regulate the patterns of spending money (Belk and Wallendorf, 1990). Neuner, Raab and Reisch (2005) supporting this view assert that 'values are the core culture' hence consumer socialization leads to materialistic attitudes. Individuals mostly use consumption as a substitute to communicate and build self-awareness or social standing (Campbell, 2004; Faber, 2004; Soper, 2007). Individuals urge to extend affinity in attitudes and behaviors towards wealth by self-defining the matters (Roberts and Sepulveda, 1999; Phau and Woo, 2008; Moschis, Hosie and Vel, 2009).

Resultantly, Neuner et al. (2005) and Mueller, Mueller, Albert, Mertens, Silbermann, Mitchell, and De Zwaan (2007) believed that as leisure and standard of living stood vital, effortlessly available and promoted by society so individuals lean to consume for symbolizing social status.

Finally, Symbolic consumption is found to be promoted by conformity to social norms which in turn is stressed by the overall social environment (Moschis, 1987; Flouri 1999; Moschis et al., 2009). Research indicates that consumers vary according to their consumption objectives. Moschis (1987) and O'Guinn and Shrum (1997) proposed that consumption norms and patterns are likely to adapt from mainstream media. Richins (1994) said that individual's most valued ownerships shows a glance of their societal values/ morals specifying materialism.

Thus, progression phenomenon of materialism and valued beliefs has been a topic of interest for researchers of consumer behaviour (Burroughs and Rindfleisch, 2002; Roberts, Manolis and Tanner, 2003). Two major perspectives – socialization and psychological – are pivotal to any analysis of materialism. Kwak, Zinkhan and Dominick (2002) addressed the discrepancies created due to cultural and social values of a specific culture/society keeping in view the phenomenon of materialism.

Materialism and social influences:

Given the prevailing consumer culture, these norms would likely encourage individuals to place a high value on material possessions and to shop in a manner consistent with such norms. Youth are comparatively extremely vulnerable to social influence especially in the domain of consumer culture (Roberts, Manolis and Jr., 2008). Mangleburg, Grewal and Bristol, (1997) and Palan (1998) discussed that consumer values and decision patterns are significantly determined by their peer and reference groups.

Studies have also shown that consumption culture among peers and reference groups impact consumer's social influence for expenditure and materialistic belief/attitude (Moschis and Churchill, 1978, Churchill and Moschis, 1979; Mangleburg, Doney, and Bristol, 2004, Luo, 2005). Peers and reference groups set the normative standards for their cohorts as Batra, Homer and Kahle (2001) conferred that value seeking behavior affects more to the individuals highly exposed to social influence based on the societal norms as to those with

fewer exposure/attention to social influence. This specially stood firm in case of youngsters/individuals since they keenly searches out the diverse ways in order to create individuality and social status directly affecting one's materialistic intensity as affirmed by John (1999).

Materialism, social comparison orientation and CBB

Social environment also carries information sources that directly influence consumers' purchase decisions and buying behaviours. Peers and reference group are powerful social influences to significantly impact a person's psychological states and serve as information sources. Therefore, attention-to-social-comparison-information (ATSCI) is identified as a critical factor stimulating compulsive buying.

Materialism and compulsive buying behavior

Materialistic consumers who seek material goods do not find contentment or happiness. Richins and Dawson (1992) revealed in their study that individuals who are likely dissatisfied with their earning, living standard and overall lifestyle are highly materialistic. Stevens, Lathrop and Bradish (2003) also discussed the fact that inner conflict between desiring and deserving may surface feelings of guilt when consumers give in and indulge themselves. If high-materialism consumers are driven to acquire goods primarily to symbolize and communicate status and success messages to others.

Therefore, individuals are inclined to be strongly attentive of their unfulfilled desires /wishes and opt for materialism leading to a purchase that realizes their identity or symbolizes status and was driven from lack of accomplishment in their need for social safety and security (Roberts and Sepulveda, 1999; Mueller et al., 2007; Neuner et al., 2005). A variety of buying behaviours have been explored by the researchers including impulsive buying behavior (Rook, 1987) and compulsive buying (O'Guinn and Faber, 1989) and these patterns have also been under observation for quite some time. O'Guinn and Faber (1989) also sought out the fact that compulsive or obsessive purchasing is connected to greatly intensive obsession and hence seen as a kind of behavioral disorder/abnormality. Consumers who are passionate about authority and status due to excessive wealth lead to quick/hasty consumption headed for a point where it might end up generating adverse effects like compulsive buying (Roberts and Jones, 2001; Phau and Woo, 2008).

DeSarbo and Edwards (1996), Roberts (2000), Dittmar (2005a) and Xu (2008) described compulsive buying has been significantly, strongly and directly affected by materialism. Dittmar (2005b) said that an acquisitive approach is on the go especially among youngsters as compulsive purchasing is rooted deeply among the foremost changes transforming consumers buying behavior along with, a materialistic value orientation is on the increase.

Krueger (1988) contended that external reference points or other people opinions/ feedback generally leads to compulsive buying. They suggest that shopping for appearance products/items creates a positive social interaction as depicted by O'Guinn and Faber (1989). Compulsive buying might be considered as a source for attaining acknowledgement and acceptability (Faber, 1992) and may be encouraged by low self-esteem (Marlatt, Baer, Donovan, and Kivlahan, 1988) or due to any psychological reasons (Lawrence, 1990), are found to have uncertainty/ inconsistency upon regular/ usual consumers and pursue materialistic attitude that wealth/richness represents one's status to increase self or societal self-recognition/ acknowledgement (Hanley and Wilhelm, 1992; Chang and Arkin, 2002).

More recently, Roberts and Pirog (2004) have suggested that compulsive buying behaviour is related to consumer's individual objectives other than a wish for decreasing a psychological stress and individuals with their objectives set upon extrinsic factors, are more likely to be compulsive buyers than to those with the objectives standardized based on intrinsic/ internal. Compulsive buying unlike impulsive buying is the phenomena where compulsive buyer seeks enjoyment in the buying process rather opposed to seek/realize satisfaction/ enjoyment from the item purchased.

Moreover, if the social environment is favorable to compulsive behavior, the individual's values and norms are reinforced. According to literature, Socio-cultural environment or societal impact causes consumers' compulsive buying behaviour (Damon, 1988; Valence et al., 1988; Faber and O'Guinn, 1988; Scherhorn et al., 1990; Faber, 1992; Hirschman, 1992). Further Fabien and Jolicoeur (1993) and Magee (1994) discussed that this compulsive buying behaviour may result from a typical/ disturbed social environment or socialization process. Since, Magee (1994) also agreed that societal/ social norms adds to

creating or motivating compulsive buying behaviour; thus implying that social values significantly affects consumers' compulsive buying behaviour development.

Materialism, social influence and CBB

O'Guinn and Faber (1989) suggest that peer pressures or socio-cultural norms/values could possibly be inter-related to compulsive behaviours, which are reflected in social media. Faber et al. (1987) assert that mass media greatly effects socialization of consumers and their learning about social values and norms. Media tends to portray people rich and wealthy which influence people learning and judgments endorsing materialistic attitudes and behaviours. Thus, Faber and O'Guinn (1988a, 1988b) further, concluded that even if different types of media is not directly engaged in generating compulsive behaviours still it surely motivates such behaviours. According to O'Guinn and Faber (1989) compulsive consumers tend to gratify others and also possess extra precipitate behaviours than typical consumers.

Rindfleisch et al. (1997), Mowen and Spears (1999), Roberts (2000) and Dittmar (2005a,b) agreed upon the fact that among all the socio-psychological factors influencing compulsive buying, materialism is proved to be the most consistent and strongest factor in determining consumers' compulsive buying behaviour. There were some differences in types of products purchased and frequency of purchases between individuals with high compulsive buying tendencies and those with low compulsive buying tendencies (Dittmar 2005a).

Roberts and Jones (2001) examined materialistic attitude and stated the impact of consumer's attitude towards money, credit card usage on compulsive buying behavior. Basically the study verified the theory of social comparison and supports the concept that materialistic attitude derived from individual or social comparison relates with monetary values in the social setting by selecting only the above mentioned variables and support it.

Yurchisin and Johnson (2009) analyzed the relationship of compulsive buying behaviour and apparel-product involvement. Their study also exhibits positive and significant relationship among apparel-product involvement, materialism and perceived social status, where materialism and perceived social status build and enhance involvement. The individuals who are particularly involved in apparel products, may be at risk for developing compulsive buying tendencies and likely to display compulsive buying behavior. Similarly,

Wang and Wallendorf (2006) also investigated a strong and positive association between materialism, social status and product satisfaction.

Fitzmaurice (2008) investigated the consumer's splurge purchase behaviours and contrasts the features of splurge purchase intention among highly materialistic and low materialistic individuals. By analyzing consumers' concept of splurge purchases shows that splurges are desires not necessarily necessities, hedonistic / self-gratifying, an irrational purchase, free expenditure on purchase. The study verifies that high materialistic consumers tend to splurge on products that were apparent than low materialistic consumers and after their splurge purchasing, high-materialism consumers shows more self-justification attitude and regret/guilt than did low-materialism consumers.

In addition, Xu (2008) investigating general self-awareness and impact of materialism on compulsive buying behaviour and found that materialism have strong, significant and direct influence on affinity to buy compulsively. Consumer's self-awareness is also strongly correlated to young consumer's compulsive purchase patterns which are moderated by materialism. The study not only confirms the impact of materialism but also gives an idea to take into account the enthusiasm leading to compulsive purchase by inquiring the link between general self-awareness and compulsive buying attitude. In other side, higher inconsistencies in one's self coupled with materialistic/money oriented beliefs have been claimed as one of the influential determinant of compulsive buying attitudes (Moschis et al., 2009).

Materialism, compulsive buying and appearance product involvement:

Dittmar et al. (1996) posit that self-realization process may play a stimulating role in shaping compulsive behaviours of consumer. By means of compulsive buying and its related symbolic behaviours such as purchasing, wearing, and showing off, a consumer feels a sense of completion in form of particular self-definition. By engaging in such behaviours the consumer tends to persuade others and him/herself that he/she acquires the desired definition. Dittmar (2005a) also concluded that individuals highly tend to consume products related/ coupled with status symbols in order to communicate/ extend their individuality and discovering their enhanced/ superior identity.

Materialistic individuals use buying as a strategy to obtain their set goals such as pleasure, joy and happiness. Highly materialistic individuals tend to believe acquisition is essential for success and satisfaction in life and thus widens their consumption scope to achieve status and happiness. In that context, strong sense of materialism signifies dedication to building/ creating one's identity by utilizing materialistic objects indicated by Dittmar (2005a). In 2008, Xu studied that Products consumed by individuals not only dictate their social status but also relates to the materialistic attitude as to identify one's self and what one want to be. A highly materialistic consumer identifies their most valuable ownership as the one having more of a presence and is more likely easily noticeable (Richins, 1994).

Thus materialistic individuals compared to less materialistic tend to buy items that are more noticeable and could communicate and affirm their in affluent status and power to others. Richins (1994) suggested in his research that to highly acquisitive consumers pursuing the possession is more valued than the actual possession/ product itself since they couples its achievement as a success symbol to others opposing the idea of generating satisfaction and delight from the good to its user. Therefore, the features of a good purchase such as brand name and high price may emerge as more recallable features for a materialistic consumer. Browne and Kaldenberg (1997) found that acquisitionist consumers also possess higher tendency of apparel-product involvement or consumers who have materialistic attitude exhibited. The impacts of involvement of reference group in purchase of highly visible products influence the compulsive buyers to involve in purchase of the same products. This indicates their belief that copying the peer/referent group purchase pattern will place them belonging to the same status and riches.

Dittmar et al. (1996) referred that materialism represents those consumers who regularly purchase products obsessively as compulsive buyers; since their categorization is related to the current study on consumers' compulsive buying behaviours. (O'Guinn and Faber 1989, D'Astous 1990, Christenson et al., 1994, Elliott 1994, Schlosser et al. 1994; Dittmar et al., 1996, Roberts 1998; Mowen and Spears 1999), there likely seems to be a relationship between compulsive buying behavior and symbolic self-completion efforts. Consumers having compulsive buying behaviour lean to purchase material goods with high visibility and charisma. (O'Guinn and Faber, 1989; Christenson et al., 1994, Schlosser et al.'s 1994) such as clothing, jewellery, and cosmetics.

Several studies concluded that consumers possessing materialistic attitude have tendency to be the compulsive buyers (Dittmar et al., 1996; Mowen and Spears, 1999; O'Guinn and Faber, 1989; Yurchisin and Johnson, 2009). Furthermore, studies found that individuals having materialism were highly attached to attire items or items used for enhancing appearances. (Browne and Kaldenberg, 1997; Yurchisin and Johnson, 2009). So it may seem rational to believe that consumers having high score on materialism also scores high on compulsive apparent purchases.

Earlier studies verified a strong relationship between compulsive buying and apparent purchases. (O'Guinn and Faber, 1989; Christenson et al., 1994; Schlosser et al., 1994; McElroy, Keck and Phillips, 1995). This is also consistent with research by McElroy et al. (1994), who found that compulsive buyers' behaviour differ at genders' perspective as females of the genre prefer buying apparels, cosmetics and outfits while on the other hand males of the cbb group tend to buy hi-fi equipment and furnishings along with purchase of clothes.

Moreover the theoretical definition of appearance-product involvement and materialism share a number of similarities by Kapferer and Laurent (1985). They also observed that individuals highly involved with a specific category of product believe that the product actually holds the power to express their special identities, status and high profile to others. Similarly, Richins and Dawson (1992) argued that acquisitionists deemed that product acquisitions which conveys/ spreads a word to others regarding individuals' societal status is an important part of one's life leading possessor/ holder of the good with the delight and sense of achievement. Consequently, positive and significant association is established amongst materialism and product involvement (Browne and Kaldenberg 1997); O'Cass, 2000; Bottomley, Nairn, Kasser, Ferguson and Ormrod, 2010; Goldsmith, Flynn, Clark, 2012).

On the other side, despite number of similarities between apparel-products involvement and materialism, both variables are not alike. Kapferer and Laurent (1985) suggested that attachment to a certain product was a notion that directly maintains a connection between the individual and specified product class. Richins and Dawson in 1992, conversely, recommended that materialism is in itself a greater belief which excels specified product classes. In this sense, referring to materialism, it affects relationship of individuals with a specific product category as well as their life styles. To Richins and Dawson (1992),

the developing materialistic approach has far surpassed consumption sphere/ patterns and affects various significant decisions in life.

The upcoming paragraph extracts some of the factors that come in contact with materialism and consumers' buying behaviour especially the one's related to irregular buying behavioural patterns. For example; Materialism has been linked to low self-esteem, dissatisfaction with one's life and a gluttonous desire for higher earnings (Richins and Dawson, 1992). Materialism has been found to be significantly associated with visible product purchases (Richins 1994a); Susceptible to normative influence (Schroeder and Dugal, 1995; John, 1999; Kasser and Kanner, 2004) Conspicuous consumption (Moschis and Churchill, 1978, Churchill and Moschis, 1979; Fournier and Richins 1991; Richins, 1994; Wong, 1997; O'Guinn and Shrum, 1997; Goldberg, Gorn, Peracchio and Bamossy, 2003; Mangleburg et al., 2004, Luo, 2005) and public self-consciousness (Wong, 1997), Product involvement (Browne and Kaldenberg, 1997; Roberts and Sepulveda, 1999); Social comparison (Sirgy, 1998); luxury item purchase (Prendergast and Wong, 2003), high fashion involvement (O' Cass, 2004); social self-image (Dittmar,2005a, b).

In summary, many variables such as materialism, impulsiveness, pleasure seeking, have been discovered in relationship to consumers' compulsive buying. (e.g. DeSarbo and Edwards, 1996; Dittmar et al., 1996; Mowen and Spears, 1999; Yurchisin and Johnson, 2009). Young women have more tendency to be compulsive buyers (e.g. Christenson et al., 1994; Schlosser et al.,1994) and compulsive purchases are associated with social/ societal standing (e.g. D'Astous, 1990; Elliott,1994; Roberts and Martinez, 1998; Roberts, 1998; Yurchisin and Johnson, 2009).

In most of the previous studies materialism is considered as an antecedent variable predicting CBB. In contrast, the current study uses it as a mediator variable also to explain the relationship among study variables. MAT is conceptualized as an "internal or psychological" variable resulting from social influences i.e. ATSCI and SVs and strong predictor of compulsive buying behavior formation. Past research has been consistent about the strong and positive relationship between MAT and CBB (e.g. Belk, 1984, 1985; O'Guinn and Faber, 1989; Richins and Dawson, 1992; Magee, 1994; Richins, 1994; Dittmar et al., 1996; Rindfleisch et al., 1997; Roberts, 2000; Roberts and Jones, 2001; Yurchisin and Johnson, 2009; Dittmar, 2005b; Wang and Wallendorf, 2006; Rose, 2007; Roberts, Manolis and Tanner, 2008; Phau and Woo, 2008; Xu, 2008; Moschis et al., 2009; Workman and papper, 2010).

After analyzing the significant importance of materialism in the development of compulsive buying behavior, again, the need arises to inspect the influence of consumer's materialistic attitude on their compulsive buying behavior process and to analyze the effect of MAT regarding other psychological influences as well. Thus, it is inferred that

- Materialistic attitude will have positive effect on purchase decision involvement
- Materialistic attitude (MAT) will be positively related to behavioral responses i.e. impulse buying intention (IBI) and compulsive buying behavior (CBB). Or
 - Materialistic attitude (MAT) will have positive effect on impulse buying intention (IBI).
 - Materialistic attitude (MAT) will have positive effect on compulsive buying behavior (CBB).

Table 2-IV: Established relationship of different constructs related to 'materialistic attitude'

MAT and variables related with CBB construct		Author(s) /Years
1	Low self-esteem	Richins and Dawson, 1992.
2	Dissatisfaction with one's life	Richins and Dawson, 1992.
3	Insatiable desire for higher income/ credit card usage	Richins and Dawson, 1992; Phau and woo, 2008.
4	Conspicuous consumption/ more consumption	Moschis and Churchill, 1978, Churchill and Moschis, 1979; Fournier and Richins 1991; Richins, 1994; Wong, 1997; O'Guinn and Shrum, 1997; Goldberg et al., 2003; Mangleburg et al., 2004, Luo, 2005.
5	Public self-consciousness	Wong, 1997.
6	Visible product purchases	Richins 1994a.
7	Luxury item purchase	Prendergast and Wong, 2003; Fitzmaurice, 2008
8	Splurge purchase	Fitzmaurice, 2008
9	High fashion involvement	O' Cass, 2004.
10	Self-image/social self-image	Dittmar, 2005a, b.

11	Social comparison	Sirgy, 1998;
12	Susceptible to normative influence	Schroeder and Dugal, 1995; John, 1999; Kasser and Kanner, 2004.
13	Product involvement	Browne and Kaldenberg, 1997; Roberts and Sepulveda, 1999;
14	Compulsive buying behavior	Belk, 1984, 1985; O'Guinn and Faber, 1989; Richins and Dawson, 1992; Magee, 1994; Richins, 1994; Dittmar et al., 1996; Rindfleisch et al., 1997; Roberts, 2000; Roberts and Jones, 2001; Dittmar, 2005b; Wang and Wallendorf, 2006; Rose, 2007; Roberts et al., 2008; Phau and Woo, 2008; Xu, 2008; Moschis et al., 2009; Yurchisin and Johnson, 2009; Workman and papper, 2010.

2.4.2.3 Purchase Decision Involvement and Compulsive Buying Behavior

Consumer' involvement

Krugman (1966) identified the term consumer's involvement and described individuals' experience or knowledge that a person among the subject matter of the strong stimulus and the subject matter of one's life; referring that involvement means individuals' internal preferences and attachment (Antil, 1984; Greenwald and Leavitt, 1985). According to the social judgment theory of Sherif, Sherif, and Nebergal (1965), individuals' possessing high involvement reveals highly concentrated assessments because high involvement relates to extensive 'freedom of denial' while on the other hand low involvement relates to state of unresponsiveness and lack of interest.

Similarly, Houston and Rothschild (1978) and Bloch and Richins (1983) discussed different involvement perspectives and examined two distinct categories i.e. enduring involvement and situational involvement. These categories are different only on the basis of continuing and impermanent degree of product concerns, therefore, enduring involvement is independent and continuing degree that is not influenced through situational determinants, while, because of temporary situations such as purchase, impermanent higher level of product concern indicates/mention situational involvement.

Consumer buying behaviours are also determined by level of involvement in purchase decision which encompasses significance and strength of a concern for the good in a particular situation Mittal and Lee (1989). The degree of consumers' involvement defines

why one is encouraged to gather information regarding a particular product or brand. High involvement purchase includes product with obvious presence and high involvement consumers assess promotion and product keenly while low involvement consumers do not investigate commercial or product vigilantly (Tellis, 1998). Consumer's involvement has two dimensions i.e. affective and cognitive, whereas former dimension point out the extent of emotional states and later one indicates the degree of informational processing activities (Zaichkowsky, 1994). Several researches measured cognitive and affective aspect of consumer's involvement regarding a specific product as one construct and discussed only one or two elements of affective/cognitive aspect of involvement (Laurent and Kapferer, 1985; Zaichkowsky, 1985; Slama, and Tashchian, 1985; Zaichkowsky, 1987; Higie and Feick, 1989; Jain, and Srinivasan, 1990; Zaichkowsky, 1990).

Many researchers examined the construct of consumer's involvement in variety of ways and identified several factors related to involvement such as affective and cognitive dimension of involvement (Edell and Burke, 1987; Allen, Machleit and Kleine, 1992; Brown and Stayman, 1992; Bodur, Brinberg and Coupey, 2000; Morris and Geason, 2002), degree of consumer interest (Day, 1970), relation to individual's values or belief system (Hupfer and Gardner, 1971; Robertson, 1976; Lastovika, and Gardner, 1979; Petty, and Cacioppo, 1981; Zaichkowsky, 1985; Ratchford, 1987), perceived emotional attachment (Mitchell, 1979), perceived self-image (Traylor and Joseph, 1984), and persistent interest (Bloch, Sherrell and Ridgway, 1986 and Higie, and Feick, 1989).

Consumer involvement and Values:

According to Zaichkowsky (1985) individual's perceived relevance and significance of the object is referred as his/her involvement, which is based on necessity, attention and values (Hupfer and Gardner, 1971; Robertson, 1976; Lastovika and Gardner, 1979; Petty and Cacioppo, 1981; Zaichkowsky, 1985; Ratchford, 1987). In a broader perspectives there are basically two types of consumer's involvement i.e. product related involvement and decision related involvement (Arora, 1982; Bloch and Richins, 1983; Mittal, 1989).

Product involvement (PI):

Product involvement is defined as invisible state that emulates the degree of consumer's emotional connection, excitement and concentration with an item. According to

specific product categories, product involvement of all consumers varies along the spectrum which differs with the product class. Even though, with any product category, each consumer may possess different degree of involvement (Howard and Sheth, 1969; Hupfer and Gardner 1971; Bloch, 1986). On the other side, in the comparison of different product categories, specific products categories stimulate higher product involvement than other comparable product classes among most of the consumers, for example; consumer's apparel involvement shows higher levels of product involvement (Bloch et al., 1986).

In similar pattern, consumers with high level of involvement are more concerned about the product performance and on the other side as compare to low involvement, consumer's high involvement stemmed in higher contentment (Oliver and Bearden, 1983). Silayoi, Malai, Rajatanavin and Speece (2003) also examined that consumer's perceptions about product importance have strong impact on his/her level of involvement. Mittal (1989) also examined the intensity of involvement and his/her perception about importance for a product and product's significance for the consumer. With the increase in involvement levels consumers feel highly encouraged to understand and get details on information relevant to the purchase/ product.

Ndubisi and Moi (2006) analyzed the concept of involvement on product perspectives in term of low and high involvement products and define high involvement products are those which create great impact of consumer social standing and lifestyle as well. They also verified/supported the concept of Mitchell (1979) that less effort required by the low involvement products and repeated purchases. According to product involvement perspective, purchase decisions are also based on affective and cognitive product's features (Hoch, and Loewenstein, 1991; Wertenbroch, 1998; Shiv, and Fedorikhin, 1999; Bruyneel, Dewitte, Vohs and Warlop, 2006), in other words, product features according to hedonic and utilitarian concerns also effect purchase decisions (Wertenbroch, and Dhar, 2000).

Purchase Decision involvement (PDI)

As product involvement describes consumer's interest especially product related characteristics, either affective or cognitive features, whereas, consumer's purchase decision involvement is referred as the degree of his/her concern and interest regarding buying decision task' or indicate a task related to consumer's purchase-decision (Mittal, 1989; 1995). Researchers analyzed distinction between purchase decision involvement and product involvement and even found a clear difference between affective and cognitive motivations

regarding purchased decision involvement and product involvement (Arora, 1982; Bloch and Richins, 1983; Mittal, 1989).

Basically consumer's purchase decision involvement has two core conceptual facets i.e. reasons for the motivation and motivational component that influenced consumer purchase decision (Kim and Sung, 2009). Reasons for the motivation indicate consumer's hedonic/utilitarian motives and motivational element points out consumer's affective/cognitive involvement. Purchase decision involvement might be reflected as higher order multidimensional concept motivated by many lower order concepts i.e. affective and cognitive etc. finally, in inclusive manner, these two core conceptual facets of consumer's purchase decision involvement described how and to what extent consumers are involved.

Similarly, Green and Chalip (1998) examined the antecedents and consequences of consumer's psychological involvement regarding their decisions about product purchases and analyzed that greater the purchase decision involvement the greater will be the consumers' loyalty as well as repurchasing behavior. Bolting and Woodruff (1988) established that involvement motivates consumer's pre-purchase procedures and post-purchase behaviors mutually and argued that in case of high situational involvement individuals possess greater tendency for pre-purchase requirements than that of low involvement purchase decisions. Whereas, it has been suggested that with the increased involvement level, post-purchase assessments are highly expected to happen and the extremity of such assessments increase with the increased involvements (Gronhaug, 1977; Swan and Trawick, 1978).

All the consumer's purchase decisions are not given equal significance and also not all such decisions need psychological involvement. While buying low involvement products consumers do not tend to engage in an extensive decision-making process. Belk and Clarke (1978) discussed consumer's involvement level i.e. high involvement and low involvement regarding consumer's decision making process. Moreover, consumer's degree of involvement or importance also defined their efforts in terms of affective and cognitive perspective, for example, high involvement related with more cognitive efforts as compare to low involvement decisions (Martin, 1986; Manis, Nelson, and Shedler, 1988; Babin et al., 1994).

In addition, Kim and Sung (2009) studied thoroughly on purchase decision involvement and identified further two dimensions of PDI i.e. affective involvement and cognitive involvement. Swan and Trawick (1978) proposed that the hedonic shopping

motives i.e. pleasure seeking and satisfaction formation is also related to the consumers' involvement in the purchase. Similarly, many other researches proved the effect of involvement on phenomenon/process of achieving happiness and its level as well (Oliver and Bearden, 1983; Richins and Bloch, 1991; Babin et al., 1994). Oliver and Bearden (1983) defined the terms further, such as 'level' states the effect of consumer's involvement on inconsistent states, whereas 'process' states the involvement's influence procedure/operationalization of consumer's satisfaction constructs.

Consumer's involvement and materialism:

Dittmar et al. (1996) presented a probable justification for insistent self-acknowledging attempts. Consumers possessing high materialism see belongings/ goods the same as the most suitable insignia to utilize for the signifying self-realization phenomenon. High materialistic consumers always prefer the possessions with greater possible utilization of symbols than that of possessions having lower apparent utilization of symbols related to finding meaning in ones' self. Individuals having high materialistic attitudes may not understand that they already have gained sufficient material belongings/ items to settle their attempts for self-realization thus consequently consumers with high materialism have to undergo through persistent state of emptiness lead by their self-recognition. Such individuals may be continuously obliged to buy products in order to self-satisfy their own wishes while not realizing the reality that in actual they might possess own more item than what they really can make use of. Therefore, the positive, strong association established is between materialism and product involvement (Browne and Kaldenberg 1997; Bottomley et al. 2010; Goldsmith et al. 2012).

Consumer's involvement and impulsive buying

Meanwhile, consumer's involvement has appeared as a significant element in investigating the association among an individual or consumer, buying decisions and product (Zaichkowsky, 1985). Basically the construct of involvement regarding response, it has two aspects i.e. interest and importance (McQuarrie and Munson, 1992), for that reason, consumer's intensified involvement might result either from emotional or functional concerns (Park and Mittal, 1985).

For an impulse purchase, the interest aspect or emotional concerns of high involvement are more inclined to create emotional requirement. High consumer's involvements are related with high degree of product-specific impulsive buying propensity (Jones, Reynolds, Weun and Beatty 2003). When consumers give more attention to a specific product, consumers are more motivated to get information and evaluation of alternatives, or in other words, give more consideration in their whole decision making process of buying a specific product. Therefore, consumer's cognitive efforts stimulate a power desire to buy instantly.

In addition, involvement and consumer's impulsive buying tendency are noble predictors of those buying behaviors which are based on emotion related concerns. It is very difficult for those consumers who are highly involved to a specific products and high on impulse to stop/control a desire to purchase. Consumer's psychological states and personality traits are not the only predictors of their impulse buying (Dittmar et al, 1995), concurrently, consumer's involvement is also considered as significant determinant of impulsive buying (Jones et al., 2003).

Consumer's involvement and compulsive buying behavior (CBB):

Wicklund and Gollwitzer (1982) explained that in order to fulfill their self-defined aim consumers make use of signals to create and uphold an absolute meaning in one's self. Individuals are compelled to make purchases like apparels in order to synchronize their personal opinions of themselves along with a publicly pleasing or essential image/ look accordingly to a self-defining aim (Elliott, 1994). Consumer's self-esteem is also related with involvement and materialism (Bottomley et al. 2010)

Yurchisin and Johnson (2009) added that appearance products are used to symbolize self-accomplishment since they may express a desired/ perfect self-image or enhance one's self credence/ reliance. O'Cass (2004) further assured that appearance product especially apparel is an objective ownership which has certain significance in the social setup and thus may signify one's individuality/ distinctiveness.

Moreover, if buying appearance related items proves to offer certain extent of enjoyment, as it most likely emerges to be the fact since compulsive buyers have a tendency to make use of buying process as a way of dealing with one's mood swings. (Dittmar et al.,

1996; Dittmar and Drury, 2000), subsequently consumers with a tendency to buy compulsively are to be expected to rank the satisfaction level of appearance related products on high scale. As individuals seeking compulsive purchase ranks delight/ happiness, attachment and symbolic values highly so it concludes that compulsive buyers would most probably demonstrate higher levels of involvement regarding appearance related products.

From the discussion above it may be noted that high level of apparel-product involvement by referent group leads to the risk of display of the same tendencies among compulsive buyers (Johnson and Attmann, 2009). Finally, many researchers also revealed that consumers exhibiting materialism also possess a high level of appearance product involvement as compulsive buying behaviour directly relates to materialistic attitude (O'Guinn and Faber, 1989; Dittmar et al., 1996; Browne and Kaldenberg, 1997; Mowen and Spears, 1999). Consumers placing a high degree of preference to appearance related product categories and seems enthusiastic regarding such appearance related products are believed to possess a higher extent of apparel-product involvement (Lee et al., 2000).

Researches like Christenson et al. (1994) and Schlosser et al. (1994) confirmed that throughout the phase of compulsive buying, compulsive buyers have shown a greater tendency to make a purchase of appearance products. The preference/ selection given to the material items by the buyers making compulsive purchases imply the significance of appearance related products in the life styles of such compulsive buyers. Analyzing their buying behaviour compulsive buyers most probably shows a higher degree of apparel product involvement (McElroy et al., 1994).

Additional evidence for verifying a direct positive association between CBB and appearance-product involvement is found in the correspondence among the functional characterization of appearance-product involvement and multiple variables that relates to CBB, since apparel product involvement appears to be in relationship with materialistic attitude and perceived social status connected to purchase process and these variables have already declared a direct positive relationship with compulsive buying behaviour (Yurchisin and Johnson, 2009). This positive association among apparel product involvement and compulsive buying behaviour also promotes Dittmar et al. (1996) idea that the phenomenon of symbolic self-accomplishment is a key driver to compulsive buying behaviour. In the phenomenon of symbolic self-accomplishment people tend to possess attitudes which relates

to highly signifying products, for example buying appearance related items to persuade others that they have certain self-recognition. (Wicklund and Gollwitzer, 1982).

In summary, given paragraph extracts few factors that come in contact with purchase-decision involvement and consumer buying behaviour because involvement with different objects leads to different responses (Zaichkowsky, 1985): such as involvement with ‘advertisements’ (Krugman, 1962; 1965; 1966; 1977), ‘product perspectives’ (Howard and Sheth, 1969; Hupfer and Gardner 1971), ‘individuals’ internal preferences and attachment’ (Antil, 1984; Greenwald and Leavitt, 1985), ‘continuing and impermanent degree of product concerns’ (Houston and Rothschild, 1978; Bloch and Richins, 1983), ‘information regarding a particular product’ (Tellis, 1998), ‘decisions about product purchases’ (Green and Chalip, 1998), ‘pre-purchase procedures and post-purchase behaviors’ (Gronhaug, 1977; Swan and Trawick, 1978; Bolting and Woodruff, 1988), ‘psychological involvement/ decision-making process’ (Belk and Clarke, 1978), ‘cognitive efforts’ (Martin, 1986; Manis, Nelson, and Shedler, 1988; Babin et al., 1994), ‘product performance/ product categories’ (Oliver and Bearden, 1983; Bloch, 1986; Ndubisi and Moi, 2006), ‘pleasure seeking / hedonic motives’ (Swan and Trawick, 1978), ‘impulsive buying’ (Chen, 2008), and ‘consumer’s satisfaction formation (Day, 1970; Swan and Trawick, 1978; Oliver and Bearden, 1983; Bloch, 1986; Babin et al., 1994).

For analyzing the consumer’s specific buying behavior, purchase-decision involvement (PDI) is significant construct which provides more comprehensive information other than product characteristics for psychologist, researchers and as well as marketers. The above discussion necessitates the study of influence of PDI on consumer’s compulsive buying behavior based on previous research it is further inferred that

- Purchase decision involvement will be positively related to behavioral responses i.e. impulsive buying intention and compulsive buying behavior. Or
 - Purchase decision involvement will have positive effect on impulse buying intention.
 - Purchase decision involvement will have positive effect on compulsive buying behavior.

Table 2-V: Established relationship of different constructs related to ‘purchase decision involvement’

	Relationship with consumer’s involvement constructs	Author(s) / Years
1	Degree of interest /persistent interest	Howard and Sheth, 1969; Hupfer and Gardner, 1971; Bloch, 1986; Bloch, Sherrell and Ridgway, 1986; Higie and Feick, 1989.
2	Individual’s beliefs and values	Hupfer and Gardner, 1971; Robertson, 1976; Lastovika and Gardner, 1979; Petty and Cacioppo, 1981; Zaichkowsky, 1985; Ratchford, 1987.
3	Individuals’ internal preferences and attachment	Antil, 1984; Greenwald and Leavitt, 1985.
4	Perceived self-identity/self-image	Traylor and Joseph, 1984.
5	Decision-making process /purchase-decision task	Belk and Clarke,1978; Mittal, 1989; 1995.
6	Satisfaction formation	Day, 1970. Swan and Trawick, 1978; Oliver and Bearden, 1983; Richins and Bloch, 1991; Babin et al., 1994.
7	Pre-purchase procedures and post-purchase behaviors	Gronhaug, 1977; Swan and Trawick, 1978; Bolfing and Woodruff, 1988.
8	Pleasure seeking / hedonic motives/ emotional attachment	Swan and Trawick, 1978; Mitchell, 1979; Bloch, 1986.
9	Affective and cognitive dimensions	Laurent and Kapferer, 1985; Zaichkowsky, 1985; Slama and Tashchian, 1985; Zaichkowsky, 1987; Edell and Burke, 1987; Higie and Feick, 1989; Jain and Srinivasan, 1990; Zaichkowsky, 1990; Allen, Machleit and Kleine, 1992; Brown and Stayman, 1992; Bodur, Brinberg and Coupey, 2000; Morris and Geason, 2002.
10	Purchase decisions	Bolfing and Woodruff, 1988.
11	Product concerns	Houston and Rothschild, 1978; Bloch and Richins, 1983.
12	Cognitive efforts	Martin, 1986; Manis, Nelson and Shedler, 1988; Babin et al., 1994; Tellis, 1998.
13	Product performance	Oliver and Bearden, 1983; Bloch, 1986; Ndubisi and Moi, 2006.
	Affective & cognitive Product features/ hedonic & utilitarian considerations	Hoch and Loewenstein, 1991; Wertenbroch, 1998; Shiv and Fedorikhin, 1999; Wertenbroch and Dhar, 2000; Bruyneel et al., 2006.

2.4.2.4 Impulsive Buying Intention and Compulsive Buying Behavior

Behavioural responses:

Beatty and Ferrell (1998) described two categories of behavioural responses i.e. behavioural intent and actual behaviour; and it might be distinguished from consumer's intention to purchase a product and actual buying behavior (there is a clear difference between intention to buy and actual buying behavior). Simply, the concept behind consumer's actual buying behavior is based on their decision towards buying a product/service abruptly (or simply consumer's actual buying behaviour means to a spontaneous decision to buy a product/service). The term consumer's actual buying behaviour is referred that it is an implicit behaviour of consumers to purchase truly (Beatty and Ferrell, 1998).

Buying intention

While defining consumer's intention towards buying, Howard and Sheth (1969) theorized that to predicting actual buying need to analyze the preceding stages of actual buying. Consumer's buying intention is determined by consumer's internal elements (i.e. consumer's attitude and assessment etc.) and external elements as well. Whereas, consumer's buying intention is critical component to predict their buying behavior (Howard and Sheth, 1969; Mehrabian and Russell, 1974; Fishbein and Ajzen, 1975; Engel, Blackwell and Kollat, 1978; Warshaw, 1980; Bagozzi, 1983). Buying intention is described as consumer's decision to act which stems from his/her perception related to profits and values achievement (Fishbein and Ajzen, 1975) while, Eagly and Chaiken (1993) explained buying intention as consumer's psychological state which signify the consumer's insight to involve in a specific behavior.

In other words, It might define the likelihood to buy a product/service, therefore increasing direction/order of buying intention exhibits increasing order of individual's inclination towards actual buying of an item (or higher the purchase intention, the higher a consumer's willingness to buy a product) for the reason that, increasing tendency of buying intention reveals increasing tendency to consumer's inclination to buy (Dodds, Monroe and

Grewal, 1991; Schiffman and Kanuk, 2000). Many researchers investigated and examined the importance and dominance of social influences on consumer buying behavior. social influences for example, peers and reference groups or role model or social ideal image have strong and significant impact on consumer's buying intention and buying behavior as well (Martin and Bush, 2000).

According to Spears and Singh (2004), they discussed buying intention as a consumer's thoughtful determination to buy an item. Youn2000) demonstrated that consumers internal factors such as their attitudes and consumers faith about perception of product characteristics such as usefulness and ease of use, determine their buying intention towards a product. In a comprehensive manner, consumer's buying intention indicates an entire buying decision process and describes those factors which influence buying decisions such as consumer's inclinations and involvements, social setting, environmental factors etc. and then they consider options and finally make buying decision (Zeithaml, 1988; Dodds et al., 1991; Schiffman and Kanuk, 2000; Yang, 2009).

Though, this study also make a clear distinction between consumer's buying intention and buying behaviour, as literature supported that buying intention is a consistent indicator of actual buying behaviour even with strong references of several meta-analyses reporting (Sheppard, Hartwick and Warshaw, 1988; Kim and Hunter, 1993; Sheeran, 2002; Sutton, 1998).

Consumer's impulsive buying

For last seventy years, from all over the world consumer behavior researcher, psychologists, sociologist and economists, have been exploring and analyzing the worth of individual's impulsive buying behavior and/or impulsivity (Rook and Hoch, 1985; Rook, 1987; Shapiro, 1992; Piron, 1991, 1993; Burroughs, 1996; Youn, 2000, Verplanken and Herabadi, 2001). Regarding consumption, consumer impulsive buying is important and diverse area of individual's impulsive behaviour and the term impulse and impulsive are using interchangeably in this study. The core concept of both terms is based on consumer's persistent and powerful urge regarding his/her buying. Rook and Hoch (1985) identified that impulsive buying is motivated/stimulated through consumer's internal psychological conditions in term of affective and cognitive reactions; such as persistent and powerful urge,

inner instability, go through struggle and conflict, decline in rational assessment of the product and disregard for its consequences.

In addition, Rook (1987) emphasised his focus on the originalities of the impulsive buying behavior and examined that impulse buying might motivate emotional clash due to its hedonically complex nature. In addition, impulsive buyer tends to be more product-focused, outcome oriented and acute due to consumer's inclination towards uncontrolled, unintended responses (Rook and Fisher, 1995). Similarly, Jeffrey and Hodge (2007) discussed the four major characteristics of consumer's impulse buying i.e. unintentional, sudden decision, emotional and intellectual responses and an exposure to stimulus.

In summary, literature covers overall several factors regarding dimensions / conceptualizing of impulsive buying: Response to stimulus, Adventure seeking (Stern 1962); Unintended purchase (Stern, 1962; Davidson, 1988; McNeal, 1973; Runyon, 1987; Engel and Blackwell, 1982); Deliberately planned to benefit from offers (Loudon and Bitta, 1993); Decision made on the spur of the moment (Davidson, 1988); Result of a deliberation process (McNeal, 1973); Not a response to a previous problem, No prior buying intentions (Engel and Blackwell, 1982; Cobb and Hoyer, 1986); State of psychological disequilibrium, Reduction of cognitive evaluation (Rook and Hoch, 1985); Sudden and spontaneous desire to act, Psychological conflict and struggle and No evaluation of consequences (Rook and Hoch, 1985; Rook, 1987).

Diverse constructs/perspectives of impulsive buying:

There are significant differences in the descriptions or conceptualization of individual's impulsive buying behavior and three are four major concepts i.e. buying impulsiveness, impulsive buying tendency and impulsive buying intention and impulsive buying behavior. It is important to discuss all concepts to make clear difference among them, hence, following section will clear each term and its relevance to this study.

Buying impulsiveness:

Consumer's impulsiveness or impulsivity as a personality trait and it is characterized by instantaneous ownership of product/service, a comparative hasty decision-making process and existence of peculiar disposition (Rook and Gardner, 1993) and has been studied widely by psychologists. Puri (1996) analyzed impulsiveness as consumer's chronic values towards

impulsiveness". Whereas consumer's impulsiveness is not a collectivistic attribute but individualistic (Kacen and Lee, 2002).

Impulse buying intention:

According to Weun et al. (1997), the difference between impulsive buying intention towards actual buying and normal buying intention towards actual buying is basically based on 'time lapse'. Time is often very short, from the consumer encountering a product/service to his/her buying decision, because of core characteristics of impulsive behavior i.e. sudden, prompt, spur-of-the-moment and uncontrolled desire to purchase etc. Even in short time, between impulsive intention and consumer's actual buying, purchase, social influences and normative evaluations might perform an important role (Chen, 2008).

Weinberg and Gottwald (1982) explained that it is not necessary for all to act upon urge or it is not necessary that all the time, consumers follow/fulfill their desires. Therefore, this concept provides a distinction between the consumers' buying intention and buying behavior regarding impulsive behavior.

Impulse buying tendency:

As compare to impulse buying intention, Weun et al. (1998) described impulsive buying tendency as the degree to measure a consumer to make impulse buying or the extent to which a consumer is likely to make instantaneous, un-contemplative and unintentional purchases. Hence individuals who have tendency to purchase on impulse are more inclined to buy goods on impulse (Weinberg and Gottwald, 1982).

Impulse buying behaviour:

According to Stern (1962) and Rook and Gardner (1993) impulsive buying behaviour is recognized as the prompt decision-making process which requires instant ownership of an item which is originally driven by consumers' susceptibility to internal motives/ internal stimuli (Hirschman, 1985; Piron, 1991; Shapiro, 1992).

Stern (1962) identified and explained four further impulsive buying behavior categories i.e. pure impulsive buying, reminder impulsive buying, suggestive impulsive

buying and pure impulse buying reflects true impulse buying and straightforwardly distinguished from all remaining categories of consumer's impulsive buying behavior. It's an innovation purchase where consumer's emotional mechanism triggers an urge to buy. Second category is defined as reminder impulse buying and—it refers that a consumer does not remember about a product unless he/she sees such item at store. It is a result of pre-decided need which encounters instantaneously while shopping because of consumer's former decision to purchase and his/her experience.

Whereas suggestion impulse buying is known as third category of impulsive buying behavior. It happens when first time consumer sees the product and then imagine its need and simultaneously he/she stimulated by a strong urge to purchase even without previous information about the product. Assessment of product function and quality must be carried out while shopping at the store. Planned impulse buying is the last category of impulse buying behavior and it happens when consumer has a buying intention towards a particular product. Consumer's actual purchase might be happen because of promotional tools and techniques especially.

Measures of impulsive buying constructs:

Many researchers focused on conceptualizing and measuring impulsive buying while working on impulsive behavior. Following are the most common impulse buying measures regarding concept title and source such as impulsive buying behaviour (Rook and Fisher, 1995), buying impulsiveness scale (Rook and Fisher, 1995; Donthu and Gilliland, 1996; Puri, 1996), impulse tendency scale (Mick, 1996; Weun et al., 1997) and impulse buying intent (Rook and Fisher, 1995).

Factors which trigger impulse buying:

According to Burroughs (1996) there are some distinct determining factors of consumer behaviour such as consumer's characteristics, behavioral responses, situational factors, social settings and environmental factors. Such determinants have consistent and significant impact on consumer's buying outcome. Chen (2008) discussed the importance of consumer's internal and external factors in the development of impulsive buying behavior and gave more concentration about the influence of social norms on impulsive buying

behavior. He analyzed that even consumers have high inclination towards impulsive buying internally, and then still, he/she would be strongly influenced by social norms and situational factors as well.

External factors

Wood (1998) discussed that in consumerism culture or modern society, social norms have led to social setting and environment factors that promote the expression of instantaneous desire and abandoned urges or impulses. Consumer's impulsive buying is motivated by several external factors, such as situational factors (e.g. Prasad, 1975; Belk, 1975), retail establishments (e.g. Prasad, 1975), product related elements or product categories (Kollat and Willett, 1967; Frank, Massy, and Lodahl, 1969; Bellenger, Robertson, and Hirschman, 1978) and environmental factors (e.g. Youn and Faber, 2000).

Primarily, the major focus of impulse buying researches was on external factors or external influences i.e. social, situational, environmental factors and especially marketing related factors, like product characteristics etc. and these factors are considered as the significantly contributing factors in the development of impulsive buying behavior. Consumer's buying decision greatly depends on individual's psychological state of mind that leads to motivation. Finally, it is not product, it is clear that individual experiences the impulse to consume (Rook and Hoch, 1985; Shapiro, 1992). Lacking solidity in theoretical framework is due to undeveloped attention of the consumers' internal characteristics and overemphasis on environmental or products led initial research which is needed to be analyzed impulse buying (Shapiro, 1992).

Internal factors

Therefore, after extensive researches on impulse buying behavior, researchers identified several internal or psychological factors which motivate impulsive buying for example consumer's internal dynamics (D'antoni and Shenson, 1973; Youn, 2000), cognitive process or cognitive control (Weinberg and Gottwald, 1982), internal stimuli (Hirschman, 1985; Piron, 1991), Consumers' susceptibility to internal motives (Shapiro, 1992), personality or traits (Weinberg and Gottwald, 1982; Bagozzi, 1994; Rook and Fisher, 1995; Hausman, 2000; Youn and Faber, 2000); immediate possession (Rook and Gardner, 1993), moods or emotions or cravings (Isen, Shalcker, Clark and Karp, 1978; Rook, 1987; Gardner

and Rook, 1988; Rook and Gardner, 1993; Wansink, 1994; Dittmar et al., 1996; Youn and Faber, 2000; Verplanken and Herabadi, 2001), visible product purchases, rewards, possessions, materialism; instant gratification, post-purchase dissonance and self-exploration (Durgee and O'Connor, 1995), enhance self-image, self-identity (Higgins, 1987; Dittmar et al., 1996; Dittmar and Drury, 2000; Verplanken and Herabadi, 2001), guilt or regrets (Bayley and Nancarrow, 1998), stress, depression reaction (Youn and Faber, 2000), emotional and/or cognitive reactions (Youn and Faber 2000; Verplanken and Herabadi, 2001), self-control mechanisms (Youn and Faber, 2000; Kappas, 2002) and hedonic motives/needs (Rook, 1987; Sherry, 1990; Thompson, Locander and Pollio, 1990; Piron, 1991; Babin et al., 1994; Wakefield and Baker, 1998; Hausman, 2000; Wolfenbarger and Gilly, 2001; Herabadi, 2003; Arnold and Reynolds, 2003; Kim and Eastin, 2011).

Relationship of impulsive buying with other variables i.e. HM, MAT, PDI and CBB:

According to the study pattern, this required a discussion about the relationship of impulsive buying with HM, MAT, PDI and CBB.

Impulsive buying and hedonic motives (HM)

Hedonic motives are referred as affective aspect of consumer behavior such enjoyment, pleasure and excitement and purchases related to hedonic motives are based on emotion such as fun, fantasy and entertainment (Hirschman and Holbrook, 1982a; Rook, 1987). Piron(1991) and Wakefield and Baker (1998) exhibited that impulsive buying is strongly influenced through consumer's hedonic shopping motives for example innovation, pleasure and social collaboration. (Youn and Faber, 2000; Liao, Shen and Chu, 2009). Park and Lennon (2004) reported that the consumers who are stimulated by hedonic motives make unintended purchases for pleasure purposes and take it as fun and enjoyment.

Similarly, In other words, those consumers who are encouraged by hedonic motives mostly go shopping for entertainment and fun such consumers feel pleasure in browsing and observing around as a matter of their entertainment and happiness. Therefore, the requirement and assessment of product characteristics are purely based on whether the product provides them satisfaction, internal incentive and happiness (Rook, 1987; Sherry, 1990; Thompson, Locander and Pollio, 1990; Piron, 1991; Babin et al., 1994).

Within this process or in these state of affairs, Hausman (2000) stated that consumers experiencing impulse buying express their creativity by purchasing stirring product and get relieve from any guilt by giving self-explanation (or self-justification) such as by comparison of expenses, capability to complain and return and deserved hedonism. Consumer's impulsive buying provides hedonic rewards and also considered as a way for the selection and evaluation of an item and it provides hedonic rewards (Hausman, 2000; Arnold and Reynolds, 2003).

According to Arnold and Reynolds(2003) the impulsive buying with fashion consideration such as idea and value shopping trend is usually associated with positive emotions and hedonic predispositions. Further, the impact of hedonic motives and browsing effect on consumer's impulsive buying is also examined by Gültekin and Özer (2012). They also analyzed the role of browsing and identified that consumer's browsing act as a mediator between hedonic motive and impulsive buying behavior.

In summary, many studies found that majority of the impulsive buyers are hedonic consumers and examined a strong and significant relation between hedonic motives and impulsive buying (Rook, 1987; Sherry, 1990; Thompson, Locander and Pollio, 1990; Piron, 1991; Babin et al., 1994; Wakefield and Baker, 1998; Hausman, 2000; Wolfinbarger and Gilly, 2001; Herabadi, 2003; Arnold and Reynolds, 2003; Kim and Eastin, 2011; Gültekin and Özer2012).

Impulsive buying and materialistic attitude (MAT)

Campbell (1987) argued that modern or up to date consumers have an experience to enjoy a prolonged longing for material things, therefore, materialistic consumers have same characteristic. They get more satisfaction with new achievement of belongings or possession (Fournier and Richins, 1991).

Similarly, Belk (1985) Richins and Dawson (1992) explained a known characteristic of materialistic buyers that they positioned wealth as a core value of their lives, evaluate their own and others' success by their possessions and struggle to avail pleasure through wealth and assets and these individuals also feel that it is impossible to attain required status in society and they are unhappy without abundant wealth and belongings. In general it is

deduced that materialistic consumers have magnified desires for more ownership and desire for more things which they cannot afford and such unaccomplished desires make them discontented.

In many cultures, material possessions and its acquisition are essential therefore, Kasser (2002) described that consumer's culture or consumerism has built the perception that pleasure and contentment can be bought at the mall. Fitzmaurice and Comegys (2006) explained that in routine life, strong wishes, urges for acquisition of a product make consumer demanding and it became so difficult to create a balance between consumer's needs/requirements and decision related to expenditures with desired products. They added that if the major objective of consumers is the acquisition of goods then materialism is the compelling force which influences the impulsive buying. In other words, Fitzmaurice and Comegys (2006) observed that during each shopping trip, materialistic consumer spend extra money and extra as compared to typical consumers.

Verplanken and Herabadi (2001) expressed that mostly, impulse buying normally relate with 'non-rational' reasons of purchasing an item and investigated that impulse buying is due to lack of planning prior to purchase and an affective reaction belonging to the purchases.

Such behaviours indicate consumer's imprudence about his/her money and greater tendencies towards materialistic attitude. Impulse buyers have less control on their urges and sometime it might lead to just buy (or buy now) and pay later attitude therefore they have less inclination about saving and high orientation towards materialistic attitude (Heslin, Johnson, and Blake, 1989; Troisi, Christopher and Marek, 2006).

In previous researches, Belk (1985) and Mowen (2000) also investigated that there is significant and positive association exist between materialism and consumer's impulsiveness. Similarly, Rose (2007) and Sun and Wu (2011) also examined a significant but negative relation between materialism and impulse control. In addition, Cole and Clow (2011) verified the relationship among different variables such as materialistic attitude, advertising attitude, political view points, buying impulsiveness and consumers' demographics. Their study indicated that attitude towards buying impulsiveness and advertising has a positive effect on shopping loyalty whereas materialistic attitude also shows significant relation with shopping loyalty but indirectly.

Impulsive buying and purchase decision importance (PDI)

When a buyer practices a determined and strong desire to purchase a product instantly, it is considered as impulse buying (Rook, 1987). Consumer's wants, aspirations and urges might be generated either through the psychological, intrinsic characteristics or through external environmental, i.e. social setup, socialization process etc. (O'Shaughnessy, 1987). The consumer's intrinsic feeling i.e. wishes, urges, desires is considered as affective reaction about a product/service requirement/need that drive a person towards 'goal directed' behavior. Therefore, higher affective responses develop high level of involvement (Kim and Sung, 2009; Chen, 2008). Han, Morgan, Kotsiopoulos and Kang-Park (1991) analyzed that buyers are attributed by impulsive buying and high level of involvement into fashion by following the modern trends in fashion and concluded that high level involvement motivates consumer to make impulsive buying due to their current experience and material indications.

Mattila and Enz (2002) discussed impulsive buying behaviour with product context and found that such behavior has no association/consideration especially with experimental aspects of consumption and product involvements precision. In impulsive buying literature many scholars like Han, et al. (1991); Phau and Lo (2004); Park, Kim, and Forney2006); Tirmizi, Kashif and Iqbal2009) and Pentecost and Andrews (2010) identified and examined the significant relationship between impulse buying and involvement with fashion products perspectives.

Though, consumer's impulsive buying includes strong desire of an item, immediate gratification, and normally they get such items in a particular location and in consumer's physical proximity. There are unlimited varieties and types of products which can appeal to a consumer. The extent up to which a consumer may involve in impulse buying and the degree of expense for the products whether a chocolate bar or a new car varies widely. Another important aspect is product's symbolic associations which may have high level of consumer's involvement and emotional attachment and involvement of fashion products have significant relationship with consumer's personal attributes (O' Cass, 2000; 2004). In addition, Chen2008) investigated i impulse buying behaviour in two contexts i.e. traditional store perspectives and online shopping and he found a significant relationship between apparel product involvement and impulsive buying tendency in both contexts.

Further, Amiri, Jasour, Shirpour and Alizadeh (2012) investigated the effect of fashion involvement factors on consumers' impulsive purchasing and identified the significant effect of consumer's positive emotion, hedonic tendency and involvement in fashion on impulsive buying. In markets environment, appearance products such as jewelry, clothing and equipment have substantial role in symbolic interrelation with pleasurable trials of consumers.

Impulsive buying and Compulsive buying behavior (CBB)

There is a difference between impulse buying and other forms of unregulated purchases i.e. addictive buying or compulsive buying. Many researchers discussed and verified that in broader perspective, there is no difference between compulsive and addictive buying and sometimes both terms are used interchangeably (Hirschman, 1992; Kwak et al., 2006; Sneath, Lacey and Kennett-Hensel, 2009). O'Guinn and Faber (1989) assessed compulsive buying as an addictive behavior and defined this particular behavior as a response to an overwhelming drive or desire for acquiring, using or experiencing a sensation, material, or movement that urges the consumer to repeatedly involve in a harmful behavior for self or others. Later on Faber and O'Guinn (1992) redefined the compulsive buying as some chronic, irresistible repetitive purchasing behavior that developing from adverse feelings or happenings resulting into damaging consequences.

Similarly, Kwak et al. (2006) provided the same view of indistinguishable pattern of impulsive buying and compulsive buying behaviour at first glance. The result of both behaviours may appear in the form of unnecessary, unintended and excessive purchases that may lead to actually destructive consequences. Moreover it is the possibility that same products are bought during impulsive and compulsive buying situations such as shoes, clothes, cosmetics, CDs, jewelry and electronic equipment. Both buying behaviours exhibit lack of self-control and strength of will, which are considered as individual's personality disorder.

LaRose (2001) also examined that these irregular buying behaviours on a continuum where impulse buying and compulsive buying are on extreme ends of the continuum. On the other side, impulsive buying might take extreme form i.e. compulsive buying behavior and can even become pathological (O'Guinn and Faber, 1989; Rook and Fisher, 1995; Dittmar and Drury, 2000). Basically, the level of control and planning is the different for such two extremes that the consumer has over the behaviour. Whereas, the core objective of both

buying behavior is same and is based on strong desire to act, for relief and pleasure purposes and gratification etc. (LaRose, 2001).

Sneath et al., (2009) identified psychological determinants of impulsive and compulsive buying behaviors and verified that psychological determinants/causes are alike that stimulate such particular buying behaviors. They also analyzed the impact of psychological determinants i.e. loss of possession, lack of control, stress and depression on consumer's impulsive and compulsive buying behavior. And they also established the pattern, that loss of possession and lack of self-control have direct effect on stress, then stress influences depression, which ultimately develop impulsive and compulsive buying behavior. However, Roberts and Sepulveda (1999) stated that the conditions of impulsive and compulsive buying behaviour are treatable as it is not a permanent inability to differentiate between appropriate and inappropriate buying behaviour.

In summary, many researchers examined the direct and/or indirect relationship between impulsive buying construct and compulsive buying behavior (Straus, 1962; Stern, 1962; Patterson, 1963; Cox, 1964; Mischel 1966; Stein, Sarbin, and Kulik 1968; Davids, 1969; Kollat and Willet, 1969; Phypers, 1970; Walls and Smith, 1970; Shapiro, 1973; Bellenger et al., 1978; Weinberg and Gottwald, 1982; Assael, 1985; Rook and Hoch, 1985; Rook, 1987; Han, et al. 1991; McElroy et al. 1991; 1994; Christenson, Faber, deZwaan, Raymond, Specker, Eckem, and Mitchell, 1992; Faber and O'Guinn, 1992; Black, 1996; 2007; Dittmar et al., 1996; Mowen, 2004; Kwak et al., 2006).

After analyzing the significant importance of impulsive buying in the development of compulsive buying behavior, again, the need arises to analyze the determinant/antecedents of consumer's impulsive buying intention and to examine the influence of their impulsive buying intention on their compulsive buying behavior formation.

Thus, it is inferred that

- Impulse buying intention will have significant and positive effect on compulsive buying behavior.

Decomposition of Direct, Indirect and Total Effects of Compulsive buying behavior (CBB)

After analyzing the relationships between CBB and the proposed study variables, finally the requirement arises to analyze the effects of all the study variables on CBB formation either directly or indirectly. Through this examination, study will be able to identify the role of all constructs and its influence on the development of consumer's compulsive buying behavior.

Thus, it is inferred that

- Compulsive buying behavior will be influenced indirectly through social stimuli i.e. Attention-to-social-comparison-information and social values. Or
 - Compulsive buying behavior will be influenced indirectly through Attention-to-social-comparison-information
 - Compulsive buying behavior will be influenced indirectly through social values.

-
- Compulsive buying behavior will be influenced directly through psychological influences i.e. hedonic motives, materialistic attitude and purchase decision involvement.

Or

- Compulsive buying behavior will be influenced through hedonic motives.
- Compulsive buying behavior will be influenced through materialistic attitude.
- Compulsive buying behavior will be influenced through purchase decision involvement.

-
- Compulsive buying behavior will be influenced directly through behavioral response i.e. impulse buying intention.

Or

- Compulsive buying behavior will be influenced through impulse buying intention.

In order to meet the second part of the research objective, literature from consumer buying behavior theories and models are discussed here to provide detailed insight for analyzing the pattern/decision process of CBB.

2.5 Existing theories explaining compulsive buying behavior

Broadly the literature in consumer buying behavior has employed two main perspectives for studying and understanding the Compulsive Behavior i.e. individual psychological and social psychological perspective. The Psychological theories and symbolic self-completion theory fall under individual psychological approach whereas the socio-cultural theory, social comparison theory, social learning and social cognitive theory are categorized under social psychological approach.

2.5.1 Psychological Theories

Extensive review of literature has revealed that since long the consumer behavior researchers have been exploring the phenomenon of compulsive buying mostly under the perspective of psychological factors. Basically psychologists provided the base to identify the factors behind this phenomenon. Various psychological theories have been proposed to explain the inter-individual differences in human personalities through personality and trait theories and majority researches on CBB has been investigated from psychological view point. Sanford (1968) defined personality as personal dispositions triggering behavior. Similarly, the trait theorists primarily interested in the measurement of personality traits, referred to personality as habitual patterns of behavior, thought, and emotion. Therefore personality exploration had been the major significant area for compulsion or addiction theorization as traits are relatively stable over time.

Conclusively, Mendelson and Mello (1986) found a strong tendency of exhibiting nervousness, hopelessness, and low self-esteem among compulsive buyers like many other forms of compulsive behavior. Furthermore, O'Guinn and Faber (1989) and DeSarbo and Edwards (1996) also investigated and found that compulsive buying leads to negative consequences such as depression, anxiety, frustration, and low self-esteem. From the above discussion it can be concluded that these negative consequences of compulsive buying are also its antecedents (Zuckerman, 1979; Miller, 1980; Salzman, 1981; Marlatt et al. 1988; Valence et al. 1988; O'Guinn and Faber, 1989; Scherhorn, 1990; Damon, 1988; Faber, 1992; Hirschman, 1992; Workman and Paper, 2010).

There is a consensus among the proponents of psychological theories that compulsive buying is a behavioral disorder causing an individual to make purchases persistently and/or

excessively and is found to be the result of dysfunction in the psychological processes irrespective of any financial, social, or psychological penalties (Krueger, 1988; Valence et al. 1988; Damon, 1988; Scherhorn, 1990; Faber, 1992; Hirschman, 1992; Faber and O'Guinn, 1992; Scherhorn, 1990, Valence et al. 1988).

Majority researchers identified and cited various psychological disorders causing CBB for example, obsessive–compulsive disorder (Kyrios, Frost and Steketee, 2004), low self-esteem (Mendelson and Mello, 1986; Marlatt et al. 1988; O'Guinn and Faber, 1989; Scherhorn et al., 1990; Hirschman, 1992; Faber and O'Guinn, 1992; Christenson et al. 1994; McElroy et al. 1991; 1994; Yurchisin and Johnson, 2009; Black, 1996; 2007), depression (Mendelson and Mello, 1986; Krueger, 1988; Valence, d'Astous and Forier, 1988; Marlatt et al. 1988; O'Guinn and Faber, 1989; Scherhorn et al. 1990; McElroy et al. 1991; 1994; Christenson et al. 1994; Faber and O'Guinn, 1992; Rindfleisch et al., 1997; Mitchell, Redlin, Wonderlich, Crosby, Faber, Miltenberger, Smyth, Stickney, Gosnell, Burgard and Lancaster (2002); Kyrios, Frost and Steketee, 2004; Schmitz, 2005; Mueller et al. 2007; Black, 1996; 2007), loneliness (O'Guinn and Faber, 1989; Faber and O'Guinn, 1992; Schlosser et al. 1994), fantasizing (Orford, 1985; Jacobs, 1986), arousal seeking (Miller, 1980; O'Guinn and Faber, 1987; 1989; Faber and O'Guinn, 1988; 1989; Valence et al. 1988; Scherhorn et al. 1990; Faber, 1992; Hanley and Wilhelm, 1992; Edwards, 1992; 1994; DeSarbo and Edwards, 1996; Black, 1996) thrill and adventure seeking-motive (Raab and Neuner, 2006).

Majority researchers also identified and cited several personality traits disorders causing CBB for example, compulsivity (Faber, O'Guinn and Krych, 1987; Valence, D'Astous and Fortier, 1988; Faber and O'Guinn, 1989; 1992; Hirschman, 1992; McElroy et al. 1991; 1994; Christenson et al. 1992; 1994; Schlosser et al. 1994; Faber et al. 1995; Black, 1996; 2007), compulsive tendencies (Shoham and Brencic, 2003), unplanned purchases or impulsivity (Rook, 1987; McElroy et al. 1991; 1994; Christenson et al. 1992; Faber and O'Guinn 1992; Dittmar et al 1996; Shoham and Brencic, 2003; Mowen, 2004; Black, 1996; 2007), impulse control (Faber and O'Guinn, 1989;1992; O'Guinn and Faber, 1989; 1992; McElroy et al. 1991a, b; 1994; Christenson et al. 1992; 1994; Magee, 1994; Rook and Fisher, 1995; DeSarbo and Edwards, 1996; Black, 1996; 2007) obsessive thought and risk taking propensity (Kwak et al., 2004), materialism (O'Guinn and Faber, 1989; Richins and Dawson, 1992; Richins, 1994; Rindfleisch et al., 1997; Yurchisin and Johnson, 2009; Dittmar, 2005a; Xu, 2008), product involvement (Yurchisin and Johnson, 2009).

2.5.1.1 Comprehensive psychological framework of compulsive buying

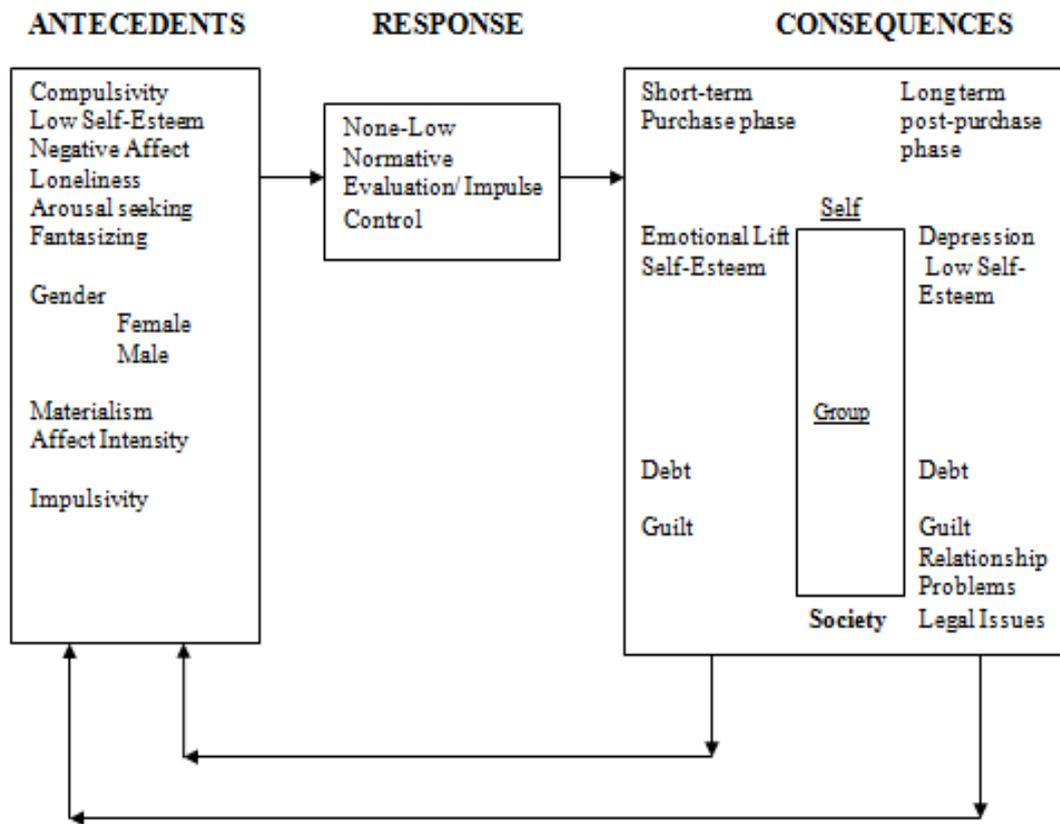


Figure 2-II: Comprehensive psychological framework of compulsive buying

Source: Workman and Paper (2010)

This model proposed by Workman and Paper (2010) comprehensively discusses whole psychological perspective covering and listing all antecedents, responses and consequences. The authors reviewed the existing literature thoroughly in details and sorted out all the factors in their respective categories. The antecedents identified by authors and included in the model consisted of compulsivity, low self-esteem, negative affect, loneliness, arousal seeking, fantasizing, gender, materialism, affect intensity, impulsivity, that led to the following responses (normative evaluation and impulse control and the resulting consequences were purchase phases, depression, self-esteem, debt, guilt, relationship problems etc. the authors also postulated the reciprocal flow process and relationship among antecedents, responses and consequences.

However, the model has few drawbacks i.e. although it gives the comprehensive and detailed preview of the individual psychological factors, processes and issues but the social, environmental and cultural perspective have been ignored completely. The worth of model could have been enhanced by including the environmental and specifically social influences because human is considered as a social animal and cannot live in isolation. Interestingly, the CBB literature advocates the significant impact of social interactions on individual's behavior.

2.5.2 Symbolic Self-Completion Theory

Wicklund and Gollwitzer's (1982) identified and proposed self-concept as the basic theme behind this theory compelling the consumer to go for impulse purchases. The impulse purchases fulfill social psychological functions where self-image is enhanced and resultantly consumers buy those items which promote their desired self-concept. Higgins (1987) and Dittmar et al. (1996) further elaborated the theory by discussing self-discrepancies and compensation mechanisms. The authors say that the aggregation of high self-discrepancies between actual and ideal self always lead to compensation mechanisms like impulsive and compulsive buying. They considered the process of self-completion as a driving force behind CBB.

Elliot (1994) and Park and Burns (2005) agreed that one basic function of compulsive buying is escalation of buyers' ability to bring up their subjective perceptions of themselves with a socially desirable or required image. Yurchisin and Johnson (2009) found positive relation between appearance-product involvement and CBB. Appearance products e.g. shoes, clothes, cosmetics and accessories etc. are usually treated as symbolic of self-completion because of their high degree of communicative value (Kapferer and Laurent, 1985; Lee et al., 2000; Dittmar and Drury, 2000). Similarly Krueger (1988) concluded that compulsive buying occurs in individuals who are very conscious of how they look and appear to others and attempt to be pleasing to others.

Overall the symbolic self-completion theory has investigated and proposed that consumers diagnosed with CBB tend to be highly concerned about their physical appearance (Heinberg, Thompson and Stormer1995), self-consciousness and self-esteem (Xu, 2008), self-discrepancy (Dittmar et al.,1996; Dittmar, 2005a) boost of self-confidence (Dittmar and Drury, 2000), particular in being well dressed (Johnson and Attmann, 2009).

2.5.2.1 Theoretical self-completion mechanism of compulsive buying

Dittmar et al. (1996) developed a comprehensive theoretical model of impulsive buying by using symbolic self-completion theory. The model proposed that an individual experiencing an inconsistency between the ideal and actual self-images, and is inclined to use symbolic consumption as a self-completion strategy.

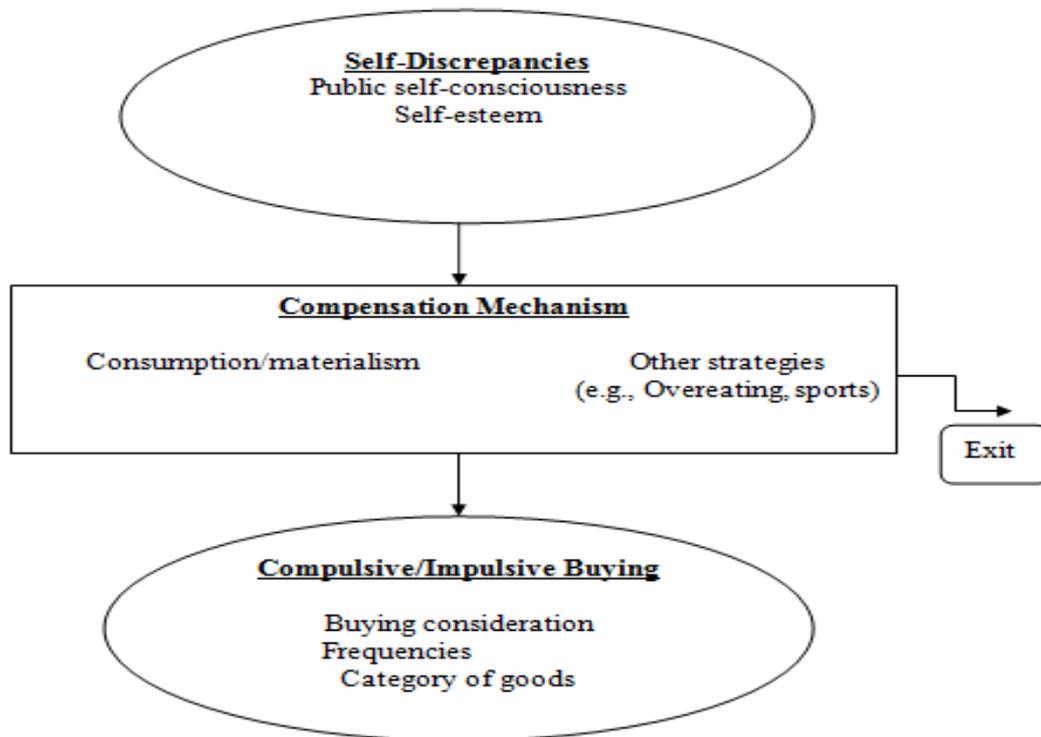


Figure 2-III: Theoretical self-completion mechanism of compulsive buying

Source: Xu, 2008 (Adapted from Dittmar et al., 1996)

Then the individual will be inspired to acquire such goods that are anticipated to accomplish this self-completing role. This discrepancy emerges from the presence of social and environmental factors which gives birth to compensation mechanism consisting of consumption materialism and other few other strategies including sports, over-eating etc. These compensatory strategies are carried strongly by both impulsive and compulsive buying.

Scherhorn (1990) and Neuner et al. (2005) also stated that compensatory buyers are inclined to use the act of purchasing as a source of compensation of their strain, dissatisfaction, frustration etc. resulting from distortion of independence and low self-esteem.

Wicklund and Gollwitzer (1982) found that individuals compensate for the divergences or inadequacies in the perception of one's self in various ways. The compensation mechanism results in the impulsive and compulsive buying of only two product categories.

The aim of this buying is to improve self-image, increase self-esteem, merry mood transformations etc. which is achieved by purchasing a specific product category i.e. appearance-related products. The main premise of both models proposed is that consumers purchase products impulsively/compulsively because of the perceived self-discrepancies. In Xu, (2008), the author consider self-discrepancy factor to be the only reason for compulsive buying.

Similarly, Xu (2008) adopted Dittmar et al., model (1996) in reduced form and applied it on CBB and used self-esteem and self-consciousness as elements of self-discrepancy and kept the rest of model as it is. Although social and environmental influence is the strong and indispensable component of this model as well as for compulsive buying behavior but Xu (2008) ignored it which ultimately becomes the limitation of his model.

2.5.3 Social Comparison Theory

Social psychologist Leon Festinger proposed social comparison theory in 1954. The theory describes the motives possessed and process adopted by individuals to evaluate their own opinions and desires in comparison to others. A contemporary research has shown that social comparisons are more complex than thought initially, and that people play a more active role in comparisons (Suls et al., 2002). Identified motives significant to comparison include self-enhancement, perceptions of relative standing and maintenance of a positive self-evaluation (Kruglanski and Mayseless, 1990). Festinger (1954) further proposed two types of social comparisons; upward and downward. Upward comparison takes place when individuals compare themselves to those who are considered socially higher to themselves somehow. Individuals deliberately compare themselves in order to justify their self-conception in a positive manner. That way, individuals consider themselves as the member of the elite class, and express resemblances to the comparison group (Suls et al., 2002).

On the other hand, the downward social comparison performs in the opposite direction, where it becomes a defensive tendency for comparing one's self to such a group whose dilemmas are more sombre than one's own. This tendency prevails in threatened

people looking at other less fortunate people but this comparison theory highlights the positivity of comparisons. Downward comparison is made by individuals when they intend to feel happy and satisfied instead of feeling ruined and unfortunate (Hakmiller, 1966; Suls et al., 2002). The compulsive buying behavior is highly influenced by upward social comparison as examined and found true by Lee et al. 2000) and Phau and Woo (2008). Under the philosophy of social comparison theory, Lee et al.2000) also identified that mass media strongly develops the compulsive consumption tendency.

Furthermore, Phau and Woo (2008) investigated money attitudes and credit card usage to test the social comparison theory and supported it by finding from results that individuals perceive money as a source of authority and status.

2.5.4 Sociocultural Theory

Different researchers defined culture in different contexts based on their theorizing perspective (Smircich, 1983) e.g. from beliefs, values, society and environment view point. Instead of defining culture, Peterson, Ashkanasy and Wilderom (2000) took up the commonly accepted components of culture consisting of values, norms, attitudes and behavior. They adopted Geertz's symbolic anthropological view (1973; 1974) where culture is a system of shared symbols and meanings ultimately influencing consumer behavior. Countless cultures exist and prevail round the globe and variations within specific societies also exist.

The cultures are the sources of behavior formation and represent societies. Socialization is instrumental in molding behaviors and in differentiating the correct from incorrect. According to the proposition of sociocultural theory jointly the components of psychological processes form an individual's self-image, identity and complete veracity. This discussion leads to the conclusion that humans simply are the artifact of their society and culture. An extensive amount of research has examined that the individual motivations influencing the buying behavior are mainly consumer demographics and psychographics (Darden and Ashton, 1974; Cheng, Yee-Man and Hui, 2002).

Social psychology theories also provide explanation for compulsion or addiction. Individual's perceptions of appropriation and in-appropriation of behavior are entirely based on social, cultural, and individual norms. Consumers learn the acceptable and unacceptable

standards during the socialization process. An individual will grow up with the belief that dysfunctional behavior is 'normal' if that dysfunctionality has been demonstrated in one's socialization process throughout their brought up. Furthermore, the similar types of dysfunctional norms are reinforced in the individuals if the socio-cultural environment is favorable to this type of dysfunctional behavior.

Various studies have suggested that among many factors in the development of compulsive buying behavior, one key factor is the socio-cultural environment (Damon 1988; Valence et al. 1988; Faber 1992; Hirschman 1992). Elliot (1994) also advocated the contribution of sociocultural phenomenon in the formation of CBB that has been expedited through contemporary marketing strategies. A large number of studies suggested various ingredients of compulsive buying including affordable shopping opportunities offered by a market-based economy, in collaboration with sufficient disposable income the accessibility of a wide variety of products and substantial leisure time (Black, 2001; 2007).

De Graaf, Wann and Naylor (2005) devised the term, *affluenza*, to elaborate that economies have become imbalanced because cultural consumerism has been given undue importance where possession of more is always preferred. They further explained that response for compulsive buying is generated when consumers are praised, even rewarded by banks and credit card companies for purchasing now and paying later. Mendelson and Mello (1986) reported that compulsive buyers have an external locus of control because they do not perceive their own ability of controlling their behavior as they are easily influenced by environmental factors.

In short, under the philosophy of socio-cultural theory, researchers have identified few factors contributing towards the development of CBB, for example, socialization (Faber, O'Guinn and Krych, 1987; Fabien and Jolicoeur, 1993 etc.), development and social experience in childhood (Faber and O'Guinn, 1988), social referents (Evans, Christiansen and Gill, 1996) and normative evaluation (Kwak et al., 2006) etc.

2.5.5 Social Learning Theory

Everyday new and different concepts, themes, behavior, values and societal practices spread rapidly across the world through symbolic representations that ensures the

development of consciousness universally. This multiplication of new concepts, behaviors etc. are the results of speedy learning taking place among and between societies. Individual's Behaviors, attitudes are changing rapidly due to the involvement of our social environment, practices and societal interactions. In order to study behaviors, it becomes essential to understand the contributing factors influencing the behavior and the modifications in it.

Bandura (1978; 1986) was the first proponent of social learning theory and initially the theory suggested that behavior is influenced by the environmental factors as stimuli. It can be assessed from literature that the social learning theory follows the behavioral approach and is treated as behavioral theory. The theory says that human behavior is a function of environmental factors i.e. social, cultural, economic, political, situational and legislative etc.

Majority social learning theorists had been interested more only in 'process' of individual rational learning (Miller and Dollard, 1941), whereas, Bandura (1978; 1986) considered both rational and irrational thought processes of individual learning. Furthermore Bandura identified the individual's ability of using both of these processes which depends on the types of processes they learn from their surroundings. Few models were developed to study and examine the process of social learning as behavioral perspective and S-R model is one prominent among them.

2.5.5.1 Stimulus-Response Model

As, Thorndike (1940) advocates that behavior is learned therefore it is necessary to understand the learning approaches in order to comprehend the behavior and the way it is formed. Hull (1951) developed a model as a behavioural model to explain the social learning theory: S → R

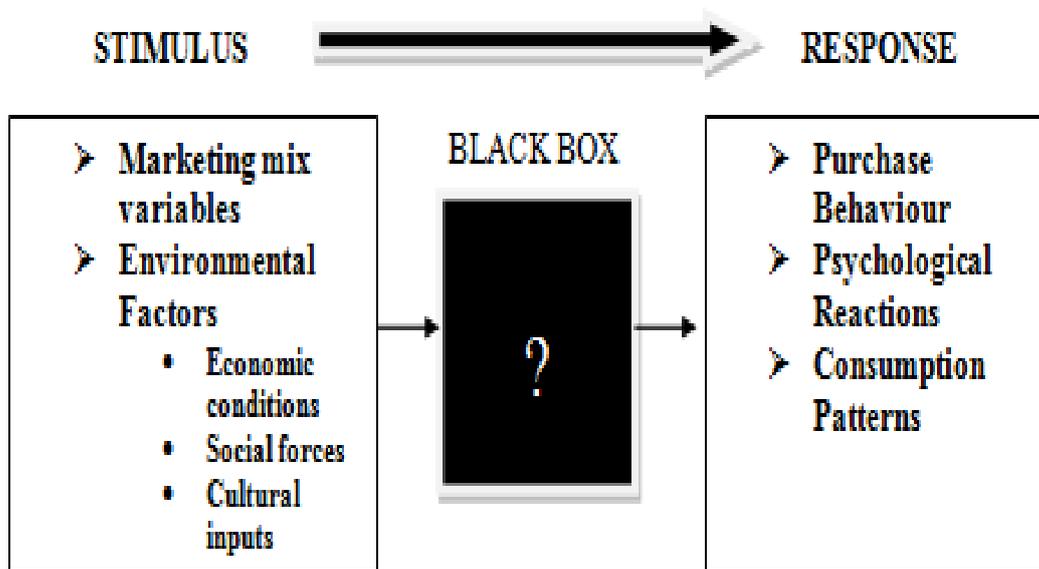


Figure 2-IV: Stimulus-Response model

Source: (Hull, 1951)

The model basically concentrates only on the stimulus and their respective responses i.e. it considers the impact of marketing mix variables and other stimuli i.e. environmental factors (economic conditions, social forces and cultural inputs) onto the consumer's "black box" that produces some particular responses. The Stimulus-Response (S-R) model is extensively used for developing the understanding of consumer's behavior and the results are employed in the marketing mix by organizations. Firms are directly involved in the process of detecting those specific stimuli that can be used to motivate the customers in order to generate desired response. The S-R model has been applied also under the perspective of consumer behavior researches where only consumer's responses to stimulus are contemplated whereas the processes inside the black box are completely disregarded as done in human behavior studies.

While discussing and studying the consumer buying behavior and process, the external stimuli is not the sufficient enough reason to generate a response rather the consumers' characteristics significantly influence the way they perceive the stimuli, utilize their internal processes and result in a specific buying behaviour. In other words, model neglect the individual's processes through which stimuli induce response. Due to this

deficiency, the S–R model is insufficient while for studying the compulsive buying behavior as it ignores the origin and determinants of buying intentions. Few of psychologist and marketing researchers tried to dig out the characteristics of consumers within “black box” and analyze the impact of both factors to determine specific buying behaviour.

Unanimously majority studies in consumer behavior agree that among many behaviors, specifically the consumer compulsive buying behavior is a learned behavior (Fabien and Jolicoeur, 1993). According to literature the CBB is developed after accepting the influences from psychological factors, society, culture and environmental forces. As discussed above the compulsive buyers are low on their external locus of control and are easily influenced and affected by their external environmental forces.

In summary, the social learning theory has been tested and studied by many researchers in consumer buying behaviour investigation (Moschis and Moore, 1979; Churchill and Moschis, 1979; Moschis and Moore, 1982). Literature has identified various environmental factor that influenced the development of CBB, for example, credit cards usage (Joo, Grable and Bagwell, 2003), advertisement campaigns (Hayhoe, Leach and Turner, (1999), product categories (McElroy et al., 1994) and social referents (Evans, Christiansen and Gill, 1996).

The two worthwhile basic learning approaches that provided the foundation for social learning theory are behaviorism and cognitivism and both of them approve that environmental forces influence behaviour (or stimulus generates response). Behaviorism straight away considers only the direct influence of environmental factors on behavior whereas cognitivism advocates that environment affects the individual’s characteristics which ultimately convert in specific behavior. The major drawback of behavioral approach was that it neglected individual cognitive elements as behavioral causes. The dominance of cognitivism was highlighted due to identification and significance of the influence of individual’s internal characteristics along with the environmental factors in decision process and behavior formation (Furedy and Riley, 1987).

2.5.6 Social Cognitive Theory

Rotter (1954; 1966) and Bandura (1986) both proposed social cognitive theory (SCT) as a subcategory of cognitive psychology and as a form of social learning theory/perspective that integrated various aspects of both. The presumption of behavioral learning is that individual's environment influences them to behave in some particular manner. Whereas the cognitive learning postulates that psychological factors significantly influence one's behaviors. This emphasis on internal thoughts and cognitions helps connect learning theories to cognitive developmental theories. Finally social learning suggested that behaviors are influenced by both the environmental and psychological factors.

According to SCT individuals learn through the interaction of their environment with personal characteristics and experiences and results in a specific behavior (Rotter, 1990; Stewart, 1994). The theory also expounds the way individuals procure and sustain certain behavioral patterns. In present-day complex environment, the social cognitive theory pertains to be the significant contributor in creating effective learning processes for behavior learners. It also posits that an individual's knowledge acquisition can be directly related to observing others within the context of social interactions (Groome, 1999; Moital, 2006), experiences, and outside media influences. They stated that in the social cognitive perspective individuals are neither entirely compelled by inner drives nor utterly controlled by external stimuli. It was concluded that social learning is a continuous process that revolves around the reciprocal interaction of three components i.e. behavior, cognition (internal characteristics) and environment (Parraga, 1990). McElroy et al. (1994) stated that human are regarded both as products and manufacturers of their own surroundings and their social systems.

This is the reason that SCT is extensively used now-a-days in individual psychology, behaviour and various communication domains like mass media e.g. for education, product, service or sale promotion.

2.5.6.1 A Cognitive-Behavioural Model of Compulsive Buying

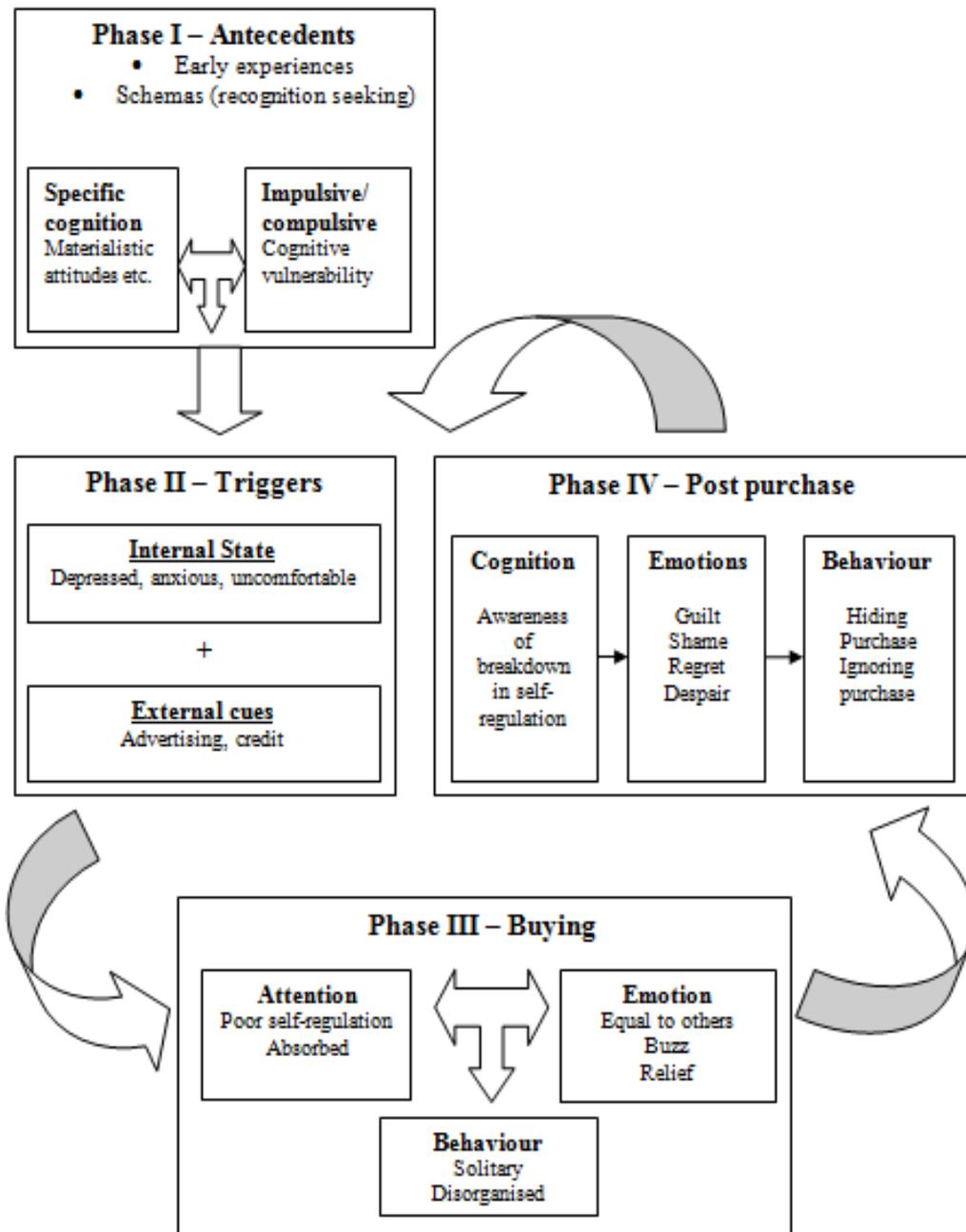


Figure 2-V: Cognitive-Behavioral model of compulsive buying

Source: Kellett and Bolton(2009)

One comprehensive model of compulsive buying was proposed by Kellett and Bolton (2009) that presented the whole cognitive and psychological perspective constituting of four phases. The first phase has antecedents comprising of materialistic attitudes and cognitive vulnerability that leads to the second phase triggering the internal state and the external cues. This second phase transforms into buying i.e. the third phase containing three interacting elements; attention, emotion and behavior. The third phase results in post-purchase which happens to be the fourth phase where cognition leads to emotions and that in turn form the behavior. This fourth phase again leads to the second phase of compulsive buying and the chain process goes on.

Interestingly unlike other models, this model considers the parallel processing of both the external stimuli and internal characteristics at the same time as the triggering factors. Similarly, the post purchase phase has also been taken account of and mentioned in detail in the compulsive buying process that has been completely ignored by the rest of CBB models. These two positive contributions of this model to the existing literature not only support but also generate the need to investigate the CBB process thoroughly.

This model discusses all the components in detail but only theoretically, however the quantification aspect and approach is missing. Moreover, the phase one comprising of antecedents has been limited to early experiences only whereas the daily experiences have been ignored completely and this phase is kept fixed i.e. no further intervention of this phase can be seen in the cyclical movement of all the rest of three phases. Furthermore, the external cues in the second phase are very limited and pecuniary only.

Cognitive psychology is important for the reason that it has the capacity to explain complex behaviours (Foxall, 1993) and cognitive theories posit that the learning process is revised by cognitions. Emergence of cognitive theories provided useful foundation for development of Stimulus-Organism-Response model by Hebb around 1966's (Cziko, 2000).

2.5.6.2 Stimulus-Organism-Response model

The S-O-R model is substantial part of cognitive psychology providing frameworks and guidelines to understand and establish the decision process of consumer buying behaviour.

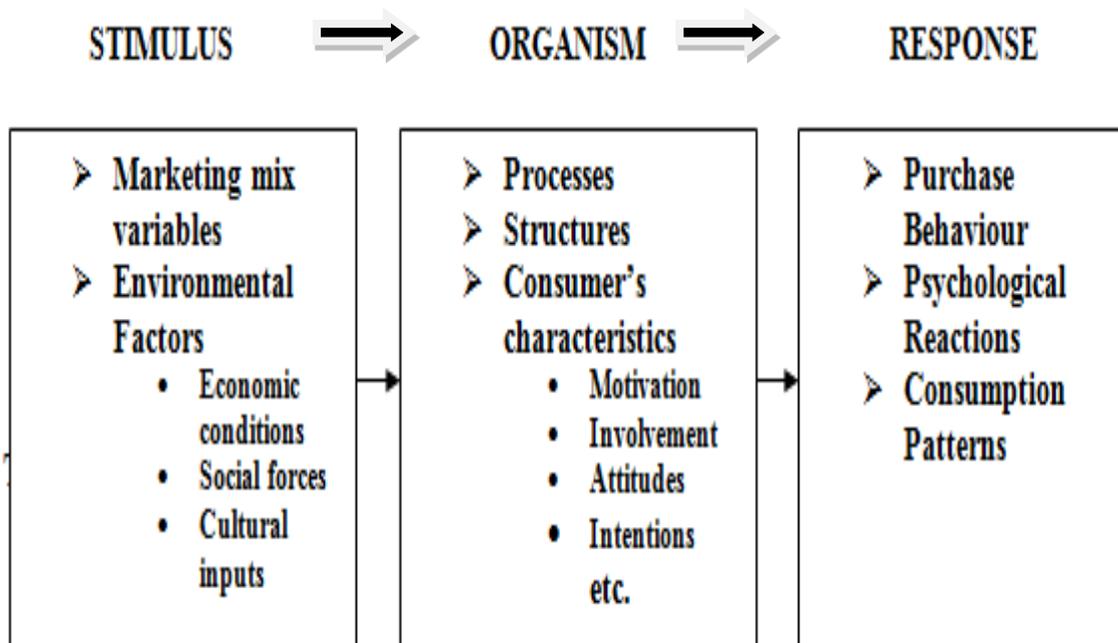


Figure 2-VI: Stimulus-Organism-Response model

Source: (Bagozzi, 1986; Cziko, 2000)

The S-O-R model also provides order and influence of certain causal elements. The buying decisions or responses are influenced by two major elements i.e. external stimuli and internal characteristics.

Initially stimulus is acknowledged and treated by the individual's cognitive elements e.g. their psychology, personality, lifestyle, motives, attitudes, and involvement etc. (Figure VII). The stimulus coming from environment could be marketing mix factors, economics conditions, social influences, cultural inputs etc. The combined effect of both these elements either generates or modifies the existing behavior.

Table 2-VI: Existing theories elaborating ‘compulsive buying behavior’

	Consumer behavior theories	Author (s) / year (s)
1	Individual's Psychological Theories	Valence et al. 1988; Faber and O'Guinn, 1988; O'Guinn and Faber, 1989; Scherhorn 1990; Hirschman, 1992; Kwak et al., 2004; Raab and Neuner, 2006; Black, 2007; Xu, 2008; Roberts et al., 2008;
2	Symbolic Self-Completion Theory	Krueger 1988; Elliot, 1994; Heinberg et al.,1995; Dittmar et al., 1995; 1996; Dittmar and Drury 2000; Lee et al. 2000; Yurchisin and Johnson, 2009; Park and Burns, 2005; Dittmar, 2005a; Xu, 2008; Johnson and Attmann, 2009;
3	Social Comparison Theory	Lee et al., 2000; Phau and Woo, 2008.
4	Sociocultural Theory	Jacobs, 1986; Faber and O'Guinn, 1988 and1989; Friese, 1992; Fabien and Jolicoeur, 1993; Elliot (1994); Roberts and Sepulveda, 1999; Kwak et al., 2006; Penman and McNeill, 2008.
5	Social Learning Theory and Social Cognitive Theory	Faber and O'Guinn, 1988; Valence et al. 1988; Scherhorn 1990; Hirschman, 1992; Kellett and Bolton, 2009.

Third part of this chapter consist of conceptual framework, S-O-R model of compulsive buying behavior and hypothesis development

2.6 Conceptual Framework of the Study

The current research precisely aimed to investigate the development of consumer compulsive buying behavior and its process. Extensive literature has been reviewed to develop the rationale from the existing body of knowledge constituting of individuals' social and psychological influences, and theories and models of consumer buying behavior. The literature review from these areas along with psychology literature served as the basis for comprehending the consumer compulsive buying and the causes behind this behavior and thus provided significant grounds for establishing a comprehensive framework in order to achieve the research objectives.

The main emphasis of this research is on testing and analyzing the S-O-R model by introducing few new variables, as the model has been drawn from cognitivism approach. Additionally the review of social cognitive literature also justifies the need for conducting research to understand the formation of compulsive buying process. Finally, the most appropriate theoretical framework for studying CBB is provided by the social cognitive theory (SCT) that postulated that the enviornmental factors affect the individual's cognition generating a specific behavior. The SCT describes the way individuals form and preserve definite behavioral patterns. The theory stated that consumers get knowledge with the convergence of their environment to their personality characteristics and experiences. This theory is specifically beneficial for application on intrusions intended for personality development and behavior pathology simply because it was grounded for comprehending a person's reality construct.

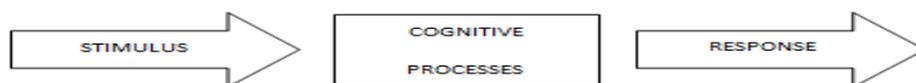


Figure 2-VII: Social cognitive theory

Hillner (1984) suggested few processes as main causative and leading factors behind explicit behavior and termed them as intrapersonal cognitive processes. The cognitive approach details the individual as an information processor contributing actively in supplementing the intrapersonal decision making and then producing a specific behavior (R)

by intensely tracing the social and environmental provocations (Stewart, 1994). Due to this reason the cognitivism approach plays the leading role in researches on consumer decisions and buying behaviors (Furedy and Riley, 1987) that further necessitates the enhancement of methodical comprehension through the analysis of consumer behavior cognitive models.

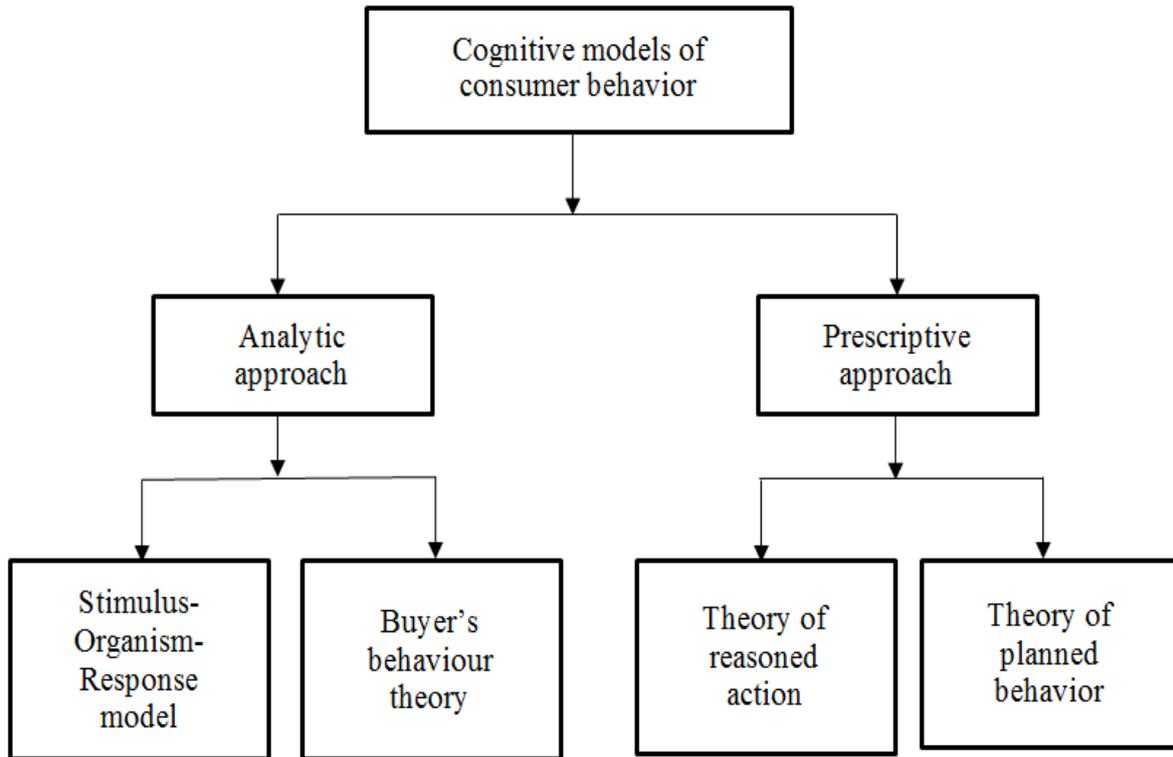


Figure 2-VIII: Cognitive model of consumer buying behavior

Adapted from Moital (2006)

Moital (2006) discussed two significant approaches, analytic and prescriptive under cognitive models of consumer buying behavior and both develop complete understanding of consumer behaviour and their buying standpoints. The first approach discussed two further models i.e. Stimulus-Organism-Response model as consumer's decision model and another model is referred as buyer's behavior theory to explain consumer buying behavior comprehensively. Whereas, prescriptive approach also explained two further models i.e. theory of reasoned action and theory of planned behavior to discuss consumer buying behavior more specifically. The guiding rules for the dynamic structures that explain the consumer's purchase behavior are provided by this approach which categorizes separately the influencing factors and the relationship between those factors in consumer decision making.

According to the analytical approach, there are two comprehensive concept/models related to overall consumer's buying behavior construct i.e. consumer's decision model and buyer's behaviour theory and both models are referred as broad scoped grand models. Both models offer a sophisticated amalgamation of a number of psychological, social, marketing and cultural impacts on the behavior of consumer in such a way that facilitates the understanding of order of information processing, decision process as well as effects of individual's differences (Howard and Sheth, 1969; Foxall, 1990; Loudon and Bitta, 1993). The model of buyer's behavior theory has basically three main constituents: inputs (environmental stimuli), process (intervening variable and exogenous variables) and outputs (consumer's buying behavior or psychological reaction). Whereas, consumer decision model such as Stimulus-Organism-Response also has three major parts i.e. environmental/social stimuli, organism as cognitive decisions (psychological influences or traits, motive, involvement etc.) and response behavior to elaborate the concept of cognitive decisions regarding buying behavior.

Furthermore, the S-O-R model debrief and support the same phenomena as discussed by Social cognitive theory and posits that the environmental/social forces influence the organism comprising of individual's characteristics and personality traits that ultimately generates a specific response such as purchase behavior. Further the S-O-R model also explains the sequence and order of behavior generation where the stimulus (S) are the environmental forces (i.e. social, cultural, situational factors etc.) affecting organism (O) that consists of individual's psychology and its internal processes and that further produces a response (R) that can be specific buying behavior.

The second and most crucial part of cognitive model are prescriptive approaches (Moital, 2006) providing framework for instituting the consumer buying behavior structure and theory of planned buying behavior is one of the prominent among them. These models institute the sequence or order of elements and impact of those definitive elements causing the behavior (Bagozzi, 1986). According to planned buying behavior theory, it postulates that consumer's belief and attitude develop buying intention which ultimately results in actual purchase behavior. It is based on the attitude-behaviors relationship.

The main theme of both approaches is same and both suggest the systems approach i.e. input-process-output whereby a number of factors work as inputs affecting process, in

turn the process is also affected by individual's characteristics and results into an output and one of them can be the purchase behavior. Basically, both approaches explain overall broader structure and pattern in termof input-pocess-output or stimulus-organism-response of buyer's behavior in broader way, whereas prescriptive approach suggests a proper structure and followed sequence.

2.6.1 Stimulus-Organism-Response Model for compulsive buying behavior

Consumer compulsive behavior is assessed to be a reactive behavior that takes place in response to some specific active psychological stimulus. Stimulus work like catalytic agents in the process of compulsive buying and basic preposition is that exposure to stimulus develops specific responses and command the behaviors. In order to investigate the compulsive buying behavior the research model has stimulus, organism and response as the three main elements from S-O-R model where social influence is taken as stimulus, organism consists of psychological influences and CBB is the response (Figure X).

The extensive review of literature provides enough evidence and support to consider both the environmental and internal features as essential and dominant in the formation of behavior that leads to the conclusion that S-O-R model is central and the most appropriate to investigate the CBB as both the fundamental elements are working parallel in a sequence in behavior generation. The stimulus not only generates the response through the organism but it also generates the response directly because there are a number of elements other than the elements considered as organism that affect the behavior.

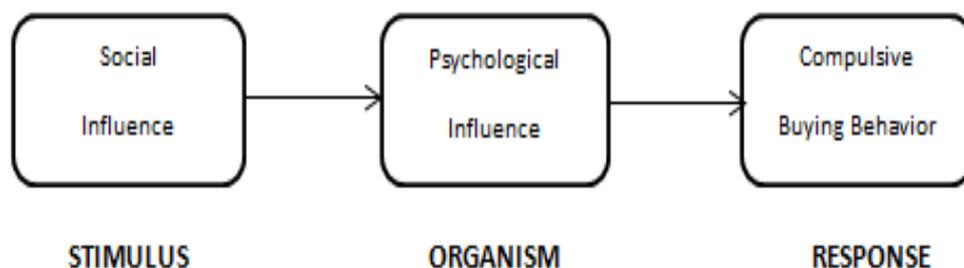


Figure 2-IX: Social cognitive theory

In the next section, specific hypotheses are derived to empirically test the proposed theoretical model.

The Stimulus

Generally in the context of social influence, consumer’s social environmental factors are considered as the stimulus. The current study has reviewed and used two main social influence representative variables i.e. social values (SVs) and attention-to-social-comparison-information (ATSCI).

The Organism

In the general context of individual’s psychology, the consumer’s internal states represent the organism. This research has reviewed and used three dimensions/factors for the illustration of internal psychological influence i.e. materialistic attitude (MAT), hedonic motives (HM) and purchase decision involvement (PDI).

The Response

The response is simply characterized by the impulsive buying intention (IBI) and consumer’s compulsive buying behavior (CBB). With these considerations, further the model of consumer’s compulsive buying behavior has been developed elaborated as given below.

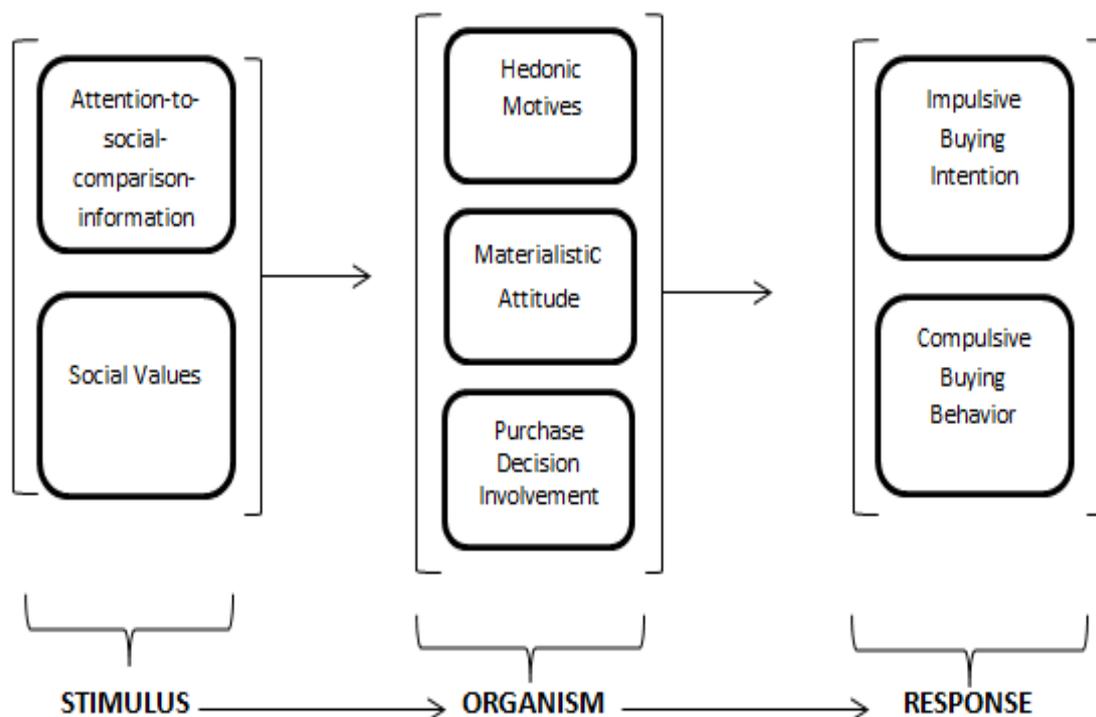


Figure 2-X: Conceptual model of consumer’s compulsive buying behavior

2.6.2 Hypotheses Development

On the basis of the literature cited above, this chapter details the research framework established to investigate and analyze the compulsive buying phenomena and for that a series of hypotheses has been formulated to conduct the study for testing the proposed research model empirically.

In order to establish constancy and stability with the predominant S-O-R model, the one-to-one hypotheses are formulated to test four main varied paths; the impact of stimulus on organism, impact of organism on response, then even within organism and within response separately. Separate sub-sections describe the working as under. The first hypotheses examine the effect of the social influence i.e. social values (SVs) and attention-to-social-comparison-information (ATSCI) on psychological influences i.e. hedonic motive (HM), materialistic attitude (MAT) and purchase decision involvement (PDI), and the second hypotheses cover the hypotheses linking hedonic motive (HM), materialistic attitude (MAT) and purchase decision involvement (PDI) to impulsive buying behavior (IBI) and the way they affect the CBB.

Whereas the third and fourth hypotheses test the relationships within their influences i.e. within organism and within response and last hypothesis is based on gender difference at overall model level or compulsive buying behavior process.

2.6.2.1 The Stimulus to Organism (H1a, H1b, H1c, H1d, H1e & H1f)

In order to study the effect of Attention-to-social-comparison-information (ATSCI) and Social values (SVs) on hedonic motive (HM), materialistic attitude (MAT) and purchase decision involvement (PDI), six specific hypotheses have been established. The proposed hypotheses are as under:

H1a: Attention-to-social-comparison-information has significant influence on hedonic motive

H1b: Attention-to-social-comparison-information has significant influence on materialistic attitude

- H1c: Attention-to-social-comparison-information has significant influence on purchase decision involvement
- H1d: Social values have significant influence on hedonic motive
- H1e: Social values have significant influence on materialistic attitude
- H1f: Social values have significant influence on purchase decision involvement

2.6.2.2 The Organism to Response (H2a, H2b, H2c, H2d, H2e & H2f)

In order to study the effect of organism on response i.e. HM, MAT and PDI on IBI, and HM, MAT and PDI on CBB; six specific hypotheses have been established. The proposed hypotheses are as under:

- H2a: Hedonic motive has significant impact on impulsive buying intention
- H2b: Materialistic attitude has significant impact on impulsive buying intention
- H2c: Purchase decision involvement has significant impact on impulsive buying intention
- H2d: Hedonic motive has significant impact on compulsive buying behavior
- H2e: Materialistic attitude has significant impact on compulsive buying behavior
- H2f: Purchase decision involvement has significant impact on compulsive buying behavior

2.6.2.3 Relationship within Organism (H3a & H3b)

In order to study the effect of three variables of organism i.e. HM, MAT and PDI, two particular hypotheses have been established within these variables. The proposed hypotheses are as under:

- H3a: Hedonic motive has significant influence on materialistic attitude
- H3b: Materialistic attitude has significant influence on purchase decision involvement

2.6.2.4 Relationship within Response (H4)

- H4: Impulsive buying intention has significant impact on compulsive buying behavior

2.6.2.5 Gender Difference at Model Level (H5)

- H5: There is significant difference exist between male and female at model level (CBB process/at overall model).

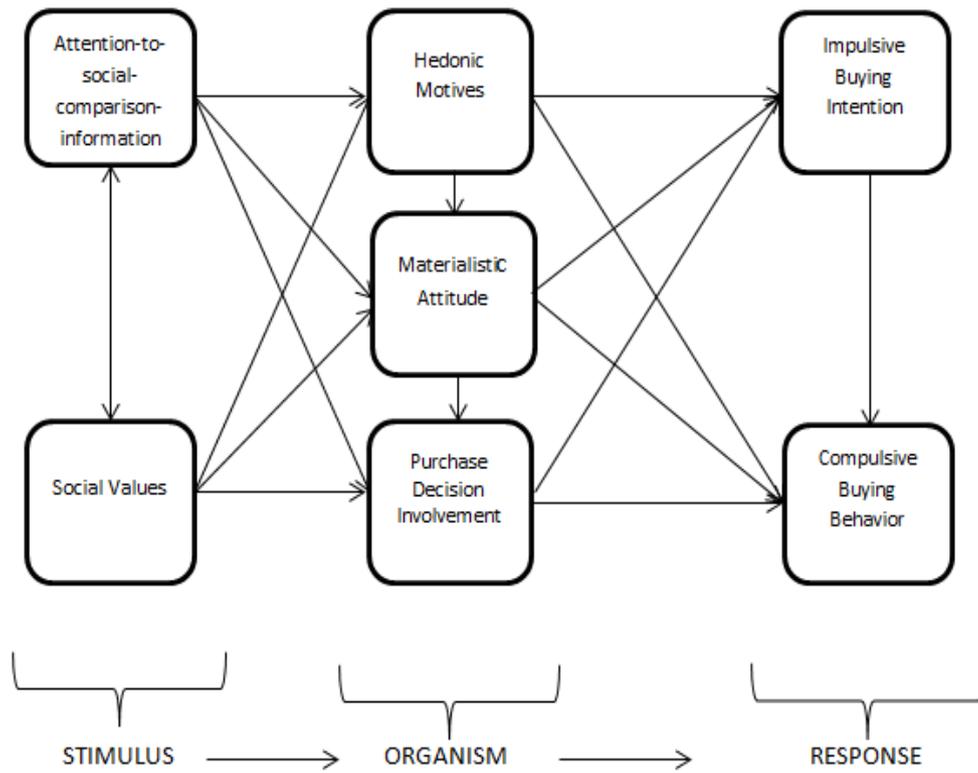


Figure 2-XI: Hypothesis development

Table 2-VII: Summary of all hypotheses

Hypotheses:		Structural paths
H1 Stimulus to Organism		S → O
H1a	Attention-to-social-comparison-information has significant and positive influence on hedonic motives	ATSCI → HM
H1b	Attention-to-social-comparison-information has significant and positive influence on materialistic attitude	ATSCI → MAT
H1c	Attention-to-social-comparison-information has significant and positive influence on purchase decision involvement	ATSCI → PDI
H1d	Social values have significant and positive influence on hedonic motive	SVs → HM
H1e	Social values have significant and positive influence on materialistic attitude	SVs → MAT
H1f	Social values have significant and positive influence on purchase decision involvement	SVs → PDI
H2 Organism to Response		O → R
H2a	Hedonic motives have significant and positive impact on impulsive buying intention	HM → IBI
H2b	Materialistic attitude has significant and positive impact on impulsive buying intention	MAT → IBI
H2c	Purchase decision involvement has significant and positive impact on impulsive buying intention	PDI → IBI
H2a	Hedonic motives have significant and positive impact on compulsive buying behavior	HM → CBB
H2b	Materialistic attitude has significant and positive impact on compulsive buying behavior	MAT → CBB
H2c	Purchase decision involvement has significant and positive impact on compulsive buying	PDI → CBB
H3 Relationship within Organism		O ↔ O
H3a	Hedonic motives have significant and positive influence on materialistic attitude	HM → MAT
H3b	Materialistic attitude has significant and positive influence on purchase decision involvement	MAT → PDI
Relationship within Response		R ↔ R
H4	Impulsive buying intention has positive and direct influence on compulsive buying behavior	IBI → CBB
Gender difference at model		F ≠ M
H5	There is significant difference between male and female at model level.	

Chapter No.2 is summarized in two parts. The first part deals with the explanation of compulsive phenomena as an irrational behavior and discusses the key drivers of consumer's irrational buying behavior. There off the compulsive buying behavior has been discussed in a chronological order giving step by step details of the development in the construct. The last topic of the part A deals with relationships among consumer's compulsive buying behavior and other variables of the study. This includes social values, attention-to-social-comparison-information, materialistic attitude, purchase decision involvement and impulsive buying intension.

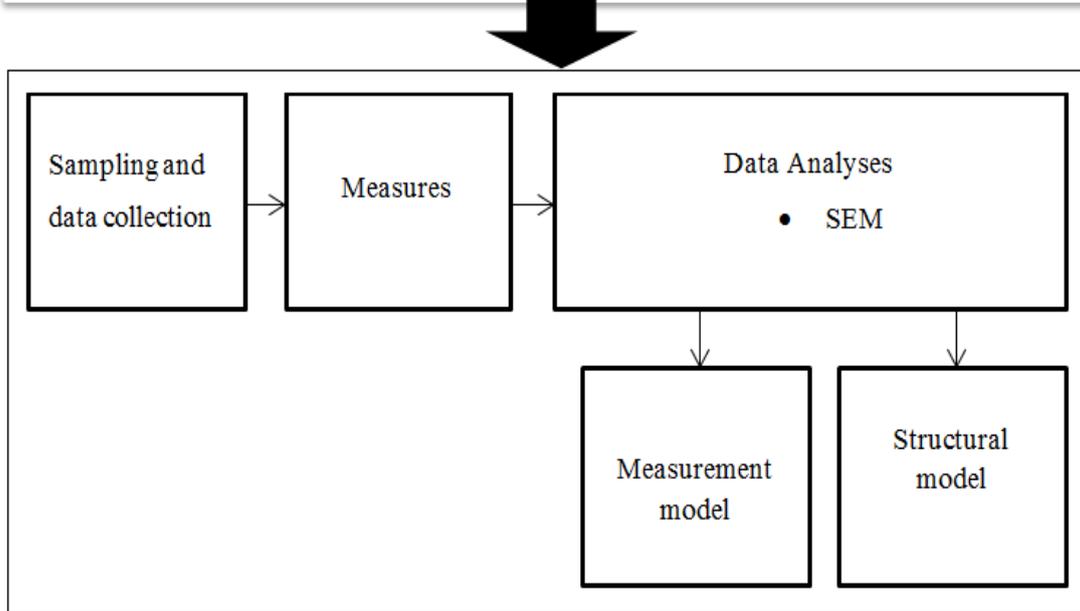
Whereas, Part B discusses the dominant and established theories and models which explains the phenomenon of consumer's compulsive buying behavior in detail. The conceptual framework of the study is built upon the above discussed theories and models. Finally taking support from the discussed theories and models this current study develops a conceptual framework in terms of stimulus-organism-response (S-O-R) model for consumer's compulsive buying behavior.

Finally, part B is concludes with the development of hypotheses which is based upon the extensive literature review as well as S-O-R model which is one of the core models of consumer's buying behavior.

Box 2

Summary of Chapter 2 'Literature review'

Chapter no. 3
Research Methodology



Organization and structure of Chapter 3 'Research methodology'

CHAPTER 3

RESEARCH METHODOLOGY

3 Methodology

This section of the current study validates the planned/has the validation for the planned research methodology and the rationalization behind it to test the proposed hypotheses along with the information regarding the adopted research design, sampling techniques, sample description, included variables and the selected procedures.

The study aimed to develop and investigate the structural model of CBB with SVs and ATSCI as stimulus (motivational antecedent) and three psychological influences (HM, MAT and PDI) as Organism whereas IBI and CBB as response of consumer behavior. For data collection, survey method was adopted for two reasons: first that it facilitates the analysis of a large sample engaged in multiplicity of behaviors (Bloch, Ridgway and Dawson, 1994), second reason is its usefulness in investigating the associations comprehensively between wide varieties of variables (Sproles, 1981).

3.1 Sampling and Data Collection

The data for study was collected by floating questionnaire to 1200 consumers personally as well as online and responses were received personally and recorded online. The questionnaire was distributed to the consumers in community, shopping centers and institutes in different cities across Pakistan and for sample selection convenience sampling technique was used.

3.2 Measures

A preamble was given in the beginning of questionnaire explaining the research purpose. The questionnaire further consisted of 102 items. There were seven main research variables dividing the questionnaire in eight main sections including social values, attention-to-social-comparison-information, purchase decision involvement, materialistic attitude, hedonic motives, impulsive buying intention and compulsive buying behavior, and demographic information such as age, gender, number of visit to market per month and amount of time spent on shopping.

Respondents were first explained and educated about the appearance products included apparel, shoes, jewelry, care products, toiletry, bags and other related accessories, and then for recording the response they were asked to recall their buying behaviors while shopping these products. The respondents were asked to record their response on 5-point Likert scale regarding each study variable ranging from 1 (strongly disagree) to 5 (strongly agree). Demographic information (questions about age, gender, number of visits per month, amount of time spent on shopping, marital status and level of education were asked from respondents).

3.2.1 Social Values

Values as products of a culture or social system it have also been characterized as "the most distinctive property or defining characteristic of a social institution" (Rokeach, 1973). Although some argue that understanding underlying social value shifts contributes to understanding current and future consumer behaviour. Social values reflect the core of an entire culture's mind-set shared by a society. They are related in that social or cultural values are seen to act as justification for acquiring goods and services and to stimulate interest in, desire for, acceptance of, patronage of or the actual purchase of goods and services. One relates to individuals or cohorts in their consumption role while the other pertains to the collective behaviour and character of an entire culture or society (McGregor, 2000).

This variable is measured on nine distinct but correlated dimensions that are further assessed by forty-four items. The nine social values dimensions are security, self-respect,

being well-respected, self-fulfillment, sense of belonging, excitement, fun and enjoyment, warm relationships with others and sense of accomplishment. The study has used the global measure developed by Herche (1994) for measuring these nine dimensions of social values. The authenticity of Herche (1994) measure is consistent as many past studies calculated the reliability coefficient, Cronbach's alpha values that ranged from 0.57 to 0.81 when measured on a nine-point Likert scale. Hence in order to maintain the data analysis consistency of current study five-point Likert scale ranging from 1 (Strongly agree) to 5 (strongly disagree) has been used.

Security dimension as "V1" is defined as the first dimension of social values. It relates that how much an individual is conscious about security regarding physical security, life security and finances. According to its core construct, an individual gives more importance regarding his or her security concerns and gives more priority towards psychological perspectives of security. This dimension constituted of four items (e.g., "my security is high priority to me") having past reliability coefficient alpha value of 0.76.

Second dimension of social values denoted as "V2" is self-respect which is defined as to what degree an individual is conscious about his/her self-respect and personal ego. To measure this dimension it is emphasized that there is no compensation for the loss of self-respect as it is of more worth than gold. Nobody tolerate any threat to his/her self-worth and cannot compromise on any luxury in place of it. The most important to all is that one should pay respect to oneself. This dimension constituted of eight items (e.g., "my self-respect is worth more than gold") having past reliability coefficient alpha value of 0.81.

Being well-respected is considered as third dimension of social values and is denoted as "V3". The phrase "being well-respected" explains that people try to maintain a high status in their circle of friends and they can be easily hurt if somebody criticizes them. It means people give importance to others' opinion and care that what others think about them. Keeping in view such factors of high status and impact of others' opinion this dimension can be measured at ease. This dimension constituted of four items (e.g., "I care what others think of me") having past reliability coefficient alpha value of 0.71.

Self-fulfillment denoted as "V4" is fourth dimension of social values. It is defined as the extent to which an individual treats oneself well. To measure this dimension it is explained that how much a person treat well himself/herself, more often they like to buy the best one

while shopping and consider that better things in life are for them. They always try their best to meet their desires and treat themselves well. This dimension constituted of five items (e.g., “I treat myself well”) having past reliability coefficient alpha value of 0.77.

Sense of belonging the fifth dimension of social values is denoted as “V5”. It is defined as the extent to which a person has a sense or feeling of affiliation with close relatives and friends. To measure this dimension it is described that whether an individual plays a vital role in family and has a great association with a place to which he/she can call “home”. Usually, close relatives friends appreciate the individual and show that they need him/her. Being part or need of others an individual feels that he/she has great priority to relatives and friends. On the whole, having sense of belonging people feel needed and appreciated by their closest relatives and friends. This dimension constituted four items (e.g., “I feel appreciated and needed by my closet relatives and friends”) having past reliability coefficient alpha value of 0.57.

Excitement, the sixth dimension of social values is denoted as “V6” and is defined as the extent to which people enjoy doing things more than customary. To measure this it is explained that people enjoyed doing things out of ordinary and trying to fill their lives with thrilling activities. Such people attend parties only for the sake of to be energized and consider themselves adventurer. This dimension constituted of four items (e.g., “I enjoy doing things out of ordinary”) having past reliability coefficient alpha value of 0.72.

Seventh dimension of social values is fun and enjoyment denoted as “V7”. It is defined that how much fun is important to an individual. This dimension is measured by keeping in view that fun is important to people and recreation is a significant part of their lives. Most of them work hard to have fun and feel that recreation is essential for them. This dimension constituted of four items (e.g., “my security is high priority to me”) having past reliability coefficient alpha value of 0.79.

Warm relationships denoted as “V8” is another dimension which is defined as the extent to which a person appreciates others on their success or failure too with open mind. To measure this dimension it is expressed that people acknowledge others on their efforts even if the result is in failure. Such people show others that their presence is gratified and appreciated. They try to be legitimately honest and open. In addition to these points people have warm relationships with family and friends, they feel the life as futile or meaningless

without close ones and feel pain if their close relations are in pain. This dimension constituted of six items (e.g., “I try to be as open and genuine as possible with others”) having past reliability coefficient alpha value of 0.70.

The last dimension of social values is “a sense of accomplishment” denoted as “V9” is defined as the extent to which an individual feel contentment with the accomplishment of goals. To measure this dimension it is explained that people want to make sense of accomplishment from their occupation and become disappointed when unable to complete a project. People give importance to “getting things done”, feedback on performance and put a lot of efforts to achieve their goals. This dimension constituted of five items (e.g., “I tend to set and strive to reach my goals”) having past reliability coefficient alpha value of 0.74.

3.2.2 Attention-To-Social-Comparison-Information

The degree of attention paid by an individual towards making social comparisons throughout different spheres of life is termed as attention-to-social-comparison-information (ATSCI) Lennox and Wolfe (1984), developed the measures of ATSCI on five-point Likert scale and established its high reliability by exhibiting consistent Cronbach's alphas across samples ($0.83 < \alpha < 0.89$). The scale is measured by thirteen items (e.g., “When I am uncertain how to act in a social situation, I look to the behavior of others for clues”).

3.2.3 Hedonic Motives

Hedonic motives (HM) explain about tendency of individual to extract happiness from shopping which is beyond the basic benefits of goods purchased as the buyer finds pleasure from shopping without taking notice of benefits of things purchased during shopping. This variable is measured on six distinctive but interrelated dimensions that are further assessed by twenty three items. The six hedonic shopping motives are adventure shopping, social shopping, role shopping, idea shopping, value shopping and gratification shopping motives. Arnold and Reynolds (2003) developed the measures of HM on five-point Likert scale and established its high reliability by exhibiting consistent Cronbach's alphas across samples ($0.78 < \alpha < 0.85$).

Adventure shopping motive is the first dimension/aspect of hedonic motives which is denoted by “H1”. It refers that shopping is for adventure, stimulation and sense to be in

another world. It also refers shopping experience in terms of thrills and excitement. This category constituted of four items (e.g., “I find shopping stimulating”) having past reliability coefficient alpha value of 0.78.

Social shopping is the second dimension/aspect of hedonic motives denoted by “H2”. It refers that shopping is the enjoyment with family and friends. It is meant to make bonds with others. The frame of this dimension often described the aspect of enjoyment socially during shopping and that shopping confers a chance to them for making bonds with other buyers. This category constituted of four items (e.g., “I go shopping with my friends to socialize”) having past reliability coefficient alpha value of 0.78.

Role shopping denoted by “H3” is the third dimension/aspect of hedonic motives. It reflects the enjoyment which buyers draw from buying something for others and the effect of such buying activity on buyers’ mood and feelings. It also exhibits intrinsic joy felt by buyers when they attain perfect gift for others. On the whole construct of role shopping explained that how much family, friends and enjoyment with them is important to buyers. This category constituted of four items (e.g., “I enjoy shopping for my family and friends”) having past reliability coefficient alpha value of 0.81.

Value shopping is the fourth dimension/aspect of hedonic motives and denoted by “H4”. It refers to look for expected discounts, shopping for sales and chasing for bargains. This motive explained that buyers considered the shopping as a challenge or a game which has to be conquered or won by them. This category constituted of four items (e.g., “I enjoy looking for discount when I shop”) having past reliability coefficient alpha value of 0.80.

Idea shopping mentioned as “H5” is fifth dimension/aspect of hedonic motives. It refers shopping by keeping in view new trends, new fashion, innovations and new products. This construct talked about to be in touch with the most recent fashion, trends and products which are at hand in the market. This category constituted of four items (e.g., “I go shopping to keep up with the trends”) having past reliability coefficient alpha value of 0.79.

Last dimension/aspect of hedonic motives denoted by “H6” is gratification shopping, which refers stress free life through shopping; shopping to relieve a negative state of mind of buyers and shopping is a unique joy to a person. The construct of this motive explained that through a shopping experience a buyer can be in comfort, alleviate stress, forget about dilemma of life, has joyful mood and self-gratification. This category constituted of three items (e.g., “To me shopping is a way to relieve stress”) having past reliability coefficient alpha value of 0.80.

3.2.4 Materialistic Attitude

Materialistic attitude (MAT) as an orientation considering material goods and money extreme important for social progress and internal happiness. The materialistic consumers have a tendency to engage in purchasing as a means to attain most important life tasks, for instance satisfaction and happiness. Moschis and Churchill (1978), developed the measures of MAT on five-point Likert scale and established its high reliability by exhibiting consistent Cronbach's alphas across samples ($0.60 < \alpha < 0.74$). This scale is measured by six items (e.g., "I think others judge me as a person by the kinds of products and brand I use").

3.2.5 Purchase Decision Involvement

Purchase decision involvement (PDI) refers to the degree to which the buyers view an item purchased as an engaging and meaningful activity and decisions about purchase as a dominant part of their life. Schneider and Rodgers (1996), developed the measures of PDI on five-point Likert scale and established its high reliability and calculated consistent Cronbach's alphas across samples ($0.84 < \alpha < 0.85$). This scale is measured by two dimension i.e. product importance and decision involvement with total seven items. The first dimension of purchase decision importance is product importance, denoted as 'P1', which refers to the extent of the importance of the product category or item purchased. The first dimension constituted of four items (e.g., "I attach great importance to selecting appearance related products"). The second dimension is consumer's decision involvement, denoted as 'P2', which refers to degree of consumer's inclination towards purchasing and his/her association with decision of product purchasing. Decision involvement dimension consisted of three items (e.g., "Decisions about selecting a product/item are serious, important decisions").

3.2.6 Impulsive Buying Intention

Impulsive buying intention (IBI) refers to consumer's tendency of making spontaneous and unplanned purchases (Rook and Fisher, 1995). Impulsive buying is an indication of uncontrollable addictive desire to shop (Black, 2007). This variable is measured on two distinct but correlated dimensions that are further assessed by five items. The two dimensions are impulsive behavior and planned buying behavior. Weun et al., (1997)

developed the measures of IBI on five-point Likert scale and established its high reliability and calculated consistent Cronbach's alphas across samples ($0.72 < \alpha < 0.90$).

The first dimension of IBI is impulsive behavior as, denoted as 'IB 1', which is referred as consumer's inclination towards spontaneous and unprompted purchasing behavior. This dimension consists of three items (e.g., "When I go shopping, I buy things I had not intended to purchase"). The second dimension of IBI is unplanned buying behavior as, denoted as 'IB 2', which refer as consumer's propensity of making unstructured purchases while shopping and it consist of two items (e.g., "I am a person who makes unplanned purchases").

3.2.7 Compulsive Buying Behavior

Compulsive buying behavior (CBB) defined as chronic, irresistible repetitive purchasing behavior that developing from adverse feelings or happenings resulting into damaging consequences. This variable is measured on five distinctive but related factors that are further assessed by thirteen items. Thus five factors are tendency to spend compulsion/ drive to spend, post-purchase guilt, dysfunctional spending and feeling about shopping and spending. The study has used the famous measure developed by Edwards (1992) for measuring CBB. The authenticity of Edwards (1992) measure is consistent as many past studies calculated the reliability coefficient, Cronbach's alpha values that ranged from 0.76 to 0.91 when measured on a five-point Likert scale.

Tendency to spend is the first dimension of CBB, denoted as "CB1". It considers the consumer's propensity towards spending in an excessive way and to consume in episodes. This dimension consists of five items (e.g., "I sometimes feel strong inner push to go shopping") having past reliability coefficient alpha value of 0.89. Compulsion/drive to spend denoted by "CB2" is the second dimension of CBB which is explained as the extent to consumers' annoy, urge, impulsiveness and compulsion in terms of shopping and expenditure. The second dimension consists of two items (e.g., "Sometime, I buy things even when I don't need anything") having past reliability coefficient alpha value of 0.79. Post-purchase guilt is the third dimension of CBB denoted by "CB3", explained the consumer's emotions, dissonance or as the extent to consumers' feeling regarding their regret, grief and feeling of embarrassment after purchasing the items or at the end of purchase process.

The third dimension consists of two items (e.g., “Sometimes, When I go shopping and buy in excess, then I feel guilty or ashamed”) having past reliability coefficient alpha value of 0.76. Dysfunction spending, the fourth dimension of CBB is denoted as “CB4” and defined as the extent of a buyer for the overall level of dysfunction surrounding and impacts of buyer’s buying behavior. The fourth dimension comprises of two items (e.g., “I sometimes buy things even though I cannot afford them”) having past reliability coefficient alpha value of 0.90. Feeling about shopping and spending is fifth dimension of CBB and denoted as “CB5”. It is defined as the consumer’s level of degree of ecstasy derived from the action of spending and shopping. The last dimension also consists of two items (e.g., “I get little or no pleasure from shopping”) having past reliability coefficient alpha value of 0.86.

Table 3-I: Summary of all measures

Sr. no .	Variables	Codes	Instrument authors	No. of Items	Previous Reliability	Measurement Scale
1	Social values	SVs	Herche (1994)	44	0.57-0.81	1 = Strongly Agree, 5=Strongly disagree
2	Attention-to-social-comparison-information	ATSCI	Lennox and Wolfe (1984)	13	0.83-0.89	1 = SA, 5=SD
3	Hedonic shopping motives	HM	Arnold and Reynolds (2003)	23	0.78-0.85	1 = SA, 5=SD
4	Materialistic attitude	MAT	Moschis and Churchill (1978)	06	0.60-0.74	1 = SA, 5=SD
5	Purchase decision involvement	PDI	Mattila and Wirtz (2008)	07	0.84-0.85	1 = SA, 5=SD
6	Impulsive buying intention	IBI	Weun et al., (1997)	05	0.72-0.90	1 = SA, 5=SD
7	Compulsive buying behavior	CBB	Edwards (1992)	13	0.76-0.91	1 = SA, 5=SD
8	Demographics variables		Self-developed	06	NA	

3.3 Data Analysis

In order to analyze the data and to test the hypotheses, structural equation modeling (SEM) techniques is adopted. For this purpose AMOS 18.0 was used for its appropriateness in estimating the simultaneous causal positioning of variables. After analyzing comprehensive literature of CBB regarding methodology (in Table 3-III) very few studies have analyzed SEM using AMOS. Thus, it is an opportunity to fill this gap and along with that, elaborating the constructs in detail. Another advantage is the facilitation of measurement error by SEM coupled with the provision of measuring the impact strength of each variable on all others with a precision (Scarpi, 2006). Mulaik and Millsap (2000) have suggested a three-step more rigorous approach for modeling: common factor analysis for establishment of each latent variable number, confirmatory factor analysis (CFA) and is done for confirmation of measurement model, and testing of structural model.

Furthermore, Anderson and Gerbing (1988) and Kline (2005) also supported and recommended two-step procedures of SEM test that summarized the three-steps approach suggested by Mulaik and Millsap (2000) into two major steps, i.e. measurement model testing (including common factor analysis and confirmatory factor analysis) and structural model testing. By the end of analysis an overall fit of both models is estimated for both the mentioned models i.e. measurement model and structural model, through fit statistics by using multiple indices e.g. Relative chi-square (CMIN/DF), Goodness-of-Fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Comparative Fit Index (CFI) and Root Mean Square Error of Approximation (RMSEA).

3.3.1 Step1: Measurement Model

Measurement model further has two procedures, first is the common factor analysis and second is the confirmatory factor analysis (CFA) after which the final measurement model is analyzed on the basis of fit statistics indices, validity and reliability of the measurement model.

3.3.1.1 Common Factor Analysis

The common variance of the observed variable is analyzed and explained only by common factor analysis that decreases the original variables into few composite variables. Common factor analysis is the suitable method to select the observed variables when they are only indicators of the latent variable to be measured e.g. responses to attitude scale. One

procedure of factor analysis is communalities usually known as squared factor analysis whereas standardized regression Co-efficients are known as loadings. The percentage of variance of an observed variable described by its own latent variable is basically measured by communality and it might be translated as observed variable's reliability.

For common factor analysis the results of factor loading and Squared multiple correlations (SMC) which is one communality estimate, are essential. Cohen (1988) stated that in the process of trimming the measurement model, an observed variable is directed to be eliminated if it has less theoretical significance with low factor loading and SMC. For the construction of measurement model, common factor analysis is compulsory in order to institute the number of each latent variable. For improving the fitness of model significantly, each latent variable is tested individually. For the common factor analysis, every latent variable's descriptive, validity and reliability properties including mean, standard deviation, factor loading (FL) and square multiple correlations (SMC) along with Cronbach's alpha (internal reliability) has to be calculated.

3.3.1.2 Confirmatory Factor Analysis

The second procedure of measurement model is confirmatory factor analysis (CFA) which deals with the testing phase of the model, latent variables and their observed variables. The measurement model is also known as CFA. The CFA is done for the test of measurement model in order to analyse how strongly and comprehensively the construct of interest is captured by the indicators of the latent variables (Steenkamp and Baumgartner, 2000).

These SEM models are practically adopted for assessing measurement error's role, authenticate a multifactorial model and for determination of group factor's effect in the model. Anderson and Gerbing (1988) and Arnold and Reynolds (2003) suggested CFA for enhancing the scale congeneric measurement properties. Kline (2005) concluded and recommended discriminate validity as a prerequisite for proceeding towards the testing of structural model as without it, the assessment of structural model is not possible.

3.3.1.3 Analysis of Measurement Model

For the analysis of final measurement model, goodness of fit measures is used, then the standardized factor loading (FL), squared multiple correlations (SMC) composite

reliability (CR) and average variance extracted (AVE) are analyzed. Kline (1998) suggested that a full model contains both a measurement model and a structural model and advised to testify firstly the pure measurement model always and then move to second step only when significant good fit for it is recognized. He further prohibited the reverse of it as research cannot be sufficed until and unless the model is found valid. The results of current study has shown significant results for the final measurement model which qualifies the first criteria as recommended by Kline (1998) for the further testing of structural model.

3.3.2 Step2: Structural Model

The direct and indirect effects that link the latent variables are expressed by the second part of the SEM model known as structural model. Steenkamp and Baumgartner (2000) suggested usage of the structural model test in order to inspect and explore the structural linear associations and correlations among the dependent variables, independent variables and their stochastic terms for hypotheses testing.

3.3.2.1 Analysis of Structural Model

In analyzing of structural model, for the significance of the structural model, the standardized regression Co-efficient and p-value are analyzed. Finally the structural model fit was also assessed by multiple indices such as relative chi-square CMIN/DF, Goodness-of-Fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Comparative Fit Index (CFI) and Root Mean Square Error of Approximation (RMSEA).

3.3.3 Fit Statistics for both SEM Models

As Fit statistics constitutes of multiple indices that are used to evaluate the fitness of both the measurement and structural model and the current study has evaluated following five multiple indices to serve the purpose of assessing the model investigated by the study. Finally an overall measurement model fit is evaluated through five essential multiple indices i.e. relative chi-square CMIN/DF, Goodness-of-Fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Comparative Fit Index (CFI) and Root Mean Square Error of Approximation (RMSEA).

3.3.3.1 Relative Chi-square (CMIN/DF)

The chi-square test is usually not considered a very useful measure of goodness of fit due to its limitation of being highly influenced by the sample size especially when the sample size exceeds 200 and there are more chances to either reject the model or generation of type II error (case of rejection when phenomena is true). The poor model fit results even from very trivial misspecifications when the size of sample is increased in case of inclusion of large number of variables which affects the degree of freedom. Secondly the observed chi-square remains statistically significant even when the data has good enough model fit. Mostly chi-square test is required for CFA (measurement model) with very small co-efficient signifying the adequate fit.

In order to decrease the dependency of chi-square on the degree of freedom, the chi-square fit index is divided by the degree of freedom and this is known as relative or normal chi-square. This relative chi-square is termed as CMIN/DF 1table range for (chi square/degree of freedom ratio) by AMOS. Carmines and McIver (1981) has given an acceptance fit range for both the sample data and the hypothetical model for it as 3 to 1 or 2 to 1. Whereas Marsh and Hocevar (1985) recommended and reported differently in terms of at most 5 and at least 2 for the indication of acceptable fit.

3.3.3.2 Goodness Fit Index (GFI)

According to Gefen, Straub and Boudreau (2000), the absolute fit of both the measurement and structural model is tested by GFI. Raykov and Marcoulides (2000) are of the view that GFI is a degree of variance and covariance proportion as per the explanation ability of the model, and furthermore, Byrne (2001) opined it as an absolute fit index due to its capability of giving comparison between hypothesized model and no model at all. GFI value lies between 0 and 1, with 1 depicting the perfect fit. So GFI should be close enough to 1 for well-fitted model because its value below 0.90 gives the evidence for rejection (poor fit).

3.3.3.3 Adjusted Goodness Fit Index (AGFI)

Byrne (2001) reported a way of adjusting the degree of freedom number for the model and termed as AGFI which is quite different from GFI, and it matches the theorized model

with no model having range of perfect fit between 0 and 1 where AGFI has to be above 0.80 for the indication of well-fitted.

3.3.3.4 **Comparative Fit Index (CFI)**

The function of comparative fit index is to match the model's predicted covariance matrix with the observed covariance matrix, which in short compares the prevailing model fit with null model assuming absence of correlation between latent variables. Fan, Thompson and Wand (1999) explained that CFI tests the heteroscedastic relationship among the dependent and independent variables that varies with the modifier's class as it is a measure that remains least affected by sample size with fit acceptance range between 0 and 1 where perfect fit is signified by 1. By rule the CFI co-efficient needs to be above 0.90 for the acceptance of model demonstrating that the given model reproduced 90% of co-variation in data.

3.3.3.5 **Root Mean Square Error of Approximation (RMSEA)**

RMSEA is another well-known fit measure indicating the divergence per degree of freedom that neither requires the null model comparison nor the postulation of conceivable model with comprehensive independence of indicators as hypothesized by CFI. The degree of model's approximation to data is measured by 'RMSEA' and Byrne (2001) advocated its contemporaneousness for fit statistics due to its consideration of both sample size and degree of freedom. Additionally Fan, Thompson and Wang (1999) also favored this index due to its stability even with the bigger sample sizes.

Furthermore, Schumacker and Lomax (2004) suggested that if RMSEA value equal to or less than 0.05 indicates good fit, significant enough if ≤ 0.08 whereas Hu and Bentler (1999) suggested a cut-off point for it as ≤ 0.06 and if ranges between 0.08 and 0.10 then it is agreed to be average or even good fitting by Byrne (2001). To conclude, MacCallum, Browne and Sugawara (1996) stated a worldwide accepted standard value of RMSEA for poor fit i.e. greater than or equal to 0.10

Table 3-II: Adopted goodness of fit statistics

	Fit indices	Ranges and acceptance criteria
1	Relative / Normal chi-square (CMIN/ DF)	(1.00< CMIN/DF <5.00) Best/excellent fit: 1-3 Reasonably acceptable: 3-5 Poor fit: above 5
2	Goodness Fit Index (GFI)	(0.90< GFI <1.00) Best/excellent fit: ≥ 0.95 Reasonably acceptable: ≥ 0.90
3	Adjusted Goodness Fit Index (AGFI)	(0.80< AGFI <1.00) Best/excellent fit: ≥ 0.90 Reasonably acceptable: ≥ 0.80
4	Comparative Fit Index (CFI)	(0.90< CFI <1.00) Best/excellent fit: ≥ 0.95 Reasonably acceptable: ≥ 0.90
5	Root Mean Square Error of Approximation (RMSEA)	(0.01< RMSEA <1.00) Best/excellent fit: ≤ 0.05 Reasonably acceptable: 0.06 – 0.08 Poor fit: above 0.10

Table 3-III: Summary of comprehensive literature regarding ‘Research Methodologies’

	Author(s)/(Year)	Title (Theme)	Research Methodology		
			Methods (Qualitative /Quantitative)	Sample size / Sample Unit	Data analysis
1	Faber & O’Guinn (1988)	Dysfunctional consumer socialization: A search for the root of compulsive buying behavior (Role of family communication & parental behavior)	Qualitative: in-depth interviews/mail surveys	1200 letters/386 Individuals	Level of significance
2	O’Guinn & Faber (1989)	Compulsive buying: A phenomenological exploration	Qualitative: in-depth interviews/mail surveys	1000 letters/ 50 Compulsive buyers	Level of significance
3	O’Guinn & Faber (1992)	Compulsive buying disorder	Qualitative study	292 Individuals	
4	Faber (1992)	Money changes everything: Focuses on the problem of compulsive buying or compulsive shopping. (A demographic profile; The phenomenology of compulsive buying; Biological ,Sociological & Psychological factors)	Theoretical based study		
5	Hirschman (1992)	The Consciousness of Addiction: Toward a General Theory of Compulsive Consumption	Theoretical based study	70 Addicts	
6	Friese (1993)	Compulsive-addictive buying behavior: Exploring effects of childhood experiences and family types	Theoretical based study		
7	Edwards (1993)	Development of a new scale for measuring compulsive buying behavior	Quantitative : Through questionnaire	300 Individuals	LISREL (EFA & CFA)
8	Fabien & Jolicoeur (1993)	Compulsive buying: Socialization as an etiological factor	Quantitative : Through questionnaire	1186 Students	LISREL (EFA & CFA)
9	Magee (1994)	Compulsive buying tendency as a predictor of attitudes and perceptions	Qualitative	94 College students	
10	Hassay & Smith (1996)	Compulsive buying: An examination of consumption motive	Qualitative	92 College students	
11	Black et al. (1998)	Family history and psychiatric comorbidity in persons with compulsive buying:	Meditation study treatment		
12	Roberts (1998)	Compulsive buying as an illness	Qualitative: Through questionnaire	300 College students	SPSS/Linear regression
13	Roberts & Sepulveda (1999)	Money attitudes and compulsive buying	Qualitative: questionnaire based survey (mailed)	275 Individuals	FA & Regression analysis
14	Lee, Lennon & Rudd (2000)	Compulsive consumption tendencies among television shoppers	Qualitative: questionnaire based survey	334/Female	SPSS/Stepwise regression
15	Robert LaRose (2001)	On the negative effects of E-Commerce: A sociocognitive exploration of unregulated on-line buying	Theory based exploratory study		
16	Aviv Shoham (2003)	Compulsive buying behavior (relationship between compulsive purchase tendency, unplanned purchases & tendency to buy items off the product list)	Quantitative: questionnaire based survey	112 Individuals	ANCOVA

	Author(s) (Year)	Title (Theme)	Research Methodology		
			Methods (Qualitative /Quantitative)	Sample size / Unit	Data analysis
17	Kyrios et al. (2004)	Cognitions in Compulsive Buying and Acquisition	Quantitative: questionnaire based survey	189 Consumers	Factor analysis
18	Kwak et al. (2004)	Compulsive comorbidity (i.e. compulsive buying, compulsive drug abuse & compulsive gambling) and its psychological antecedents (i.e. obsessive thought & risk taking tendency)	Quantitative: questionnaire based survey	Convenient sampling/ 73 Individuals	SEM/ LISREL
19	Lee et al (2000)	The medicalization of compulsive buying (medicalization from the perspective of both medical & non-medical social control)	Qualitative/Theoretical based research		
20	Yurchisin & Johnson (2004)	Compulsive buying behavior and its relationship to perceived social status associated with buying, materialism, self-esteem & apparel-product involvement	Quantitative: questionnaire based survey	Convenient sampling, 305 University students	SPSS/Correlation
21	Park & Burns (2005)	Fashion orientation, credit card use & compulsive buying	Quantitative: questionnaire based survey	Convenient sampling, 267 Individuals	SEM (CFA)
22	Jelks (2001)	Premature affluence: Factors related to excessive teen spending	Quantitative: questionnaire based survey	114 Teenagers	SPSS (Correlation & Regression analysis)
23	Dittmar (2005)	Compulsive buying a growing concern? An examination of gender, age, and endorsement of materialistic values as predictors	Quantitative: Through questionnaire	194 Individuals	SPSS/Regression analysis
24	Neuner et al.(2005)	Compulsive buying in maturing consumer societies: An empirical re-inquiry	Quantitative: Through questionnaire	1017 Individuals	SPSS/Regression analysis
25	Krych (1989).	Abnormal consumer behavior: A model of addictive behaviors	Quantitative: Through questionnaire	2513 Individuals	SPSS/Regression analysis
26	Kwak et al., (2006)	Revisiting normative influences on impulsive buying behavior and an extension to compulsive buying behavior	Quantitative: Through questionnaire	Convenient sampling / 202 Individuals	SEM/CFA
27	Lan Wu, (2006)	Excessive buying: The construct and a causal model	Quantitative: questionnaire based survey	401 Students	EFA & CFA
28 29 30 31	Hollander (2006); Black (2007); Rose (2007).	Compulsive Buying: Is compulsive buying a real disorder / Clinical aspects or as disorder or psychological illness / Compulsive buying disorder (CBD): Conceptualization and classification	Conceptual paper or Theoretical based study		
33	Hooper & Zhou (2007)	Addictive, dependent, compulsive? A study of mobile phone usage	Quantitative: Through questionnaire	184 Students	SPSS & FA
32	Xu (2008)	The influence of public self-consciousness and materialism on young consumers' compulsive buying	Quantitative: Through questionnaire	96 University students	SEM/LISREL
34	Johnson & Attmann (2008)	Compulsive buying in a product specific context: clothing	Quantitative: questionnaire based survey	228 University students/females	AMOS /SEM(CFA)

	Author(s)/(Year)	Title (Theme)	Research Methodology		
			Methods (Qualitative /Quantitative)	Sample size / Unit	Data analysis
35	Penman & McNeill (2008)	Spending their way to adulthood: Consumption outside the nest	Qualitative: Exploratory study		
36	Roberts et al. (2008)	Interpersonal influence and adolescent materialism and compulsive buying	Quantitative: questionnaire	870 Teenagers	SPSS / Regression analysis
37	Phau & Woo (2008)	Understanding compulsive buying tendencies: The roles of money attitude and credit card usage	Quantitative: questionnaire based survey	415 Individuals	SPSS /Regression analysis
38	Sneath et al. (2008)	Coping with a natural disaster: Losses, emotions and impulsive & compulsive buying	Quantitative: questionnaire based survey	Snowball sampling / 427 Individuals	LISREL/CFA
39	Kukar-Kinney et al. (2009)	The relationship between consumers' tendencies to buy compulsively and their motivations to shop and buy on the internet	Quantitative: questionnaire based email survey	Convenient sampling/ 1294 Consumer's	SPSS/Linear Regression analysis
40	Stevie (2009)	Credit card misuse, money attitudes and compulsive buying behaviors: a comparison of internal and external Locus Of Control (LOC) consumers.	Quantitative: questionnaire based survey	126 University students	SPSS/ MANOVA
41	Trautmann-Attmann & Johnson (2009)	Compulsive consumption behaviours: Investigating relationships among binge eating, compulsive clothing buying and fashion orientation	Quantitative: questionnaire based survey	Convenient sampling / 234 College students	AMOS/Path analysis
42	Workman & Paper, (2010)	Compulsive Buying: A Theoretical Framework	Theoretical based study		
43	Kukar-Kinney et al. (2012)	The Role of Price in the Behavior and Purchase Decisions of Compulsive Buyers	Quantitative: Through email	1294 Consumers	SPSS /MANOVA

Chapter No.3 deals with research methodology used for this research. The chapter consists of sampling techniques and procedures of data collection. The chapter includes definitions of selected variables, their coding, names of the authors and years, number of items, previous reliability and measurement of the scales.

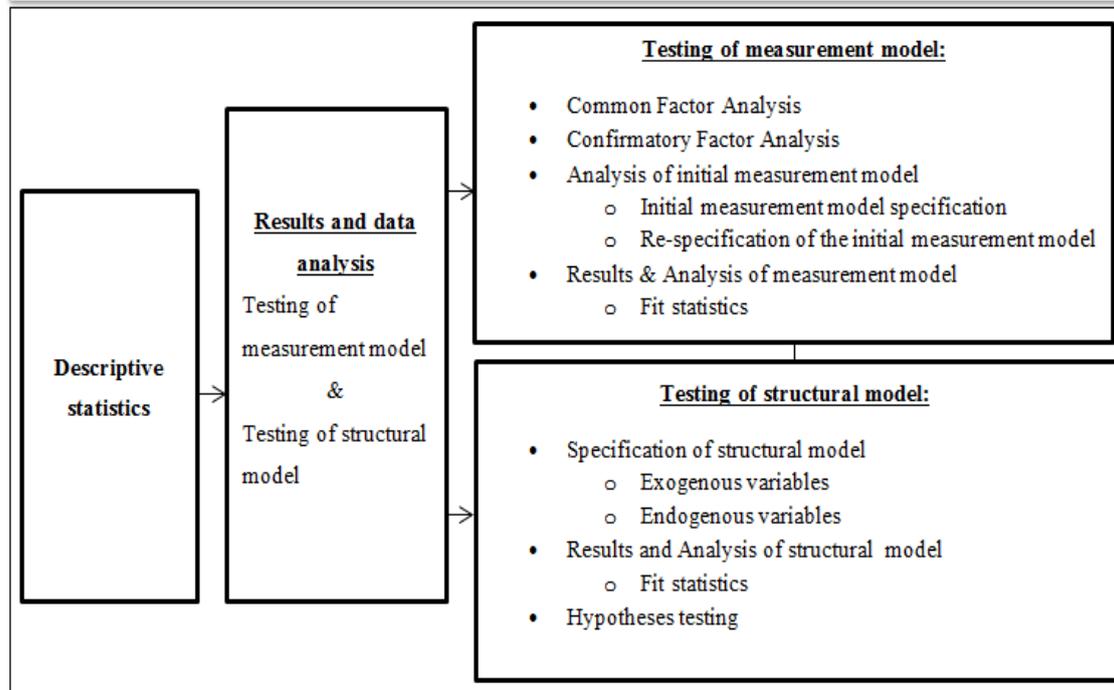
Next the study elaborates the techniques used for data analysis and hypothesis testing. The technique used for data analysis is Structural Equation Modeling (SEM). SEM is based upon two sub models; measurement model and structural model. The chapter also elaborates the process of both models. Finally, model fitness has been discussed in detail with approved ranges/ ranges and acceptance criteria.

Box 3

Summary of Chapter 3 'Research methodology'

Chapter no. 4

Results and Analysis



Organization and structure of Chapter 4 'Results and analyses'

CHAPTER 4

RESULTS AND ANALYSIS

4 Methods

The current study aimed to develop and investigate the structural equation modeling of CBB with SVs and ATSCI as stimulus (motivational antecedent) and three psychological influences (HM, MAT and PDI) as Organism whereas IBI and CBB as response (consequences). The data was collected through questionnaire and the next stage in the research process is the analysis of data and then interpretation of results for acceptance or rejection of the hypotheses.

This chapter provides a detailed description of the data analysis techniques used for testing the hypotheses and obtaining the results. Structural equation modeling (SEM) was employed for main data analysis and hypotheses testing. The analysis of the results from the measurement model are presented along with the details, analysis and results obtained from structural model testing. Descriptive statistics were calculated for the sample and variable description. Two SEM models i.e. measurement and structural models were applied through AMOS 18.0 and then results are interpreted.

4.1 Descriptive Statistics

Responses from consumers were obtained by floating questionnaires through online as well as personal interaction mode. A total of 1120 forms were received out of which only 1010 were useful for analysis making it 84% of response out of 1200 floated. This sample of 1010 individuals comprised of 600 females and 410 males (41%, 59% respectively). However 1% of the consumers were below 20 years of age, 40% were between 21-25 years, 20% were between 26-30 years, 21% were between 31-35 years, 13% were between 36-40 years and 5% were of age above 40 years. When inquired about the number of years the

consumers spent on education; 19 % of the sample consumers had education between 10-12 years, 28% spent 12-14 years on education, 36% had completed 14-16 years of education, 12% spent 31-35 years of education whereas only 5% had education above 40 years.

The sample was found to be scattered in different categories with respect to their work area i.e. 10% were found to be the employee, 43% were found to be the students, 15% worked and studied at the same time, 8% were business people, 5% were housewives, 15% of the sample was not only housewife but also employees and businesswomen, 2% of sample performed all four operation at the same time i.e. housewife, employee, businesswomen and student, whereas only 1% were unemployed and less than 1 % belonged to other categories.

The respondents were also asked about their frequency of market visits on the average in a month period. They were provided with various categories in order to record their response e.g. 1-3, 3-5, 5-7, 7-9 and above nine times. Only 4% were found to have frequency of market visits above 9, 4% respondents visited about 7 to 9 times, 9% visited between 5 to 7 times, 20% visited between 3 to 5 times, and majority i.e. 63% used to visit between 1 to 3 times.

Respondents were asked to inform about the amount of time they spent per visit in hours while shopping. It was found that 26% used to spend 0 to 2 hours per visit while shopping, whereas majority i.e. 54% was found to spend 2 to 4 hours per visit, 18% were found to spend 4 to 6 hours and only 2% were found to spend above 6 hours per visit

The average age of the respondents was found to be 29 years with standard deviation as 7.27, average number of visits to the market were calculated to be 2.61 with 2.20 as standard deviation and the sample spent 2.50 hours on the average per visit while shopping with standard deviation of 1.30 hours.

Table 4-I: Samples description

Demographic variables		Frequency	% total sample	Mean	S.D
Gender	Male	410	41%	0.60	0.50
	Female	600	59%		
Age (in years)	Less than 20	10	1 %	29.00	7.27
	21-25	401	40 %		
	26-30	198	20 %		
	31-35	214	21 %		
	36-40	130	13 %		
	Above 40	57	5 %		
Education	10 – 12	189	19%	2.57	1.10
	12 – 14	282	28%		
	14 – 16	362	36%		
	16 – 18	120	12%		
	Above 18	57	5%		
Occupation	Employee	107	10%	2.60	2.00
	Student	440	43%		
	Employee & Student	150	15%		
	Businessman/Businesswomen	80	8%		
	Housewife	47	5%		
	H.wife & Emp/ B.women	156	15%		
	H.wife & Emp/ B.women & Student	17	2%		
	Unemployed	9	1 %		
Others	4	< 1%			
No of market visit (in a month)	1-3	642	63%	2.61	2.20
	3-5	201	20%		
	5-7	87	9%		
	7-9	43	4%		
	More than 9	37	4%		
Time spend (in hours)	0-2	262	26 %	2.50	1.30
	2-4	543	54%		
	4-6	184	18%		
	More than 6	21	2%		

4.1.1 Assumptions of Normality

Descriptive statistics also gives information regarding the distribution of scores on observed variables. In parametric statistical techniques, these statistics might be required. If you get Kurtosis and Skewness values near to zero, then the distribution is perfectly normal, while it is very rare in social science. Literature has various references that there is no need to be normally distributed if observed variables are exogenous and no need to worry about non-normality if sample size is very large according to rule of thumb $n > 1000$.

The current study has many exogenous and endogenous variables and used SEM for multi equations, therefore there is need to analyse the assumption of normality to enhance justification of data and study as well. To analyse the assumption of normality, the current study have been followed two suggested measures i.e. Kurtosis and Skewness. As literature has pointed out that if distribution of test is normally distributed with '1' standard deviation and '0' mean and has a symmetric bell shaped curve it verifies that data is normal. According to the assumption of normal distribution, the current study shows that out of forty four (44) observed variables, thirty seven (37) were within recommended range of Kurtosis (i.e. ± 1). Similarly, only three (3) observed variables are out of recommended range of Skewness (i.e. ± 1) (see in appendix A). As it is established by authorities that not much distortion of Maximum likelihood (ML) is to be expected if most observed variables have univariate kurtoses and skewnesses in the range that is from -1.0 to + 1.0, (Muthén and Kaplan, 1985).

Although, these out of range values have no such significant impact on normality assumption, despite the fact, the current study also analysis the data with bootstrapping method through AMOS to validate the assumption of normality overall and confirmed the results of SEM (measurement and structural model).

4.1.1.1 Bootstrapping Method

Bootstrapping method is a technique of estimating standard error, confidence intervals and significance by resampling with replacement of the data based on empirical samples. This method is not only based on assumptions of normality. This method has least possible assumptions and is purely based on the notion that the sample is a good representation of the unknown population. However, in SEM, bootstrapping method has need of large samples.

Nevitt and Hancock (1998) suggested that to improve the quality of bootstrap estimates, one should use larger no. of bootstrap samples such as 2000 to ensure stable probability estimates to understand probability values. Basically, it provides the mean of the parameter estimates from the multiple bootstrap samples and 'Bias' column also provide the difference between the bootstrap-based and ML-based estimate. As the present results very clearly showed and confirmed that there is no significant difference between the original normal theory-based analysis and the results of the bootstrap analysis because of very small bias values.

Concurrently, the current study also provided both results and their comparison to assess overall model fit by using Bollen-Stine p-value rather than only maximum likelihood based p-value (see table 4-VII-) along with measurement and structural model.

4.2 Data analysis

4.2.1 Testing of Measurement Model

Two types of analysis were conducted in measurement model; first was common factor analysis and the second was confirmatory factor analysis (CFA).

4.2.1.1 Common Factor Analysis

It is the first step of measurement model where verification of all observed variables is done to improve the significance of the model through two procedures; firstly by doing the common factor analysis of each variable one by one and secondly also by conducting the confirmatory factor analysis (CFA) of all latent variables together. The model became very complex due to the presence of too many observed variables (items) that necessitated the separate common factor analysis of each variable. For the purpose of cross checking further confirmatory factor analysis (CFA) was also done.

Finally after both these procedures all those items were excluded from the model which had very low factor loading (FL) and squared multiple correlation (SMCs). Figure XII shows the network of CFA of all observed variables without depicting the correlation among them for the sake of the simplification because that would have made it appear more

complex. And those correlations among all latent variables are shown in a separate figure for the sake of understanding (Appendix I).

Overall there were seven latent variables in the current study including ATSCI, MAT, PDI, IBI, SVs, HM and CBB, where the first four are treated as first order degree variables and the last three respectively were treated as second order degree variables as they can be assessed only from their further first order degree sub-variables. Observed variables are taken as it is from the items of the questionnaire and ATSCI, MAT, PDI and IBI were treated as first degree variables due to the reason that they were assessed directly from their observed variables. On the other hand, SV, HM and CBB were taken as second degree variables for the reason that their dimensions were the unobserved first order degree variables which were further assessed from the mean scores of their further sub-dimensions i.e. the observed variables.

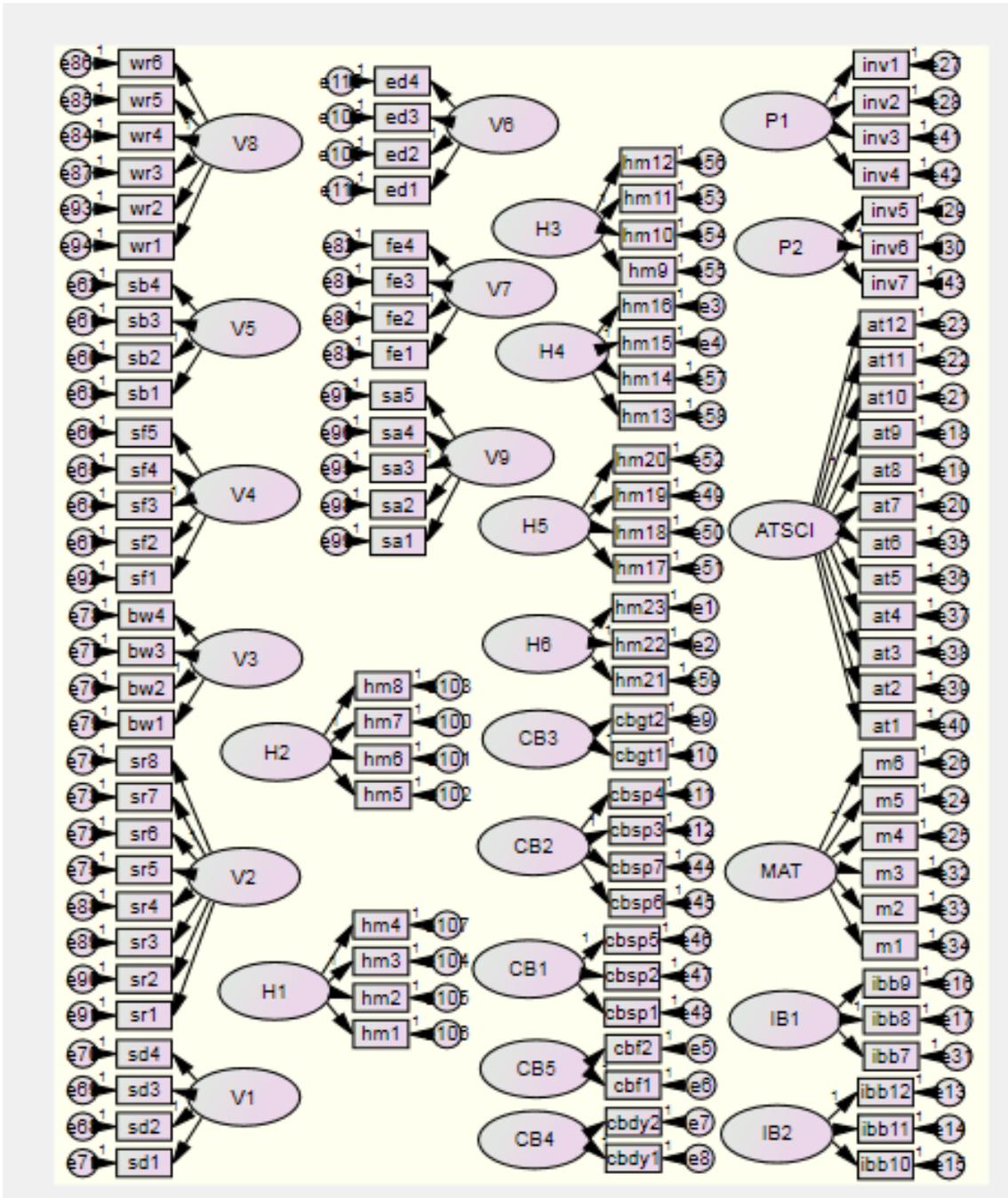


Figure 4-I: Common factor analysis

Note:

Dimensions of Social Values: {V1: Security, V2: Self-respect, V3: Being well-respected, V4: Self-fulfillment, V5: Sense of belonging, V6: Excitement, V7: Fun & Enjoyment, V8: Warm relationships, V9: A sense of accomplishment}

Dimensions of Hedonic Shopping Motives: {H1: Adventure shopping, H2: Social shopping, H3: Role shopping, H4: Value shopping, H5: Idea shopping, H6: Gratification shopping}

ATSCI: Attention-To-Social-Comparison-Information,

Dimensions of Purchase Decision Involvement: {P1: Product importance, product importance, P2: Purchase involvement, (w.r.t Purchase Decision Involvement)}

MAT: Materialistic Attitude,

Dimensions of Impulsive Buying Intention: {IB1: Tendency towards impulse buying, IB2: Tendency towards unplanned buying}

Dimensions of Compulsive Buying Behavior: {CB1: Tendency to spend, CB2: Drive to spend, CB3: Post purchase guilt, CB4: Dysfunction spending, CB5: Feeling about shopping and spending}

Results of common factor analysis of each latent variable:

1. Social values (SVs)

Individual's social values is the first latent variable, denoted as 'SVs' and are composed of eight dimensions out of nine (self-respect, being well-respected, self-fulfillment, sense of belonging, excitement, fun and enjoyment, warm relationships with others and sense of accomplishment) and further each dimension is computed from mean score of their sub-items (four, three, two, two, two four, two three) respectively. After eliminating the dimension (i.e. security dimension) and few items from other eight dimensions with low factor loading (FL) and squared multiple correlations (SMC) values, further examination of those included eight dimensions produced the values of FL and SMC that ranged between 0.60-0.86 and 0.35-0.75 respectively.

The loading of an item provides small indication of the substantiation of a variable to the factor, and squared multiple correlations (SMC) values signify the level of association between all items under a shared main factor. If the value of FL is below 0.50 coupled with SMC values lower than 0.20 of an item then that item is omitted as per the criteria. The results also show that the mean and standard deviation (S.D) of individual's social values is 4.0, 0.50 respectively. The alpha reliability of modified scale of social values is found to be 0.80 which is quite high.

The following section discusses the detailed description of each dimension of individual's social values one by one:

The first dimension of SVs is security dimension and is coded as 'V1' that measured the individual's security under social values. This dimension had four items and all of them produced low Squared Multiple Correlations (SMC) values i.e. less than 0.20 of an item then that dimension is omitted as per the criteria.

The second dimension of SVs measuring the individual's self-respect and it had five items out of which two were excluded due to their low SMC value. The dimension was measured from the mean scores of the responses of rest of three questionnaire items termed as 'V2', their SMC values ranged from 0.35 to 0.46, and the scores of mean and S.D for the final dimension was found to be 4.27 and 0.59 respectively.

The third dimension of SVs measuring the individual's being well-respected dimension and it had four items out of which one was excluded due to their low SMC value. The dimension was measured from the mean scores of the responses of rest of three questionnaire items termed as 'V3', their SMC values ranged from 0.40 to 0.74, and the scores of mean and S.D for the final dimension was found to be 3.61 and 0.90 respectively.

The fourth dimension of SVs measuring the individual's self-fulfillment dimension and it had five items out of which three were excluded due to their low SMC value. The dimension was measured from the mean scores of the responses of rest of two questionnaire items termed as 'V4', their SMC values ranged from 0.41 and 0.45, and the scores of mean and S.D for the final dimension was found to be 4.00 and 0.73 respectively.

The fifth dimension of SVs measuring the individual's sense of belonging dimension and it had four items out of which two were excluded due to their low SMC value. The dimension was measured from the mean scores of the responses of rest of two questionnaire items termed as 'V5', their SMC values ranged from 0.50 and 0.51, and the scores of mean and S.D for the final dimension was found to be 4.15 and 0.68 respectively.

The sixth dimension of SVs measuring the individual's excitement dimension and it had four items out of which two were excluded due to their low SMC value. The dimension was measured from the mean scores of the responses of rest of two questionnaire items termed as 'V6', their SMC values ranged from 0.50 to 0.68, and the scores of mean and S.D for the final dimension was found to be 3.52 and 0.90 respectively.

The seventh dimension of SVs measuring the individual's fun and enjoyment, and it had four items. The dimension was measured from the mean scores of the responses of all questionnaire items termed as 'V7', their SMC values ranged from 0.48 to 0.68, and the scores of mean and S.D for the final dimension was found to be 3.68 and 0.75 respectively.

The eighth dimension of SVs measuring the warm relationships with others and it had six items out of which four were excluded due to their low SMC value. The dimension was measured from the mean scores of the responses of rest of two questionnaire items termed as 'V8', their SMC values ranged from 0.54 and 0.71, and the scores of mean and S.D for the final dimension was found to be 4.30 and 0.72 respectively.

The ninth and last dimension of SVs measuring the individual's sense of accomplishment and it had five items out of which two were excluded due to their low SMC value. The dimension was measured from the mean scores of the responses of rest of three questionnaire items termed as 'V9', their SMC values ranged from 0.50 to 0.54, and the scores of mean and S.D for the final dimension was found to be 4.20 and 0.67 respectively.

2. Attention-to-social-comparison-information (ATSCI)

The second latent variable 'ATSCI' was established of thirteen items but seven of them and their responses were eliminated due to their lowest SMC values and finally this variable was analyzed with only six questionnaire items that measured the individual's attention-to-social-comparison-information. Further examination of those included six items produced the values of FL and SMC that ranged between 0.54 -0.73 and 0.24 - 0.53 respectively. The results also show that the mean and standard deviation (S.D) of individual's ATSCI is 3.40, 0.67 respectively. The alpha reliability of modified scale of social values is found to be 0.75.

3. Hedonic Motive (HM)

Consumer's hedonic shopping motives is the fifth latent variable, denoted as 'HM' and are composed of six dimensions (adventure shopping, social shopping, role shopping, idea shopping, value shopping and gratification shopping motives) and further each dimension is computed from mean score of their sub-items (three, three, two, three, two and two items) respectively. Further examination of six dimensions produced the values of FL and SMC that ranged between 0.72 - 0.91 and 0.50 - 0.83 respectively. The results also show that the mean and standard deviation (S.D) of individual's hedonic motives 3.53 and 0.63 respectively. The alpha reliability of modified scale is found to be 0.77.

The following section discusses the detailed description of six dimensions of consumer's hedonic shopping motives one by one.

The first dimension of HM measuring the consumer's adventure aspect under hedonic shopping motives and it had four items out of which one was excluded due to their low SMC value. This dimension was measured from the mean scores of the responses of rest of three questionnaire items termed as 'H1', their SMC values ranged from 0.62 to 0.65, and the scores of mean and S.D for the final dimension was found to be 3.34. and 0.93 respectively.

The second dimension of HM measuring the consumer's social aspect under hedonic shopping motives and it had four items out of which one was excluded due to their low SMC value. This dimension was measured from the mean scores of the responses of rest of three questionnaire items termed as 'H2', their SMC values ranged from 0.52 to 0.67, and the scores of mean and S.D for the final dimension was found to be 3.42 and 0.91 respectively.

The third dimension of HM measuring the consumer's shopping motive regarding his/her role and it had four items out of which two were excluded due to their low SMC value. This dimension was measured from the mean scores of the responses of rest of two questionnaire items termed as 'H3', their SMC values ranged from 0.52 to 0.64, and the scores of mean and S.D for the final dimension was found to be 4.00 and 0.83 respectively.

The fourth dimension of HM measuring the consumer's idea motive under hedonic shopping motives and it had four items out of which one was excluded due to their low SMC value. This dimension was measured from the mean scores of the responses of rest of three questionnaire items termed as 'H4', their SMC values ranged from 0.50 to 0.73, and the scores of mean and S.D for the final dimension was found to be 3.57 and 0.86 respectively.

The fifth dimension of HM measuring the consumer's value aspect under hedonic shopping motives and it had four items out of which one was excluded due to their low SMC value. This dimension was measured from the mean scores of the responses of rest of three questionnaire items termed as 'H5', their SMC values ranged from 0.56 to 0.70, and the scores of mean and S.D for the final dimension was found to be 3.81 and 0.83 respectively.

The sixth dimension of HM measuring the consumer's shopping related to gratification aspect and it had three items out of which one was excluded due to their low SMC value. This dimension was measured from the mean scores of the responses of rest of two questionnaire items termed as 'H6', their SMC values ranged from 0.73 to 0.83, and the scores of mean and S.D for the final dimension was found to be 3.01 and 1.12 respectively.

4. Materialistic Attitude (MAT)

The fourth latent variable 'MAT' was established from six items but out of them, three with their responses were eliminated due to their lowest SMC values and finally this variable was analyzed with only three questionnaire items that measured the consumer's attitude towards materialism. Further examination of those included three items produced the values of FL and SMC that ranged between 0.61-0.91 and 0.40 - 0.88 respectively. The results also show that the mean and standard deviation (S.D) of individual's MAT is 3.56 and 0.91 respectively. The alpha reliability of modified scale is found to be 0.80.

5. Purchase Decision Involvement (PDI)

Consumer's purchase decision involvement is third latent variable and are composed of two dimensions (product importance and purchase involvement) and further each dimension is computed from mean score of their sub-items (two, two) respectively. Further examination of those included two dimensions produced the values of FL and SMC that ranged between 0.72 - 0.85 and 0.52 - 0.72 respectively. The results also show that the mean and standard deviation (S.D) of individual's purchase decision involvement 3.50 and 0.71 respectively. The alpha reliability of modified scale of social values is found to be 0.70.

The following section discusses the detailed description of two dimensions of consumer's purchase decision involvement one by one.

The first dimension of PDI measuring the consumer's product importance and it had four items out of which two were excluded due to their low SMC value. The dimension was measured from the mean scores of the responses of rest of two questionnaire items termed as 'P1', their SMC values ranged from 0.81 to 0.82, and the scores of mean and S.D for the final dimension was found to be 3.62 and 0.76 respectively. The second dimension of PDI measuring the consumer's purchase involvement and it had three items out of which one was excluded due to their low SMC value. The dimension was measured from the mean scores of the responses of rest of two questionnaire items termed as 'P2', their SMC values ranged from 0.72 to 0.85, and the scores of mean and S.D for the final dimension was found to be 3.38 and 0.86 respectively.

6. Impulsive Buying Intention (IBI)

Consumer's impulsive buying intention as sixth latent variable is composed of two dimensions (impulsive buying and planned buying) and further each dimension is computed from mean score of their sub-items (three and three items) respectively. Further examination of these two dimensions produced the values of FL and SMC that ranged between 0.67- 0.86 and 0.45 - 0.75 respectively. The results also show that the mean and standard deviation (S.D) of individual's purchase decision involvement 3.60 and 0.72 respectively. The alpha reliability of modified scale is found to be 0.75.

The following section discusses the detailed description of two dimensions of consumer's impulsive buying intention one by one.

The first dimension of IBI measuring the consumer's tendency toward impulsive buying and it was measured from the mean scores of the responses of three questionnaire items termed as 'IB 1', their SMC values ranged from 0.51 to 0.60, and the scores of mean and S.D for the first dimension was found to be 3.67 and 0.81 respectively. The second dimension of IBI measuring the consumer's tendency toward unplanned buying and it was also measured from the mean scores of the responses of three questionnaire items termed as 'IB 2', their SMC values ranged from 0.45 to 0.62, and the scores of mean and S.D for the second dimension of impulsive buying intention was found to be 3.55 and 0.85 respectively.

7. Compulsive Buying Behavior (CBB)

Consumer's compulsive buying behavior is the seventh latent variable, denoted as 'CBB' and are composed of four dimensions out of five (tendency to spend, compulsion/ drive to spend, post-purchase guilt and dysfunctional spending), further each dimension is computed from mean score of their sub-items (two, two, two and two items) respectively. After eliminating the CBB dimension (i.e. feeling about shopping and spending) and few items from other three dimensions with low factor loading (FL) and squared multiple correlations (SMC) values, further examination of those included four dimensions produced the values of FL and SMC that ranged between 0.63 - 0.82 and 0.40 - 0.73 respectively. The results also show that the mean and standard deviation (S.D) of consumer's compulsive buying behavior is 3.01 and 0.62 respectively. The alpha reliability of modified scale of CBB is found to be 0.81 which is quite high.

The following section discusses the detailed description of each dimension of consumer's compulsive buying behavior one by one.

The first dimension of CBB measuring the consumer's tendency towards spending and it had three items out of which one was excluded due to their low SMC value. The dimension was measured from the mean scores of the responses of rest of two questionnaire items termed as 'CB1', their SMC values ranged from 0.47 to 0.53, and the scores of mean and S.D for the first dimension was found to be 2.72 and 1.00 respectively.

The second dimension of CBB measuring the consumer's compulsiveness under compulsive buying behavior and it had four items out of which two were excluded due to

their low SMC value. The dimension was measured from the mean scores of the responses of rest of two questionnaire items termed as 'CB2', their SMC values ranged from 0.57 to 0.70, and the scores of mean and S.D for the second dimension was found to be 3.00 and 1.00 respectively.

The third dimension of CBB measuring the consumer's guilt after his/her purchasing behavior and it was measured from the mean scores of the responses of two questionnaire items termed as 'CB3', their SMC values ranged from 0.36 to 0.65, and the scores of mean and S.D for the third dimension was found to be 3.06 and 0.90 respectively.

The fourth dimension of CBB measuring the consumer's dysfunctional spending and it was also measured from the mean scores of the responses of two questionnaire items termed as 'CB4', their SMC values ranged from 0.54 and 0.55, and the scores of mean and S.D for the fourth dimension was found to be 3.00 and 1.00 respectively.

The fifth and last dimension of CBB and is coded as 'CB5' that measured the consumer's feeling about shopping and spending under compulsive buying behavior. This dimension had two items and all of them produced low Squared Multiple Correlations (SMC) values i.e. less than 0.20 of an item then that dimension (both items) is omitted as per the criteria.

Table 4-II: Description of variables

	Latent Variables (Constructs)	Code	Mean	S.D	SMC Range	St. Factor Loading	Cronbach's alpha (Dimension/item s)
1	Social values (SVs)	V2 V3 V4 V5 V6 V7 V8 V9	3.9669 4.2795 3.6109 3.9975 4.1470 3.5208 3.6762 4.3045 4.1990	.48042 .58649 .89516 .73037 .67661 .89491 .75029 .71625 .67054	0.35–0.75	0.60–0.86	0.80 (8 dimension / 22 items)
2	Attention-to-social- comparison-information (ATSCI)		3.4007	.66982	0.24–0.53	0.54– 0.73	0.75 (6 items)
3	Hedonic motives (HM)	H1 H2 H3 H4 H5 H6	3.5278 3.3409 3.4198 4.0035 3.5739 3.8124 3.0163	.62590 .93380 .90807 .83247 .85644 .83155 1.1215	0.50–0.83	0.72– 0.91	0.77 (6 dimension / 15 items)
4	Materialistic attitude (MAT)		3.5634	.90636	0.40–0.88	0.61– 0.91	0.80 (3 items)
5	Purchase decision involvement (PDI)	P1 P2	3.4998 3.6173 3.3822	.71230 .76328 .86473	0.52–0.72	0.72– 0.85	0.70 (2 dimension / 4 items)
6	Impulsive buying intention (IBI)	IB1 IB2	3.6041 3.6601 3.5482	.72268 .80588 .85145	0.45–0.75	0.67– 0.86	0.75 (2 dimension / 6 items)
7	Compulsive buying behavior (CBB)	CB1 CB2 CB3 CB4	3.0173 2.7119 2.9564 3.0663 2.9312	.61908 .96733 .97470 .89767 1.0020	0.40–0.84	0.52– 0.92	0.81 (4 dimension / 8 items)

4.2.1.2 Confirmatory Factor Analysis

In order to confirm the measurement model the confirmatory factor analysis (CFA) was done with seven latent and thirty one observed variables. The rigorous measurement model testing and a series of CFA with maximum likelihood were conducted on the chosen indicators of the seven latent variables. In order to allow the correlation among all variables and to standardize the latent variables, the path parameter was fixed as “1” between the measurement indicators and the respective latent variables (Kline, 2005).

4.2.1.3 Analysis of Initial Measurement Model

The fit indices were found to be a little bit lower than the tolerance level upon the examination of the model fit i.e. the value of CMIN/DF is 6.63, GFI is 0.83, AGFI is 0.80, CFI is 0.80, whereas RMSEA is 0.08. Chin and Todd (1995) recommended a range of acceptance for CMIN to degree of freedom as 1-5 that is found to be higher than that by the current study and is an indication of poor fit.

Similarly, Gefen et al. (2000) also suggested an acceptance level for GFI and CFI which should not be lesser than 0.90 and the initial measurement model results of this study are lesser than that. The results from both of these measures signify a level below the desirable fit (range of desirability between 1- 5) thus rejecting both of them. On the other side, the AFGI and RMSEA values were calculated and were accepted due to falling in the acceptance range of (0.80-1.00) and (0.01-0.08) accordingly.

Only two out of five required and decided fit statistics indices were found to be within the range of acceptance that further designates that the data does not fit well with the theorized model. The analysis of the fit-statistics indicated that the initial measurement model had poor fit which needed improvement. Due to the poor fit of the initial model, the re-specification is always required. The initial measurement model specification is illustrated in Figure (XIII).

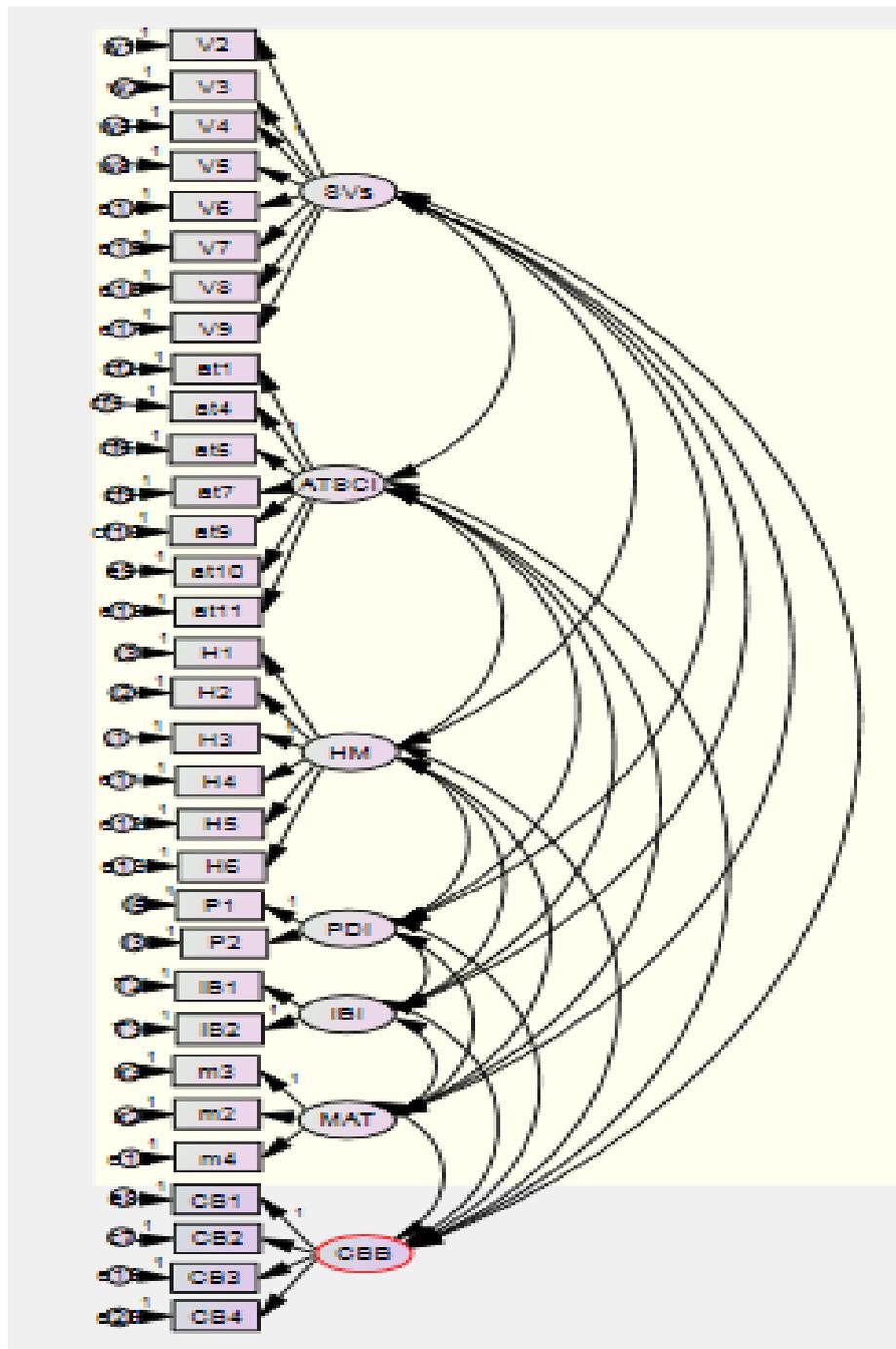


Figure 4-II: Initial measurement model specification (model 1)

Note:

Dimensions of Social Values: {V2: Self-respect, V3: Being well-respected, V4: Self-fulfillment, V5: Sense of belonging, V6: Excitement, V7: Fun & Enjoyment, V8: Warm relationships, V9: A sense of accomplishment}

Dimensions of Hedonic Shopping Motives: {H1: Adventure shopping, H2: Social shopping, H3: Role shopping, H4: Value shopping, H5: Idea shopping, H6: Gratification shopping}

ATSCI: Attention-To-Social-Comparison-Information,

Dimensions of Purchase Decision Involvement: {P1: Product importance, product importance, P2: Purchase involvement}

MAT: Materialistic Attitude,

Dimensions of Impulsive Buying Intention: {IB1: Tendency towards impulse buying, IB2: Tendency towards unplanned buying}

Dimensions of Compulsive Buying Behavior: {CB1: Tendency to spend, CB2: Drive to spend, CB3: Post purchase guilt, CB4: Dysfunction spending,}

Re-specification of the initial measurement model

Segars and Grover (1993) stated that the process for detection and correction of any type of errors generating from mis-specification is termed as specification search. The assessment of factor loading, modification indices and standardized errors are generated and used to identify the problematic observed errors. Theoretical justification is necessary in order to make such type of alterations which requires the researchers to be extra careful while eliminating the items because each parameter has significant influence on other portions of the model and MacCallum (1986) recommends only one alteration at one time.

Examination of factor loadings

Inspection of factor loading is the first measure for eliminating problematic observed variables and for that convergent validity is checked and used. According to Segars (1997) factor loading should be greater than 0.70 because if the observed variables have the factor loading smaller than 0.70 then it is indicative of reduced convergent validity and dictates the elimination of those variables (Kwon and Shim, 1999). This provides the evidence that the measurement model also provides and indicates the additional qualities of convergent validity.

Examination of Standardized Residuals

Byrne (2001) stated that the theorized model is explained by the restricted covariance matrix and sample covariance matrix whereas SEM examines the fit between both of them and results in residual matrix which expresses the difference between them. In specification search the second stage is the investigation of standardized residuals after the acceptability of required factor loading results and if any of the standardized residual is greater than 2.58 then it is taken as problematic which again is required to be eliminated.

Examination of Modification Indices

This is the third stage of specification search where the generated modification indices are examined. These indices offer an appraisal of the alteration in χ^2 in case a correlation is detected between the error terms and it also provides an additional structural path. But these alteration required theoretical justification and these changes comprises of elimination of observed variables for fit improvement.

Basically the specification search is a process consisting of three stages: the recursive process of detection, re-specification and re-estimation is the third stage. All the process is repeated until the required and acceptable fit of model is acquired. MacCallum (1986) suggested the recursive method of assessment of respecified model by the process of step-wise elimination of observed variables (items) at one time and then again assessment of re-specified model.

4.2.1.4 Analysis of Re-specified/Final Measurement Model

Result and analysis of re-specified measurement model (model 2)

The analysis of a model is done in two ways as per SEM requirement, i.e. model fitness and validity-reliability measures of the model.

In specification search seven observed variables that were source of misfit as they did not represent the domain of interest, were deleted due to having low factor loading, high standardized residuals and high value of modification indices. This elimination was recommended also by Nunnally and Bernstein (1994) and Arnold and Reynolds (2003), the well-known SEM s and they suggested just to ensure the representativeness domain for the improvement of reliability and model fit. Hence the seven indicators deleted from the initial measurement model comprised of four from SVs (i.e. V3, V4, V6 and V7), one indicator from HM (i.e. H3), one indicator from ATSCI (i.e. at4) and one from CBB (i.e. CB3).

The re-specified model was re-examined with the left-over seven latent variables of twenty five indicators and fit statistics was analyzed. Then a final measurement model was estimated and the enhanced model showed reasonable fitness with following values of five indices: CMIN/DF = 4.5; GFI = 0.92; AGFI = 0.90; CFI = 0.91; RMSEA = 0.06.

For assessing the fit of model, Thompson (2000) suggested two most useful fit indices namely the comparative fit index (CFI) and the root mean square error of approximation (RMSEA) as their results are thought to be the reasonably good fit. In the final measurement model the validity and reliability of the measures was assessed. A satisfactory level of reliability was produced during the measurement model testing because as internal consistency predictor the Cronbach's alpha coefficient ranged between 0.70 and 0.82 whereas

composite reliability estimates ranged between 0.70 and 0.81 that surpassed the recommended threshold of 0.70 as suggested by Fornell and Larcker (1981).

For validity measures, the convergent validity and average variance extracted (AVE) estimates of all factors was assessed. The squared multiple correlations (SMCs) of all items ranged between 0.22 and 0.80. Except two factors i.e. ATSCI (0.50) and HM (0.51) the standardized confirmatory factor loading of the rest of variables surpassed the suggested threshold of 0.70 and were found substantial (Anderson and Gerbing, 1988; Arnold and Reynolds, 2003). Furthermore, the AVE estimates of all factors except again ATSCI (0.40) and HM (0.40) surpassed the acclaimed threshold of 0.50 as suggested by Fornell and Larcker (1981).

Table 4-III: Results of reliability and validity measures

	Latent variables	St. regression coefficient	CR	AVE
1	SVs	.72, .75, .70, .75	0.70	0.60
2	ATSCI	.50, .53, .55, .65, .72, .60	0.76	0.40
3	MAT	.63, .76, .90	0.81	0.60
4	HM	.70, .64, .50, .60, .66	0.76	0.40
5	PDI	.63, .84	0.71	0.55
6	IBI	.72, .73	0.70	0.53
7	CBB	.86, .90, .75	0.87	0.70

Kline (1998) supported and advocated the compensation of those variables which have below threshold factor loadings and AVE estimates only if the sample size is quite large enough coupled with a complicated model. Therefore the current has used the support provided by Kline (2005) for the compensation of two of its most significant and indispensable study variables i.e. ATSCI and HM tested with a sample of 1010 consumers.

Note: [Composite Reliability (CR); Average Variance-extracted Estimates (AVE)]

Table 4-IV: Results of final measurement model (model 2)

	Latent Variables	construct indicator (dimension/items)	St. FL range	SMC range	IC	CR	AVE
1	SVs	V2, V5, V8, V9 (4 dimensions)	0.70-0.75	0.50 - 0.56	0.82	0.70	0.60
2	ATSCI	at1, at5, at7, at9, at10, at11 (6 items)	0.50-0.65	0.24-0.51	0.75	0.76	0.40
3	PDI	P1, P2 (2 dimensions)	0.63-0.84	0.40-0.70	0.70	0.71	0.55
4	MAT	m2, m3, m4 (3 items)	0.63-0.90	0.40-0.80	0.80	0.81	0.60
5	HM	H1, H2, H4, H5, H6 (5 dimensions)	0.50-0.70	0.22-0.48	0.74	0.76	0.40
6	IBI	IB1, IB2 (2 dimensions)	0.72-0.73	0.52-0.53	0.70	0.70	0.53
7	CBB	CB1, CB2, CB4 (3 dimensions)	0.75-0.90	0.56-0.78	0.81	0.87	0.70

Table 4-V: Results and its comparison between initial and final measurement model

	Fit-statistics	Results of initial Measurement Model (i.e. Model 1)	Results of final Measurement Model (i.e. Model 2)	Analysis of final Measurement Model (improvement)
1	CMIN / DF	6.6	4.5	Good fit (improve)
2	GFI	0.83	0.92	Average fit (improve)
3	AGFI	0.80	0.90	Good fit (improve)
4	CFI	0.80	0.91	Average fit (improve)
5	RMSEA	0.08	0.06	Good fit (improve)

Note: [Standardized Factor Loading (St. FL); Squared Multiple Correlation (SMC); Internal Consistency (IC); Composite Reliability (CR); Average Variance-extracted Estimates (AVE)]

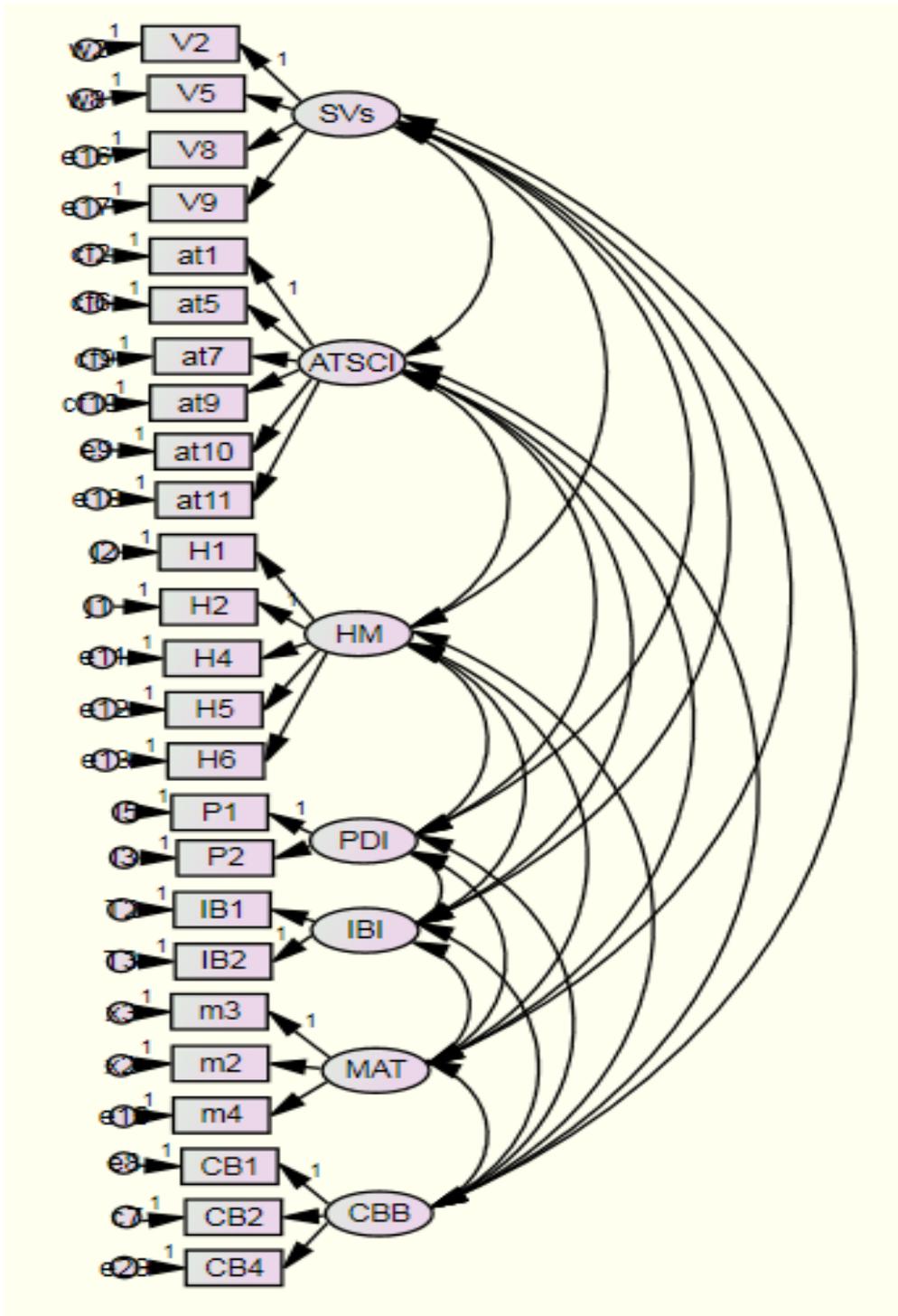


Figure 4-III: Measurement model (model 2)

Note:

Dimensions of Social Values: {V2: Self-respect, V5: Sense of belonging, V8: Warm relationships, V9: A sense of accomplishment}

Dimensions of Hedonic Shopping Motives: {H1: Adventure shopping, H2: Social shopping, H4: Value shopping, H5: Idea shopping, H6: Gratification shopping}

ATSCI: Attention-To-Social-Comparison-Information,

Dimensions of Purchase Decision Involvement: {P1: Product importance, P2: Purchase involvement}

MAT: Materialistic Attitude,

Dimensions of Impulsive Buying Intention: {IB1: Tendency towards impulse buying, IB2: Tendency towards unplanned buying}

Dimensions of Compulsive Buying Behavior: {CB1: Tendency to spend, CB2: Drive to spend, CB4: Dysfunction spending}

4.2.2 Testing of Structural Model

In order to test the hypothetical model, following the testing of the final measurement model, the fit of the structural model was estimated to test the hypothesized relationships between the all exogenous and endogenous variables of interest.

4.2.2.1 Specification of Structural Model

The model specification is illustrated in Figure (XIV). The model consisted of seven latent variables with twenty-five indicators. Based on the conceptual model (Figure XVII), two stimulus (social influence) variables i.e. ATSCI and SVs, were specified as exogenous latent variables (i.e., independent variables), and three organism variables (psychological influence) i.e. HM, MAT and PDI with two response variables (IBI and CBB) serving as endogenous latent variables (i.e., dependent variables).

4.2.2.1.1 Exogenous Variables

SVs is the first exogenous variable assessing the individual's social values in structural model and it had four observed variables under it i.e. being well-respected (V2), excitement (V5), warm relationships with others (V8) and sense of accomplishment (V9). Whereas attention-to-social-comparison-information termed as ATSCI is the second exogenous variable in structural model and it had six observed variables/factors (i.e. at1, at 5, at 7, at 9, at10 and at 11) under it.

4.2.2.1.2 Endogenous Variables

HM is the first endogenous variable assessing the consumer's shopping motives in structural model and it had five observed variables under it i.e. adventure shopping motives (H1), social shopping motives (H2), idea shopping motives (H4), value shopping motives (H5) and gratification shopping motives (H6).

MAT is the second endogenous variable assessing the consumer's attitude towards materialism in structural model and had three observed variables i.e. m1, m2 and m3 under it. The third endogenous variable measuring the consumer's purchase decision involvement as 'PDI' measuring in structural model and it had two observed variables i.e. product importance (P1) and decision importance (P2). The fourth endogenous variable determining consumer's impulsive buying intention as 'IBI' in structural model and it had two observed

variables i.e. impulsive buying (IB 1) and planned buying (IB 2). The fifth/last endogenous variable determining consumer's compulsive buying behavior as 'CBB' in structural model and it had three observed variables i.e. tendency to spend (CB1), compulsion/ drive to spend (CB2) and dysfunctional spending (CB4).

Kline (2005) proposed three parameters for analysis while conducting SEM and all three of them indicate paths; i.e. path between indicator and latent variable, path between dependent latent and independent latent variables and path between all dependent latent variables and termed them as Lambda (λ), Gamma (γ) and beta (β) respectively for structural testing.

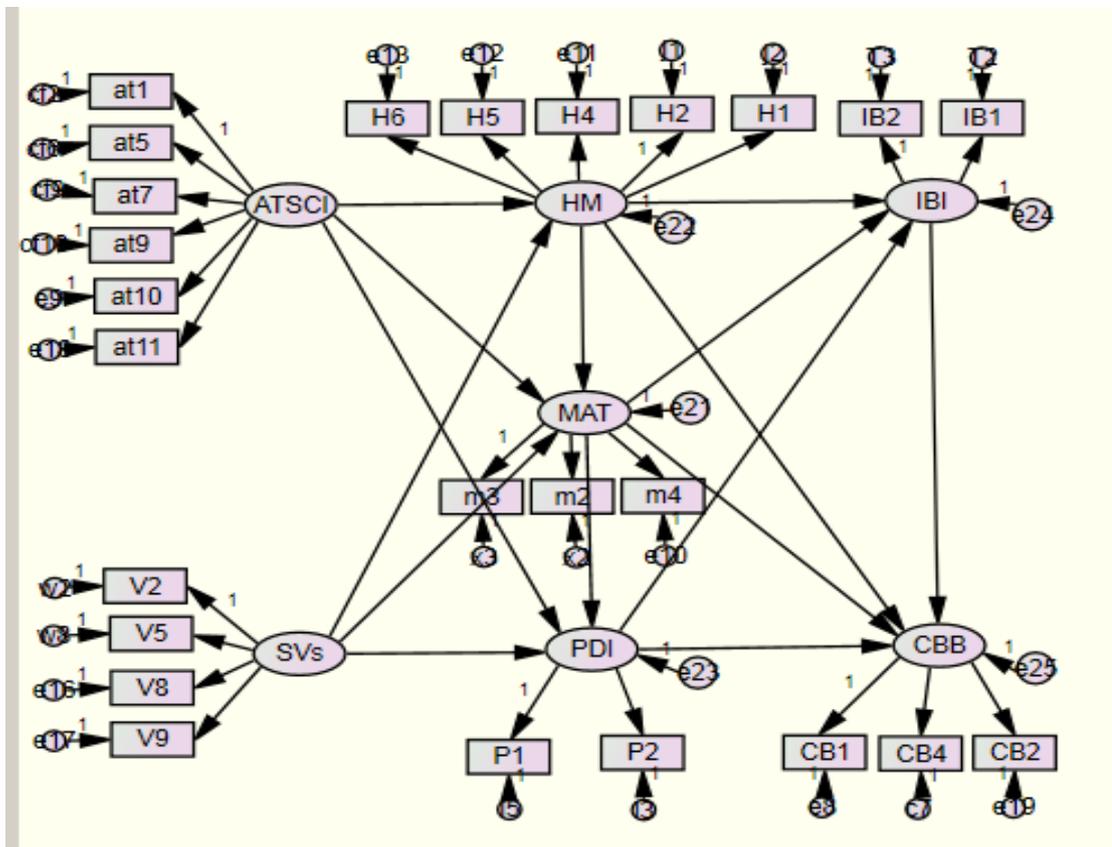


Figure 4-IV: Structural model specification

Note: **Dimensions of Social Values:** {V2: Self-respect, V5: Sense of belonging, V8: Warm relationships, V9: A sense of accomplishment}
Dimensions of Hedonic Shopping Motives: {H1: Adventure shopping, H2: Social shopping, H4: Value shopping, H5: Idea shopping, H6: Gratification shopping}
ATSCI: Attention-To-Social-Comparison-Information,
Dimensions of Purchase Decision Involvement: {P1: Product importance, product importance, P2: Purchase involvement}
MAT: Materialistic Attitude,
Dimensions of Impulsive Buying Intention: {IB1: Tendency towards impulse buying, IB2: Tendency towards unplanned buying}
Dimensions of Compulsive Buying Behavior: {CB1: Tendency to spend, CB2: Drive to spend, CB4: Dysfunction spending}

4.2.2.2 Analysis of Structural Model

Overall, the model fit was satisfactory and the structural model was estimated which showed reasonable fitness with following values of five indices: CMIN/DF = 5; GFI = 0.91; AGFI = 0.90; CFI = 0.90; RMSEA = 0.06. In addition, results showed no critical problems of misfit and did not suggest any additions or eliminations of paths. Therefore, the fit of hypothesized model was found to be good. Figure (XVI) illustrates the model and shows parameter estimates.

Table 4-VI: Results of final Structural Model

	Fit-statistics	Results of final Structural Model	Analysis of final Structural Model
1	CMIN / DF	5	Average fit
2	GFI	0.91	Average fit
3	AGFI	0.90	Good fit
4	CFI	0.90	Average fit
5	RMSEA	0.06	Good fit

4.2.2.3 Hypotheses Testing

4.2.2.3.1 Hypotheses 1: Relationship between Stimulus and Organism

The significant relationships between stimulus and organism were established under the hypothesis 1.

H1a: It was hypothesized that significant relationship exist between attention-to-social-comparison-information (ATSCI) and hedonic motives (HM). It is evident from the results that as the value of St. Regression Co-efficient 0.50 or ($\gamma = 0.50$) with $p < 0.05$, which is showing the significant and positive relationship between ATSCI and HM.

H1b: It was hypothesized that significant relationship exist between attention-to-social-comparison-information (ATSCI) and materialistic attitude (MAT). It is evident from the results that as the value of St. Regression Co-efficient 0.26 or ($\gamma = 0.26$), with $p < 0.05$, which is showing the significant and positive relationship between ATSCI and MAT.

H1c: It was hypothesized that significant relationship exist between attention-to-social-comparison-information (ATSCI) and purchase decision involvement (PDI). It is evident from the results that as the value of St. Regression Co-efficient 0.44 or ($\gamma = 0.44$),

with $p < 0.05$, which is showing the significant and positive relationship between ATSCI and PDI.

H1d: It was hypothesized that significant relationship exist between social values (SVs) and hedonic motives (HM). It is evident from the results that as the value of St. Regression Co-efficient 0.24 or ($\gamma = 0.24$), with $p < 0.05$, which is showing the significant and positive relationship between SVs and HM.

H1e: It was hypothesized that significant relationship exist between social values (SVs) and materialistic attitude (MAT). It is evident from the results that SVs have not significant influence on MAT with $p > 0.05$. The results did not support the hypothesis. Not enough evidence is found to accept the hypothesis for influence between these two variables.

H1f: It was hypothesized that significant relationship exist between social values (SVs) and purchase decision involvement (PDI). It is evident from the results that SVs have not significant influence on PDI with $p > 0.05$. The results did not support the hypothesis. Again, not enough evidence is found to accept the hypothesis for influence between these two variables.

4.2.2.3.2 Hypotheses 2: Relationship between Organism and Response

The significant relationships between organism and response were established under the hypotheses 2.

H2a: A significant relationship of consumer's hedonic motives (HM) with impulsive buying intention (IBI) was established under this hypothesis. It is evident from the results that the value of St. Regression Co-efficient 0.78 or ($\gamma = 0.78$), with $p < 0.05$, that is expressing the significant and positive relationship between HM and IBI. It is quite high and finally the hypothesis is sustained for this relation.

H2b: A significant relationship of consumer's materialistic attitude (MAT) with impulsive buying intention (IBI) was established under this hypothesis. It is evident from the results that the value of St. Regression Co-efficient 0.14 or ($\gamma = 0.14$), with $p < 0.05$, that is expressing the significant and positive relationship between MAT and IBI. Finally the hypothesis is sustained for this relation.

H2c: A significant relationship of consumer's Purchase decision involvement (PDI) with impulsive buying intention (IBI) was established under this hypothesis. It is evident from the results that PDI has not significant influence on IBI with $p > 0.05$. The results did not

support the hypothesis. Not enough evidence is found to accept the hypothesis for influence between these two variables

H2d: A significant relationship of consumer's hedonic motives (HM) with compulsive buying behavior (CBB) was established under this hypothesis. It is evident from the results that HM has not significant influence on CBB with $p > 0.05$. The results did not support the hypothesis. Not enough evidence is found to accept the hypothesis for influence between these two variables

H2e: A significant relationship of consumer's materialistic attitude (MAT) with compulsive buying behavior (CBB) was established under this hypothesis. It is evident from the results that MAT has not significant influence on CBB with $p > 0.05$. The results did not support the hypothesis. Not enough evidence is found to accept the hypothesis for influence between these two variables

H2f: A significant relationship of consumer's Purchase decision involvement (PDI) with compulsive buying behavior (CBB) was established under this hypothesis. It is also evident from the results that as the value of St. Regression Co-efficient 0.13 or ($\gamma = 0.13$), with $p < 0.05$, that is expressing the significant and positive relationship between PDI and CBB. Finally this hypothesis is also sustained for this relation.

4.2.2.3.3 Hypotheses 3: Relationship within Organism

H3a: Consumer's hedonic motives (HM) have significant positive influence on materialistic attitude (MAT) with the standardized regression Co-efficient value as 0.32 or ($\gamma = 0.32$), with $p < 0.05$. The hypothesis for the relationship between HM and MAT is accepted. Enough evidence is found to support the hypothesis.

H3b: Consumer's materialistic attitude (MAT) has also significant positive influence on purchase decision involvement (PDI) with the standardized regression Co-efficient value as 0.19 or ($\gamma = 0.19$), with $p < 0.05$. The hypothesis for the relationship between MAT and PDI is accepted. Enough evidence is found to support the hypothesis.

4.2.2.3.4 Hypotheses 4: Relationship within Response

The significant relationship within response was established under the hypothesis 4.

H4: A significant dependence of consumer's compulsive buying behavior (CBB) on impulsive buying intention (IBI) was established under this hypothesis. It is evident from the results that the value of St. Regression Co-efficient 0.62 or ($\gamma = 0.62$), with $p < 0.05$, that is expressing the significant and positive relationship between IBI and CBB, which is quite high and therefore the hypothesis is sustained for this relation.

4.2.2.3.5 Hypotheses 5: Gender difference at model level

H5: It was hypothesized that significant difference exists between male and female at model level i.e. compulsive buying behavior process. The values of chi-square and degree of freedom for unconstrained and fully constrained model are 1695.316 (528); 1762.48 (556) respectively and accordingly the chi-square thresholds is illustrated in the figure (Appendix F). It is evident from these values that significant group difference exists at the model level and therefore the hypothesis is sustained for this relation.

4.2.2.4 Interpretation of the Results of all Hypotheses:

This chapter provides a detailed description of the data analysis techniques used to test the hypotheses and the results. Comprehensive descriptions of the chosen data analysis technique as well as the obtained results were provided. The hypotheses were also tested in this chapter. According to the analysis of one to one relations, Hypothesis H1 posited that social influences i.e. attention-to-social-comparison-information and social values will have significant impact on psychological influences i.e. hedonic shopping motives, materialistic attitude and purchase decision involvement. Strong support was found regarding H1a, H1b, H1c and H1d, whereas, moderate or partial support was found for H1e and H1f. Overall, for this hypothesis data provided support.

In simple words, consumer's ATSCI have significant and direct impact on HM, MAT and PDI, however, SVs have direct effect on HM only.

Substantial support was also found for Hypothesis H2, H2 posits that consumer's psychological influences i.e. hedonic shopping motives, materialistic attitude and purchase decision involvement had significant and direct effect on impulsive buying intention and as well as compulsive buying behavior. Strong support was found regarding H2a, H2b and H2f, and moderate or partial support was found for H2d and H2e but, no support was found for H2c.

Overall, for hypothesis data provided support. In simple words, consumer's hedonic motives and materialistic attitude has direct effect on impulsive buying intention and significant relationship was also expected between purchase decision involvement and impulsive buying intention, but instead, no significant relationship existed between these two constructs i.e. purchase decision involvement and impulsive buying intention.

Similarly, it was also expected that consumer's hedonic shopping motives and materialistic attitude has direct effect on compulsive buying behavior, but instead, no direct relationship existed between them. Basically, consumer's hedonic motives and materialistic attitude leads impulsive buying intention which ultimately results in compulsive buying behavior. Therefore, impulsive buying intention has direct effect on compulsive buying behavior, in the same way; purchase decision involvement has direct effect only on compulsive buying behavior. Finally, Hypothesis H3a, H3b and H4 were also supported.

The data also provided support for H5, where it was hypothesized that there will be significant difference exist between male and female at model level or compulsive buying behavior process. In a broader view, thus, the current study found support for all the hypotheses (Table 4-VI).

The overall results showed that consumer's social influences had direct effects on their psychological influences; meanwhile, consumer's psychological influences had direct impact on compulsive buying behavior. Therefore, the overall causal model was supported, the influence patterns of social influences (i.e. SVs and ATSCI) were significant across psychological influences (i.e. HM, MAT and PDI), and the influence patterns of psychological influences on consumer's buying behavioral responses (i.e. IBI and CBB) were also significant.

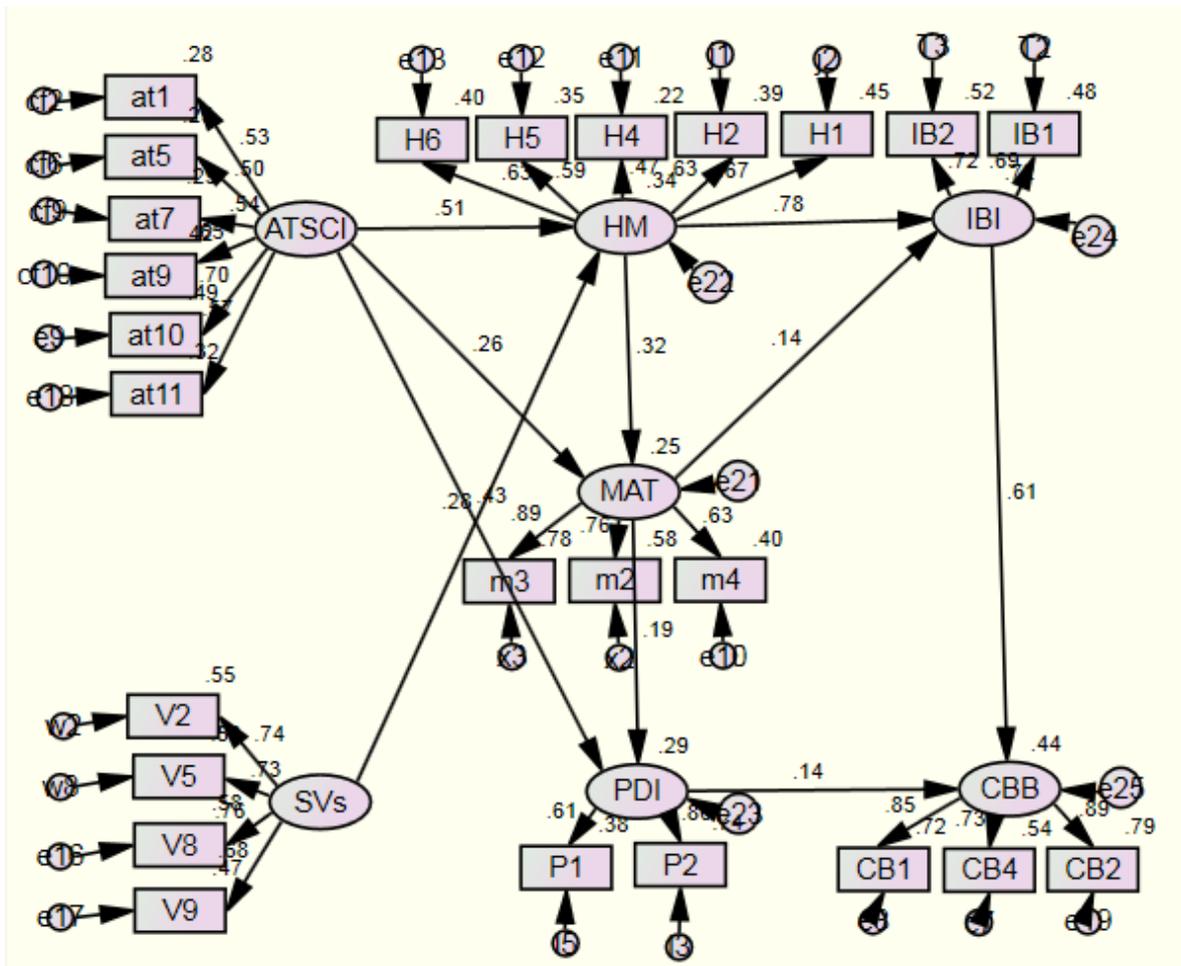


Figure 4-V: Results of final structural model (in term of standardized estimates)

Note:

Dimensions of Social Values: {V2: Self-respect, V5: Sense of belonging, V8: Warm relationships, V9: A sense of accomplishment}
Dimensions of Hedonic Shopping Motives: {H1: Adventure shopping, H2: Social shopping, H4: Value shopping, H5: Idea shopping, H6: Gratification shopping}
ATSCI: Attention-To-Social-Comparison-Information,
Dimensions of Purchase Decision Involvement: {P1: Product importance, product importance, P2: Purchase involvement}
MAT: Materialistic Attitude,
Dimensions of Impulsive Buying Intention: {IB1: Tendency towards impulse buying, IB2: Tendency towards unplanned buying}
Dimensions of Compulsive Buying Behavior: {CB1: Tendency to spend, CB2: Drive to spend, CB4: Dysfunction spending}

Table 4-VII: Results summary of all hypotheses w.r.t. Maximum Likelihood Estimates

	Structural paths	St. regression Co-efficient	P-value	Results
S → O				
H1a	ATSCI → HM	0.51	P < 0.05; significant	Accepted
H1b	ATSCI → MAT	0.26	P < 0.05; significant	Accepted
H1c	ATSCI → PDI	0.43	P < 0.05; significant	Accepted
H1d	SVs → HM	0.28	P < 0.05; significant	Accepted
H1e	SVs → MAT	-	P > 0.05; insignificant	Rejected
H1f	SVs → PDI	-	P > 0.05; insignificant	Rejected
O → R				
H2a	HM → IBI	0.78	P < 0.05; significant	Accepted
H2b	MAT → IBI	0.14	P < 0.05; significant	Accepted
H2c	PDI → IBI	-	P > 0.05; insignificant	Rejected
H2d	HM → CBB	-	P > 0.05; insignificant	Rejected
H2e	MAT → CBB	-	P > 0.05; insignificant	Rejected
H2f	PDI → CBB	0.14	P < 0.05; significant	Accepted
O ↔ O				
H3a	HM → MAT	0.32	P < 0.05; significant	Accepted
H3b	MAT → PDI	0.19	P < 0.05; significant	Accepted
R ↔ R				
H4	IBI → CBB	0.61	P < 0.05; significant	Accepted
Group difference				
H5	M ≠ F	Chi-square (unconstrained) Chi-square (constrained)	Sig difference exist	Accepted

Table 4-VIII: Assessment of Measurement Model w.r.t Maximum Likelihood & Bootstrapping method:

Measurement Model Parameters		Maximum Likelihood			Bootstrapping Method			Bias
		Estimation	Std. Err	P-value	Estimation	Std. Err	P-value	
1	ATSCI ↔ SVs	0.107	0.011	***	0.107	0.015	0.004	0.000
2	HM ↔ ATSCI	0.150	0.016	***	0.150	0.020	0.003	0.000
3	MAT ↔ ATSCI	0.206	0.021	***	0.208	0.024	0.005	0.001
4	ATSCI ↔ PDI	0.122	0.014	***	0.120	0.021	0.002	-0.002
5	ATSCI ↔ IBI	0.189	0.018	***	0.189	0.020	0.004	0.000
6	ATSCI ↔ CBB	0.149	0.018	***	0.149	0.019	0.003	0.000
7	HM ↔ SVs	0.140	0.012	***	0.140	0.015	0.002	-0.001
8	MAT ↔ SVs	0.117	0.014	***	0.118	0.021	0.005	0.000
9	SVs ↔ PDI	0.060	0.009	***	0.059	0.020	0.003	-0.001
10	SVs ↔ IBI	0.144	0.013	***	0.143	0.016	0.002	-0.001
11	SVs ↔ CBB	0.040	0.012	***	0.040	0.015	0.003	0.000
12	MAT ↔ HM	0.235	0.023	***	0.236	0.028	0.004	0.001
13	HM ↔ PDI	0.149	0.016	***	0.146	0.025	0.002	-0.002
14	HM ↔ IBI	0.279	0.022	***	0.279	0.024	0.003	0.000
15	HM ↔ CBB	0.280	0.023	***	0.280	0.025	0.003	0.001
16	MAT ↔ PDI	0.173	0.020	***	0.173	0.035	0.004	0.000
17	MAT ↔ IBI	0.290	0.026	***	0.290	0.026	0.003	0.000
18	IBI ↔ PDI	0.183	0.018	***	0.180	0.027	0.002	-0.003
19	PDI ↔ CBB	0.181	0.020	***	0.179	0.027	0.002	-0.003
20	IBI ↔ CBB	0.331	0.025	***	0.332	0.026	0.004	0.000
21	MAT ↔ CBB	0.266	0.029	***	0.265	0.032	0.003	-0.001

Table 4-IX: Assessment of Model Fit w.r.t Measurement Model:

		Hypothesized Final Measurement Model without Bootstrapping (N=1010)	Hypothesized Final Measurement Model with Bootstrapping (N=1010)	Difference
1	Relative Chi-square (CMIN/ DF)	4.5	4.5	No
2	Goodness Fit Index (GFI)	0.92	0.92	No
3	Adjusted Goodness Fit Index (AGFI)	0.90	0.90	No
4	Comparative Fit Index (CFI)	0.91	0.91	No
5	Root Mean Square Error of Approximation (RMSEA)	0.06	0.06	No

Note:

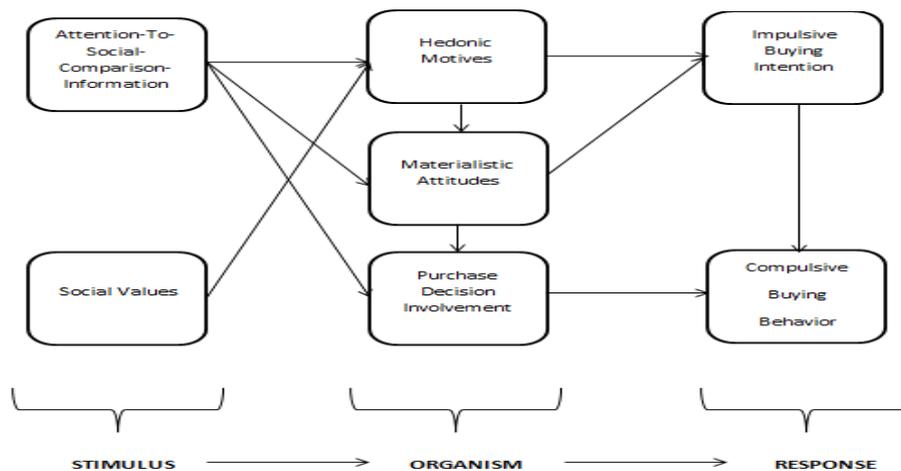
Social Values (SVs): ATSCI: Attention-To-Social-Comparison-Information; Hedonic Shopping Motives (HM): Purchase Decision Involvement (PDI): MAT: Materialistic Attitude: Impulsive Buying Intention (IBI): Compulsive Buying Behavior (CBB):

Table 4-X: Results Assessment of Structural Model w.r.t Maximum Likelihood & Bootstrapping method:

Structure Model		Maximum Likelihood		Bootstrapping Method		Bias
Parameters		St. Regression Coefficients	P-value	St. Regression Coefficients	P-value	
1	HM ← ATSCI	0.497	***	0.497	0.001	0.000
2	HM ← SVs	0.243	***	0.242	0.001	-0.001
3	MAT ← HM	0.316	***	0.314	0.001	0.003
4	MAT ← ATSCI	0.216	***	0.264	0.001	-0.002
5	IBI ← HM	0.781	***	0.781	0.001	0.000
6	IBI ← MAT	0.144	***	0.144	0.003	0.000
7	PDI ← MAT	0.187	***	0.185	0.001	0.000
8	PDI ← ATSCI	0.438	***	0.438	0.001	-0.001
9	CBB ← IBI	0.616	***	0.616	0.001	0.000
10	CBB ← PDI	0.135	***	0.134	0.001	-0.001

Table 4-XI: Assessment of Model Fit w.r.t Structural Model:

	STRUCTURAL MODEL	Hypothesized Structural Model without Bootstrapping (N=1010)	Hypothesized Structural Model with Bootstrapping (N=1010)	Difference in result
1.	Relative Chi-square (CMIN/DF)	5.0	5.0	No
2.	Goodness Fit Index (GFI)	0.91	0.91	No
3.	Adjusted Goodness Fit Index (AGFI)	0.90	0.90	No
4.	Comparative Fit Index (CFI)	0.90	0.90	No
5.	Root Mean Square Error of Approximation (RMSEA)	0.06	0.06	No



Note: Social Values (SVs): ATSCI: Attention-To-Social-Comparison-Information; Hedonic Shopping Motives (HM): Purchase Decision Involvement (PDI); MAT: Materialistic Attitude; Impulsive Buying Intention (IBI): Compulsive Buying Behavior (CBB):

4.3 Examination of the Relationships between CBB & Demographics

To further validate and extend the knowledge of compulsive buying behavior, the current study also examines additional relationships between compulsive buying behavior and demographic variables such as gender and age.

The study demonstrates the average score of consumer's CBB based on a proposed continuum from non-compulsive buyer to addictive buyer. Basically, author (Edwards, 1993) developed it into ratio scale (like Likert Scale) expressing the factors on level of compulsive buying behavior i.e. non-compulsive (0 - 0.99 or less than 1), recreational (between 1.00 - 1.99), borderline compulsive (2.00 – 2.99), compulsive (3.00 – 3.99) and addicted buyers (4.00 – 4.99).

Based on this extra characteristic of the compulsive buying scale, the current study analyzed the dependent variable i.e. CBB in comprehensive manner which indicated that how these mean score of consumer's CBB might be used to cluster consumer's compulsive buying into diverse sections and also discussed as continuous latent variable.

On the other hand, other prominent graphical methods for test of normality such as histogram and Q-Q Plot have been examined because it provides a rough idea of whether or not the data of dependent variable follows the assumption of normality (See Figure XVIII),

4.3.1 Analysis of CBB i.e. Dependent Variable (Normal Curve)

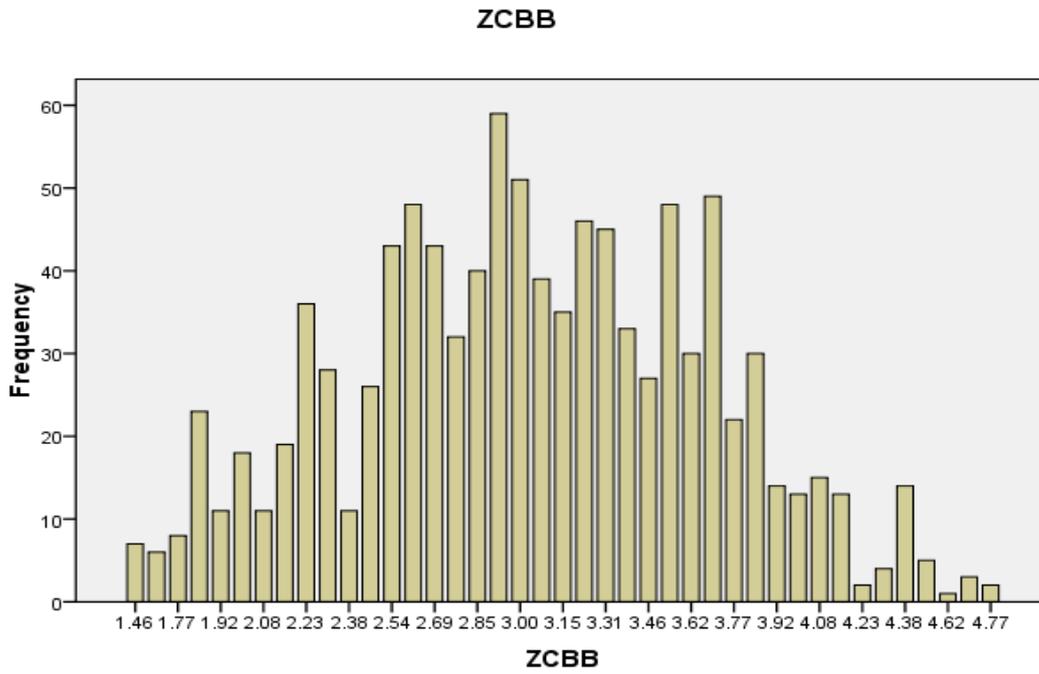


Figure 4-VI: Histogram of mean score of compulsive buying behavior

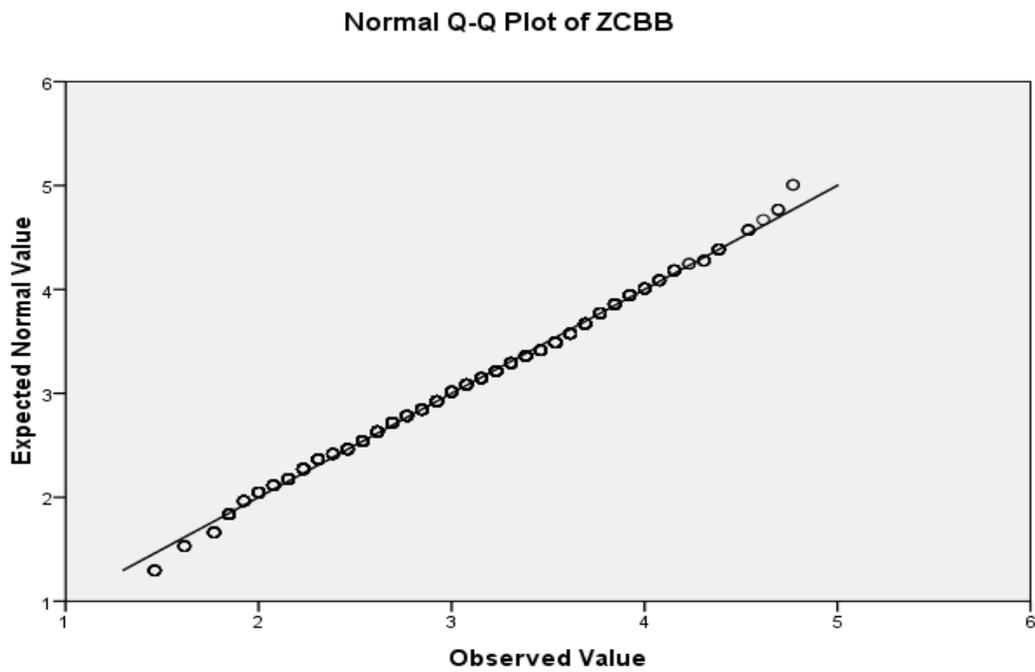


Figure 4-VII: Q-Q Plot of mean score of compulsive buying behavior

4.3.2 Analysis of Compulsive Buying Behavior w.r.t. Gender

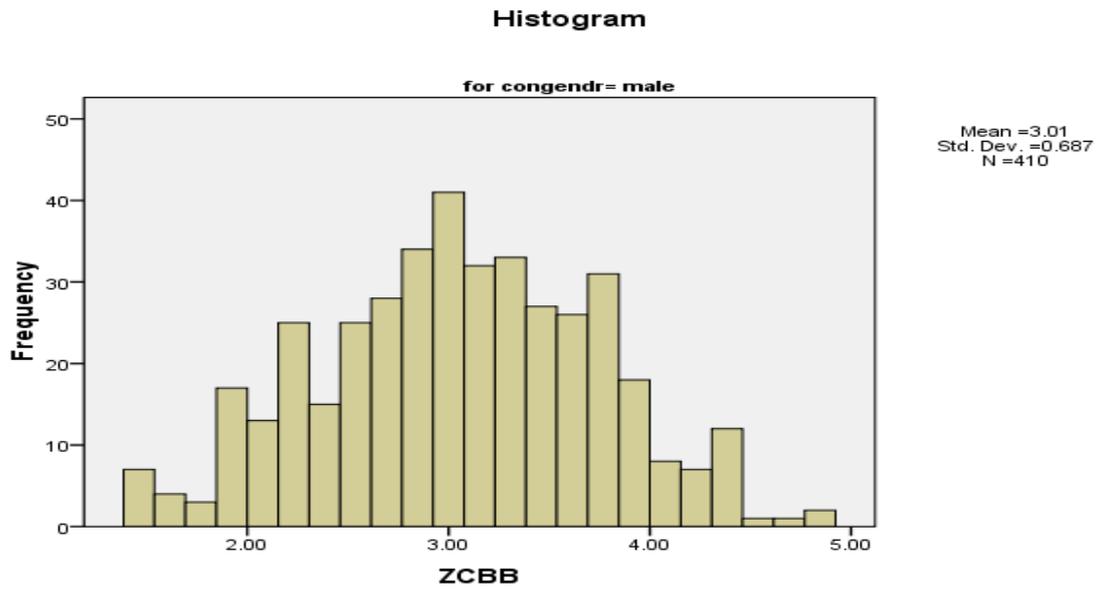


Figure 4-VIII: Histogram of mean score of compulsive buying behavior of male

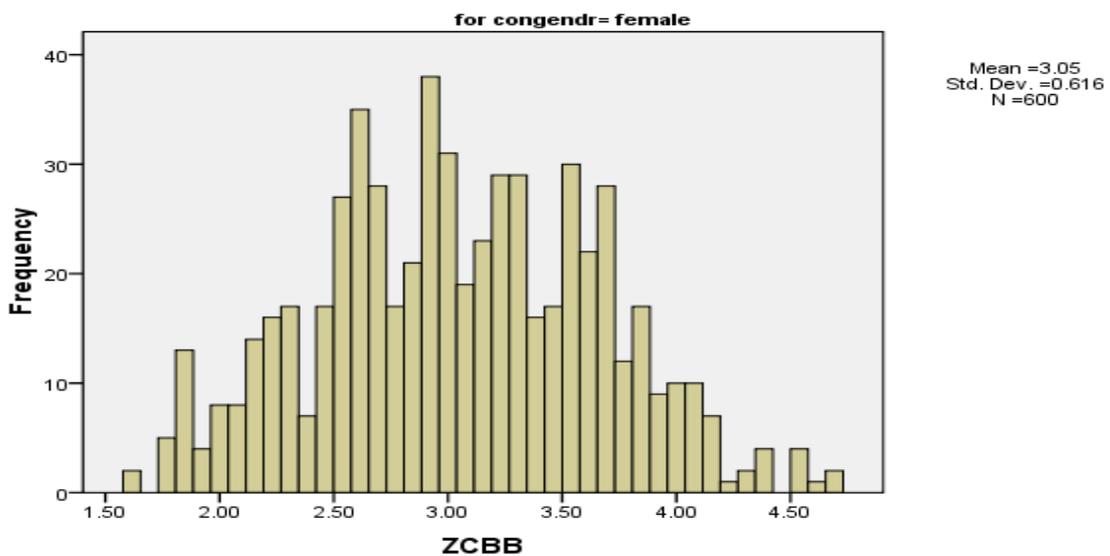


Figure 4-IX: Histogram of mean score of compulsive buying behavior of Female

Note: 'MCBBSCALE' means Mean score of compulsive buying behavior.
Where, results value 1 - 5 show a continuum from 1=non-compulsive buyer to addicted buyer.
1= 0.00 - 0.99; (Non-compulsive buyer),
2= 1.00 - 1.99; (Recreational compulsive buyer)
3= 2.00 - 2.99; (Borderline compulsive buyer)
4= 3.00 - 3.99; (compulsive buyer)
5= 4.00 - 4.99; (addicted buyer)

The mean score of consumer' CBB denoted as ZCBB, sample was found to be scattered in different categories w.r.t the gender perspective such as 31 male out of total 410 male were categorized as recreational compulsive buyer. According to the sample of female, the results showed less strength of only recreational compulsive buyer's compare to male. Similarly, results also showed that compulsive buyers category have maximum strength regarding both male and female i.e. 187 & 282 respectively. Interestingly, within sample of 1010, no one falls under the category of non-compulsive buyer

The comprehensive details are also available in following Figure-XXII of 'Bar chart' and Table 4-XII as well.

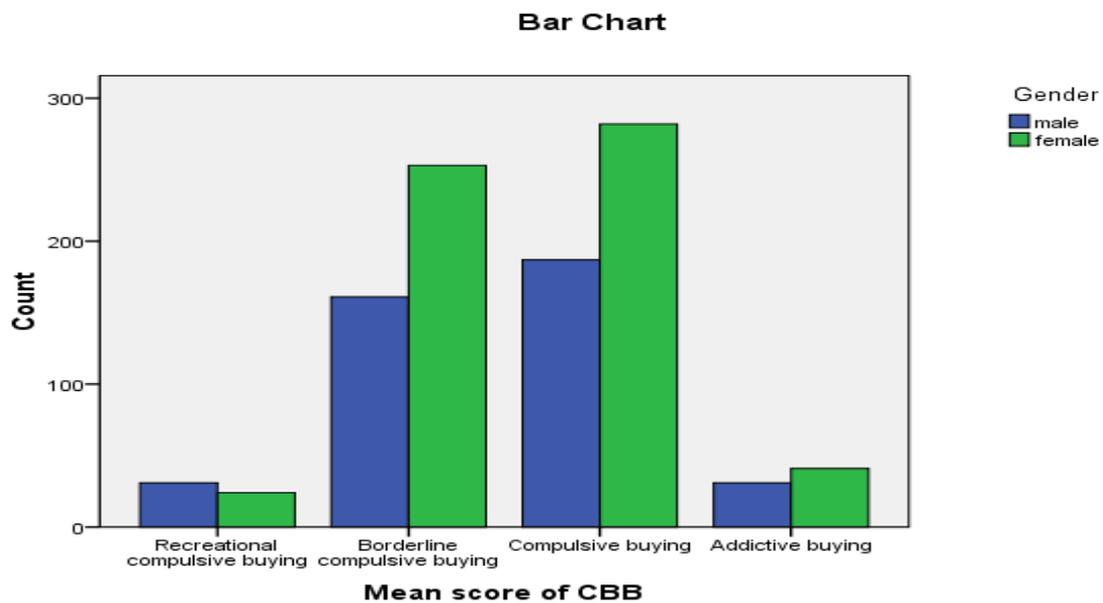


Figure 4-X: Histogram of mean score of CBB with reference to age

Table 4-XII: Mean score of CBB * Gender Cross Tabulation

Mean score of CBB * Gender Cross tabulation

Count		Gender		Total
		male	female	
Mean score of CBB	Recreational compulsive buying	31	24	55
	Borderline compulsive buying	161	253	414
	Compulsive buying	187	282	469
	Addictive buying	31	41	72
Total		410	600	1010

4.3.3 Analysis of Compulsive Buying Behavior w.r.t. 'Age'

The current study also investigated the association between compulsive buying and age. The results showed that maximum number of strength is concerned as compulsive buyers which fall under the age interval no.1 (i.e. 20-25 years). Because of these surprising results, the following section provided the detailed information.

Normal cure

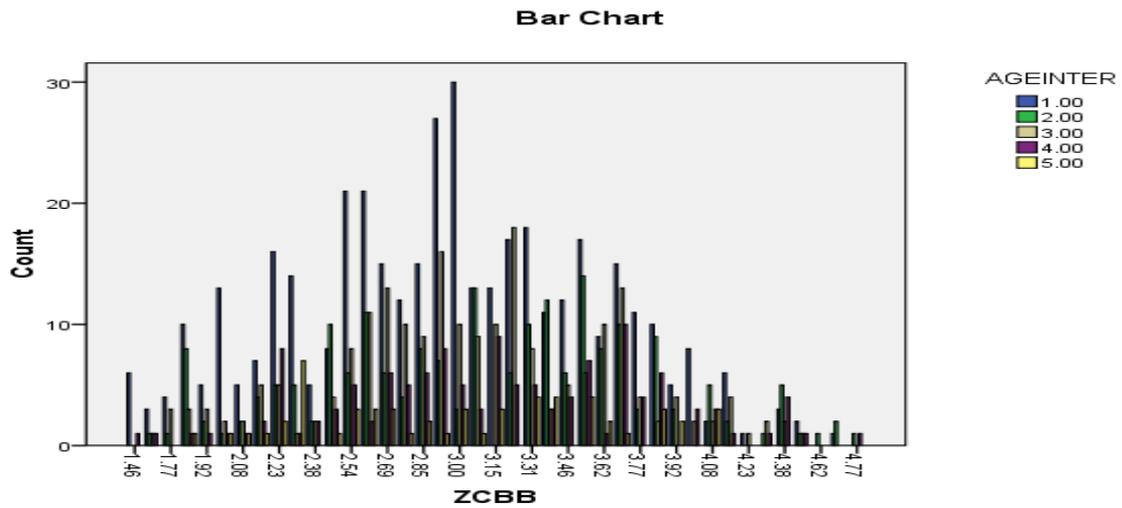


Figure 4-XI: Normal Curve of CBB with reference to age

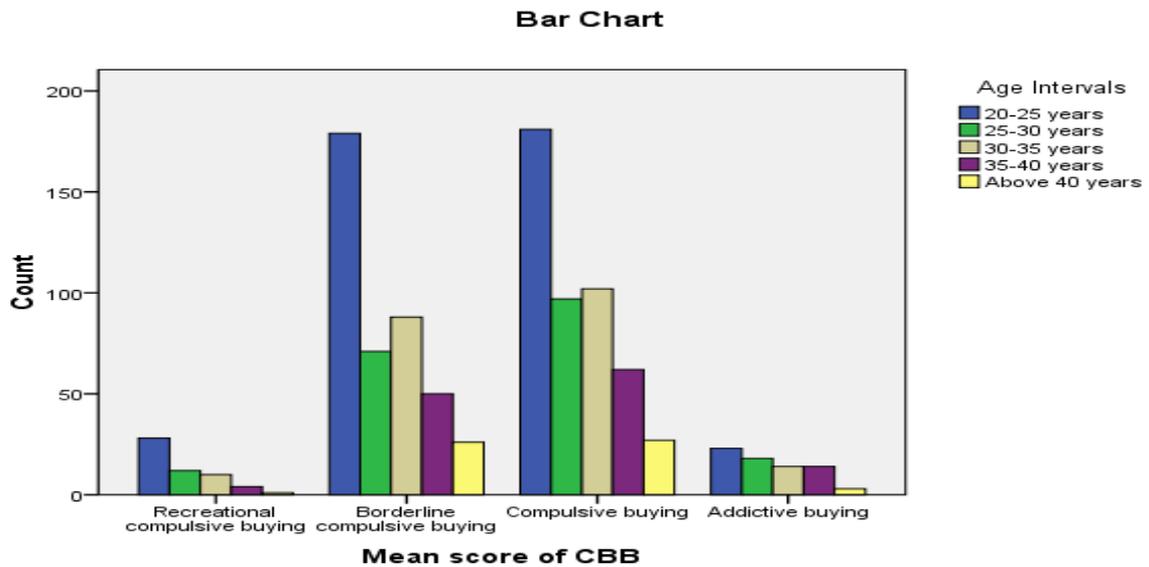


Figure 4-XII: Bar Chart of CBB with reference to age

Note: AGEINTER denoted as a code of 'age intervals'. Where
 1=20-25 (no. of years),
 2= 25-30,
 3=30-35,
 4=35-40,
 5=above 40 years

Table 4-XIII: Mean score of CBB * Age Intervals Cross tabulation

Count		Age Intervals					Total
		20-25 years	25-30 years	30-35 years	35-40 years	Above 40 years	
Mean score of CBB	Recreational compulsive buyer	28	12	10	4	1	55
	Borderline compulsive buyer	179	71	88	50	26	414
	Compulsive buyer	181	97	102	62	27	469
	Addictive buyer	23	18	14	14	3	72
Total		411	198	214	130	57	1010

4.4 Decomposition of CBB through Direct & Indirect Effects of Latent Variables

Direct and indirect effects of social and psychological influences on compulsive buying behavior were examined through decomposition tests and Table (4-VII) presents the results of the statistical significance of the indirect effects.

The result indicates that consumer's social characteristic i.e. ATSCI and SVs influence consumer's CBB through psychological characteristics i.e. HM, MAT, PDI and IBI. Furthermore, all proposed consumers' characteristics either social or psychological have significant influence on the CBB. In simple words, consumer's attention-to-social-comparison-information, his/her social values, hedonic shopping motives and materialistic attitude play significant and indirect role, while, consumer's purchase decision involvement and impulsive buying intention have direct influence in the development of his/her compulsive buying behavior.

Basically, decomposition tests were applied using bootstrapping method based on standardized indirect effect (Std. IE), standardized direct effect (Std. DE), and Bootstrap standard errors (St. Err) and test of significance through p-value. The results of current study identify that there were no significant direct effects of ATSCI, SVs, HM and MAT on CBB, whereas, there were only two variables i.e. PDI and IBI which have significant direct effects on CBB.

Table 4-XIV: Decomposition of direct, indirect and total effects of compulsive buying behaviour

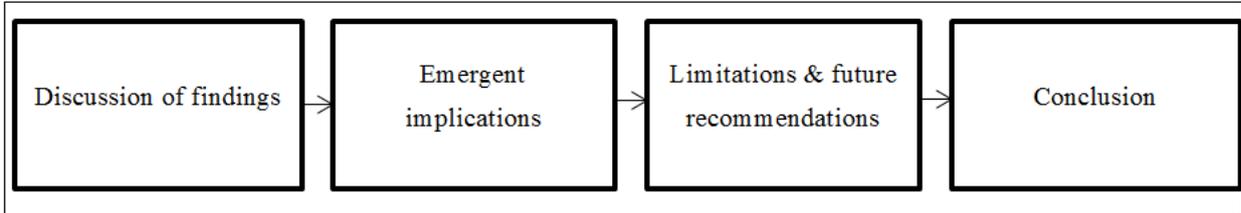
S. No.	Effects	St. Direct Effects (St. error)	St. Indirect Effects (St. error)	St. Total Effects (St. error)	St. Significance
1.	ATSCI	0.00	0.35 (0.035)	0.35 (0.035)	0.000
2.	SVs	0.00	0.13 (0.035)	0.13 (0.035)	0.001
3.	HM	0.00	0.52 (0.04)	0.52 (0.04)	0.001
4.	MAT	0.00	0.11 (0.03)	0.11 (0.03)	0.001
5.	PDI	0.13 (0.04)	0.00	0.13 (0.04)	0.003
6.	IBI	0.62 (0.04)	0.00	0.62 (0.04)	0.001

Chapter No.4 deals with the results and analysis of data. Firstly descriptive statistics such as frequency, mean/average, and standard deviation are provided. Then the data is analyzed through Structural Equation Modeling, based on two further models such as measurement and structural model.

Measurement model is analyzed through common factor analysis and confirmatory factor analysis of each latent variable. The results of common factor analysis i.e. mean, standard deviation, square multiple correlations, factor loadings and reliability have been provided, whereas confirmatory factor analysis of seven latent variables is also done and their interrelationship is analyzed and further develops initial measurement model. To improve the model fitness/fit statistics the re-specification of initial measurement model is also done through examination of factor loadings, examination of standardized residuals and examination of modification indices. After these examinations, study analyses the results of final measurement model in terms of standardized regression Co-efficient, standardized factor loadings, square multiple correlations, composite reliability and average variance-extracted estimates.

Concurrently, specification of structural model is discussed in terms of exogenous and endogenous variables and study also analyses the results of hypotheses testing. The chapter also offers model fitness or fit statistics of structural model. It includes Relative / Normal chi-square (CMIN/ DF), Goodness Fit Index (GFI), Adjusted Goodness Fit Index (AGFI), Comparative Fit Index (CFI) and 'Root Mean Square Error of Approximation (RMSEA).

Chapter no. 5
Discussion, Implications and Future Recommendations



CHAPTER 5

DISCUSSION, LIMITATIONS, IMPLICATIONS AND FUTURE RECOMMENDATION

5 Discussion

In this chapter, the logically derived interpretations of the result as well as explanation of some interesting findings of this research will be provided. Besides, probable justifications for the significant finding between consumers' psychological influences (either social or internal) and their compulsive buying behavior will be explained along with a comprehensive discussion on several aspects such as limitation, implications and future recommendation.

Basically, this chapter is organized into three parts and discusses the findings, interpretation of the results, limitations, implications and future recommendations. The first part consists of detailed discussion and explanation of rationally drawn from literature and the important findings regarding probable two broad proposed hypotheses and interpretations of the results. Whereas, the other three parts comprises of discussion on limitations, possible implications of the findings such as theoretical and practical implications and the study's future recommendations.

In line with the core objective of this study, i.e. to determine the factors that influences the development of compulsive buying behavior and to analyze the pattern of their compulsive buying behavior formation. In the first phase considering that consumer's social and psychological attributes were thought to have the strongest impact on compulsive buying behavior development, therefore the study variables were derived from the sociocultural and social comparison theories. Whereas, in second phase, it examined a causal model depicting comprehensive motivational considerations/forces, to analyze the cognitive decision process or pattern of compulsive buying behavior and was based on social cognitive theory in term of Stimulus-Organism-Response (S-O-R) framework for compulsive buying behavior.

On the other side, this study also provide confirmation of theory of consumer's planned behavior in terms of consumer's attitude-behavior relationship as compulsive buying behavior is also referred to as a goal-oriented behavior (Roberts and Pirog, 2004). In brief,

beliefs and attitudes are strong predictors of compulsive buying behavior either directly or indirectly through impulse buying intention. Numerous past studies suggested for further research to examine the motivational forces behind consumer's compulsive buying behavior. This includes the study of social (e.g. Faber and O'Guinn, 1988; Feather, 1996) and psychological factors (e.g. Raab and Neuner, 2006) and their role in the compulsive buying process or patterns (e.g. Xu, 2007; Kellett and Bolton, 2009; Workman and Paper, 2010).

Humans are social species and belonging to a social group is one of their fundamental needs. However, to belong to a social group human need to discover and conform to the common group beliefs, values to transform their behavioural norms accordingly. A reference group sets the normative behavioural standards for its cohort (e.g. Batra et al., 2001). In simpler words the need for belonging leads to the human learning to conform to the values or rules of other people, such as peers and referent groups. Applying this rule on consumer behaviour would help us understand how individuals are likely to be encouraged to shop in a manner consistent with values and norms of their referent groups. To what extent individuals conform to the referent group norms largely depends upon the level of the group influence. It is generally observed that greater social interaction is consequent on adopting and following of the similar ways to make particular decisions that are prevalent in a particular referent group.

Given the prevailing consumer culture, the social values of reference groups become a source of external social pressure that exerts an influence on consumer's behavior formation (e.g. Slama and Celuch, 1994). Generally speaking, an individual's perceptions of expectation of his referent group to comply with certain norms and behavioural patterns act as social pressure. The previous researchers found a substantial linkage among social values and consumer's shopping motives, attitudes, preferences and interests (e.g. Schwartz, 1992; 2006). Thus the social values are posited to have significant impact on overall consumer's buying behaviour and offer proven justifications for motivating interest or creating desires resulting in purchasing commodities.

Concurrently the social comparison theory also posits that humans learn through social comparisons or through their desire to learn about the self by making comparison with others. This appears to be a universal human phenomenon. Similarly the consumers make social comparison because they are attentive to and are worried about the comments and reactions of their reference group members. Therefore, these reference groups serve as source

of information while making buying decisions and in the formation of the buying behavior as well (e.g. Festinger, 1954; Moschis, 1987).

In conclusion, consumers want to feel a sense of belonging with others within a society (conformity). However, they also wish to differentiate themselves from others (individuality) through appearance (Davis, 1985) and symbolic consumption (Moschis et al., 2009). Therefore consumer’s shopping motivations and purchase decision patterns are also significantly determined by their social influences (e.g. Palan, 1998). Though consumer’s attention-to-social-comparison-information and social values each has an undeniably important place in the construct of purchase decisions and the related behavior, the two do not have any significant association between themselves. Nevertheless, both may occur simultaneously while remaining independent of each other.

A model of compulsive buying behavior that analyses the impact of social influences on compulsive buying behavior through psychological influences is proposed (see Figure XVII). This S-O-R framework explains the sequence and order of behavior generation where the social influences (i.e. SVs and ATSCI) affecting consumer’s psychological influences (i.e. HM, MAT and PDI) and ultimately these influences affect behavioral responses (i.e. impulsive buying behavior and compulsive buying behavior).

The proposed framework of this study is supported by the findings and therefore the stated proposition.

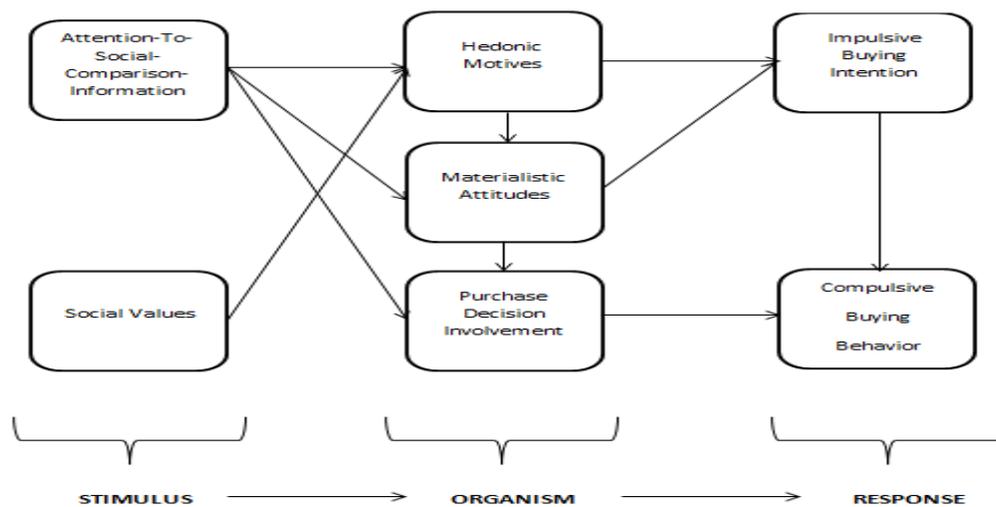


Figure 5-I: Stimulus-Organism-Response framework of consumer’s CBB

5.1 Hypothesis 1: Stimulus to Organism

5.1.1 H1: Social influences have significant impact on psychological influences.

Attention-to-social-comparison-information has significant and direct impact on consumer's psychological influences i.e. hedonic shopping motives, materialistic attitude and purchase decision involvement

H1a: Attention-to-social-comparison-information has significant impact on hedonic motives:

As expected by the theoretical framework, consumer's attention-to-social-comparison-information was shown to have a significant and direct impact on his/her hedonic shopping motives. This coincides with the previous findings in the field of stimulus to response behavior of a consumer. Within this area of research, the consumer's attention-to-social-comparison-information has been found to increase his/her tendency to promote hedonic motives. Whereas, it has already been established that individual's orientation to social comparison engage him/her into social shopping behavior (kang, 2010).

The current study further identified and tested the relationship between attention-to-social-comparison-information and all other dimensions of hedonic shopping motives such as adventure shopping, social shopping and gratification shopping etc. In simple words, individuals with hedonic motives are significantly influenced by their attention-to-social-comparison-information. The study observed that individuals who are highly inclined towards social comparison information exhibit specific shopping characteristics which basically relate to individual motives to socialize with others and for seeking pleasure out of the shopping activities. To discuss the above mentioned relation in comprehensive manner, the following paragraphs elaborate it through three perspectives i.e. reasons for group conformity, shopping motives defined by societal norms or reference groups and effects of individual's attention-to-social-comparison-information.

According to its first perspectives, the current study highlighted the reasons for conformity to the group norms/values such as individuals' desire for social approval, social rewards from the reference groups. On the other side, the fear to have negative evaluation from the reference groups and in order to reduce that fear; these people want to religiously

follow their reference group's norms. Consumers make social comparison because they are attentive to and are worried about comments and reactions of their reference group members.

Consumers possessing high degree of attention-to-social-comparison-information are more susceptible to conformance with the expectations of others (reference groups or peers) (Snyder, 1974). Consumers who are high on attention-to-social-comparison-information level pay close attention to what others do and use this information to guide their own shopping motives and buying decisions as well. Moreover, attention-to-social-comparison-information basically encompasses the sense of strong motivation in compliance with social pressure (Slama and Celuch, 1994).

As shopping is concern, it significantly reflects one's desire to be with peer and/or reference groups to which he/she aspires to belong (e.g. Tauber, 1972). According to modern culture of consumerism, shopping does not consist simply of spending money on products; rather, it is also an important socializing and engaging exercise that provides opportunities to see and be with others, hence the significant motive behind shopping is to socialize with others and to satisfy the social needs and enjoyment as well that are also referred as hedonic shopping motives (e.g. Arnold and Reynolds, 2003), thus, hedonic motives or emotional desires dominate the utilitarian motives in several buying instances.

Therefore, consumer's hedonic shopping motives become society's subjective norms and normative standards as well and those people who are more inclined towards social-comparison-information are strongly affected by the standards of their reference groups. Basically, these individuals set their reference group as benchmark and additionally, they want to conform to the group norms. Some individuals are more likely to engage in social comparison indicating the individual differences in the tendency towards social comparison (e.g. Gilbert, Price, and Allan, 1995). Finally, these individuals' shopping motives and buying decisions are strongly affected by attention-to-social-comparison-information.

In summary, these individuals' happiness and enjoyment is related to their ref groups' expectations or to follow them. That's why, these individuals build hedonic motives to enjoy more in shopping activities and want to increase their social interactions with them. Finally, it may be concluded that those individuals who are more attentive towards social comparison information are more likely to have hedonic motives as compared to other people or those who are less inclined towards social-comparison-information. This assumption is supported

by the results of the current study which affirms that a significant and direct association between attention-to-social-comparison-information and hedonic motives exists.

H1b: Attention-to-social-comparison-information has significant impact on materialistic attitude

The study also hypothesized that consumer's attention-to-social-comparison-information has significant and positive relation with materialistic attitudes which was supported by the findings of the study. Applying the same logic on materialistic attitude, the study found that individuals with high attention-to-social-comparison-information are likely to develop materialistic attitude and a desire to conform to the ref group norms. Since the reference group has dominance to direct individuals to conform to their established norms which have more or less materialistic orientation. This posits that the happiness relates to money and possession which is also refers to as materialistic attitude.

Basically, individual's belonging motivation shapes their beliefs about buying as a means of belonging within valued groups, and that buying-is-for-belonging beliefs shape the degree to which people value wealth and luxury.

Those who are more attentive towards social-comparison-information show materialistic attitude, because, consumer's attention-to-social-comparison-information refers as an orientation of material articles and wealth in human mind that are considered imperative for one's own contentment and social development. Because, individuals learn from society/social setup, as according to consumerism approach which defines that happiness and high social status are key to success. Our social need and ideal social images are shaped or developed by ref groups. These reference groups operate as benchmark for individual's social comparison.

Today's modern social setup commonly tends to portray individuals as wealthy and prosperous leading observers to learn to judge others by their possessions/outlooks. Therefore, an individual keenly searches out the diverse ways in order to conform and to create individuality through social status which directly affects one's materialistic intensity (John, 1999). Moreover, social setup/environment encourages the value of materialistic goods and promotes a culture of consumption in a materialistic society (Richins, 1995). Hence, consumption culture among peers and reference groups impact consumer's pattern of expenditures and materialistic attitude (e.g. Luo, 2005).

Therefore, the individuals who show conformity to their reference group perceives the group is more inclined towards materialistic attitude, hence, the conformity means that they also follow the same pattern towards materialistic attitude of their reference groups, they develop the tendency towards materialism and relate happiness with money. This finding can further be explained by two perspectives; the first relates that people with attention-to-social-comparison-information are more likely to exhibit strong conformity to their reference group and the conformity to the reference group leading towards materialistic attitude.

Another perspective relates to the effects of social comparison or upward comparison which leads to materialistic tendencies. As literature supported that consumer's usually make comparison to elite; therefore, to some extent, attention-to-social-comparison-information generates discomfort, frustration etc., which may increase struggle to avail right material ownership.

In simple words, social comparison disclosure may increase resentment or unhappiness in a person's life, such type of imprudent consumption or excessive purchases to improve life is known as compulsive buying. More materialistic people have a habit to consume on costly items more publicly as they think that more purchases of expensive goods may cause their success and honor in the society (Fournier and Richins, 1991). As appearance products are concerns, Richins (1994) described that appearance products considered as social symbol for social status and righteousness have more significance for materialistic people than less apparent products in the society. Consequently they get more satisfaction with new achievements of belonging.

For that reason, social comparison may correlate with the perceptions of richness and ability to spend more or ability to bear high costs (O'Guinn and Shrum, 1997). Consumers who are more attentive to social-comparison-information also follow the buying pattern of their reference groups due to the desire to be applauded by their reference groups for their purchases (e.g. Kasser and Kanner, 2004). Finally, attention-to-social-comparison-information linked with a strong desire to belong may leads to predisposition towards materialism and in current study, ultimately, results shows that consumers who are more prone to social comparison information have more tendencies to develop materialistic attitude (e.g. Sirgy, 1998).

H1c: Attention-to-social-comparison-information has significant impact on purchase decision involvement

Similarly, the current study comes up with the conclusion that conformity to the reference group which leads to materialistic attitude also leads into purchase decision involvement. The next hypothesis of the study states that attention-to-social-comparison-information has significant influence on PDI. The hypothesis is supported by the findings of this study. The construct of materialism is view synonymous to the construct of product involvement. Since consumer's involvement is a core and significant aspect for analyzing the consumer's purchase decision and buying behavior, the consumer involvement has two aspects i.e. product involvement and purchase decision involvement, the product involvement is very close or similar to the concept of materialism (Kapferer and Laurent, 1985). As we have discussed above that attention-to-social-comparison-information is positively related with materialistic attitude or product involvement, which highlights the importance of the decision to purchase the said product.

To summarize the above points it may be stated that the individuals with high attention towards social comparison information tend to have increased levels of product involvement along with development of purchase decision involvement. As identified by the current study that attention-to-social-comparison-information has sig relation with materialistic attitude therefore, it may be inferred that it also have significant and direct relation with product involvement. The stronger the product involvement directs towards greater purchase decision involvement. The strength of product involvement results into the similar strength for purchase decision involvement. This study also provides evidence that attention-to-social-comparison-information significantly influence PDI.

The result suggests that attention-to-social-comparison-information effect level of involvement or consumer's decision making procedures such as psychological stress associated with the decision (Mangleburg et al., 2004) which ultimately increases the level of involvement regarding their purchase decisions. Finally, the current study concludes that the people with high attention-to-social-comparison-information have greater tendency towards purchase decision involvement.

On the basis of the findings, the study conclude that all the above mentioned variables i.e. hedonic shopping motives, materialistic attitude and purchase decision involvement are

closely interlinked and people with high attention-to-social-comparison-information exhibit greater conformity to reference group, which leads to or results in higher tendency towards hedonic motives, materialistic attitude and PDI.

Attention-to-social-comparison-information significantly relates with group conformity therefore the individuals with high attention-to-social-comparison-information are also high conformers. The high conformity refers to the imitation of attitudes and behaviors of the reference groups by consumers. As discussed above, reference group attitude and behavior direct and influence consumers therefore consumers try to imitate and develop similar attitudes and behaviors as of their reference groups.

Social values have significant impact on consumer's psychological influences

H1d: Social values have significant impact on consumer's hedonic shopping motives

As individuals' motive is concerned, basically incentive is the major property of a motive and social values have the capability to induce incentives. Carman (1978) and Yau (1988) have also found support for the relationship between social values and consumer's motivations. The current study extended the same concept by applying it on the relationship between social values and hedonic shopping motives. The findings of the study verify that social values impact consumer's hedonic shopping motives.

Individuals are likely to be encouraged to shop in a manner consistent with their social values and subjective norms because collaborations with social setup promote consumer's social attachment. The interactions with close referents stimulate a sense of belongingness and thus enhance their enjoyment while purchasing and using the product. Hedonic motives nurture the sense of belongingness and thus satisfy the consumer's need for socialization and affiliation (Parsons, 2002) and enjoyment experience enhances self-worthiness of an individual. Furthermore, hedonic motives provide an escape from unpleasant evaluations of their social environment and they endeavor to act upon their internalized values and norms.

H1e & H1f: Social values have significant impact on materialistic attitude and purchase decision involvement

Even though, social factors such as individual's subjective norms have significant impact on consumer's psychological influences. The results coincide with the results of Fishbein and Ajzen (1975), who suggested that values are substantial cause of an attitude as well as behavior and values are also significant determinant of individual's preferences and involvement. Thus, if an individual's operates in such social environment where conformity to social values and norms are highly desirable, symbolic consumption shall prevail and this phenomenon leads to the development of materialistic attitude (e.g. Moschis et al., 2009).

The findings of the study reveal that social values have no significant impact on materialistic attitude and purchase decision involvement. There might be two reasons of this insignificant relation. First, individuals tend to compare personal and social values to identify congruence and in this process strive to select and hold beliefs that are actionable (e.g. Braithwaite and Law 1985). Secondly, values are belief about the desirability of behavior and it produces a feeling of desirability, of attraction or repulsion (Schwartz and Bilsky 1987). Values focus on modes of action that are personal attributes, such as motive, rather than ends of action, or goals. In simple words, values are different from norms in its degree of specificity. Values in comparison with norms are behavior specific and not directly linked with particular action and situations.

In current study, with the support of theoretical linkage, path indicates that social values have direct effect on hedonic motives only.

Hedonic motive has significant influence on materialistic attitude:

On the other side, these motives lead individuals towards materialistic attitudes. The impacts of the hedonic shopping motives are far reaching than just seeking pleasure and socializing. The implications can be observed by an increased materialistic tendency where the consumer feels pleasure in possession of the desired items or products by engaging in hedonic shopping. Since the hedonic shopping depends upon the financial resources therefore it may be inferred that hedonic shopping motives also lead to development of materialistic attitudes. Individuals who engage in hedonic shopping have a motive to conform to the social values and norms which endorse materialism. Therefore, social values found no significant relation with materialistic attitude instead of hedonic shopping motives are found associated with materialism.

Materialistic attitude has significant influence on purchase decision involvement:

According to consumers' materialistic attitude, they believe that product possession is central for their happiness and life satisfaction. This relation leads them towards concept of involvement, which ultimately enhances their level of involvement regarding their purchase decisions. When individuals have greater tendency to materialistic attitude they get more involved in a purchase decision and exhibit less product involvement.

In conclusion, social values influence consumer's psychological influences i.e. hedonic motives, materialistic attitude and purchase decision involvement either directly or indirectly.

5.2 Hypothesis 2: Organism to Response

5.2.1 H2: Psychological influences have significant impact on response behavior

H2: Psychological influences i.e. hedonic shopping motives, materialistic attitude and purchase decision involvement have significant impact on impulsive buying intention and compulsive buying behavior

This hypothesis regards to the predictors of consumer's impulsive buying intention and compulsive buying behavior. The planned buying behavior theory postulates that consumers' buying intention and purchase behavior are predicted by their belief and attitudes. In simple words, consumer's beliefs and attitude have significant impact on their actual purchase behavior either directly or indirectly through buying intention(s) (Fishbein and Ajzen, 1975). Based upon this theory the current study extends and verifies the significant relationship between psychological influences and impulsive buying intention and compulsive buying behavior directly or indirectly.

H2a: Hedonic motives have significant influence on impulsive buying intention:

Motives play significant roles in shaping consumer's attitude and it stimulates intention towards buying as well as actual buying behavior development. In order to satisfy various hedonic motives consumer engage in shopping and during their shopping trips, a product acquired is less important compared to the experience of shopping' itself. Consumers might use the shopping experience and resultant impulsive buying behavior for satisfying

their several hedonic needs therefore hedonic motives are significant contributor of their impulsive buying (e.g. Hausman, 2000).

Similarly, impulsive buying does not relate to buying some specific product in order to satisfy some specific need but to derive satisfaction and pleasure by the experience of shopping itself. Finally, literature has already established the relationship between hedonic shopping motives and impulsive buying, where hedonic motives are found leading to impulsive buying behavior (e.g. Arnold and Reynolds, 2003). The current study extended the consumer's planned behavior theory and validates the relationship of hedonic shopping motives with impulsive buying intention. To summarize the above finding, the study concludes that impulsive buying intention is enhanced by hedonic motives. Consumers with hedonic motives have more tendencies to develop impulsive buying intention.

H2b: Materialistic attitude has significant influence on impulsive buying intention:

Materialism symbolizes love for possession of objects and materials, in simple words, materialism and product involvement represent similar concepts. Existing literature supports that materialistic attitude and impulsive buying behavior are related and posits that individuals with materialistic attitude are most likely to act on impulse (e.g. Xu, 2008). The individuals with greater desire to get the possession of the particular product are basically motivated by their materialistic attitude.

The current study verifies the hypothesis that materialistic attitude leads to impulsive buying intention. Therefore, consumers with materialistic attitude are most likely to act on impulse and possess impulsive buying intention that determines the buying behavior.

H2c: Purchase decision involvement has significant influence on impulsive buying intention.

The study hypothesized that purchase decision involvement also results in impulsive buying intention and with the increase in purchase decision involvement the impulsive buying intention also tends to increase correspondingly. Previous studies indicate that the high consumer's involvements are related with high degree of product-specific impulsive buying propensity (e.g. Jones et al, 2003). Whereas, the current study found contradictory results to the more established understanding regarding purchase decision involvement and

impulsive buying intention. It was found that no significant relationship exist between purchase decision involvement and impulsive buying intention. These findings are not new but rare as same relationship was found by Chen (2008). Chen (2008) proposed that product involvement results in higher impulsive buying tendency only for online shopping, not for in-store shopping transactions.

The current study concludes that individuals with high purchase decision involvement do not develop an impulsive buying intention. The customers who are deeply involved in their purchase decision, their buying intention does not become impulsive because they tend to have better control over their desires.

H2d: Hedonic motives have significant influence on compulsive buying behavior:

The study hypothesized that consumer's hedonic motive, materialistic attitude and purchase decision involvement has significant and direct relationship with compulsive buying behavior. Whereas, the direct relationship between compulsive buying behavior, hedonic motives and materialistic attitude are not verified by the current study. The results of this study deviate from previous findings of direct relationship between materialistic attitude and compulsive buying behavior. Some of the hedonic motive dimension such as 'fun and enjoyment' has been already studied and examined in previous research that provide support for a significant relationship between these variables.

The current study validates these findings and suggest that hedonic motives as a comprehensive construct has indirect relationship between compulsive buying behavior and hedonic motive through impulsive buying intention. Therefore, it may be concluded that individuals with hedonic motives develop impulsive buying intention which ultimately results in compulsive buying behavior. In elaborate terms, the individuals seeking fun, enjoyment and socializing i.e. hedonic shopping motive dimensions develop strong desires, urges and act upon their impulse in order to fulfill uncontrolled desires, which has the likelihood of increasing the potential of being a compulsive buyer.

H2e: Materialistic attitude has significant influence on compulsive buying behavior:

Previous research consistently affirms the relationship between materialism and compulsive buying behavior. The current study analyses the relationship between

materialistic attitude and compulsive buying behavior instead of materialism which is based upon the assumption that materialistic attitude can better predict the decision process of compulsive buying as compared to materialism. Materialistic attitude explains the consumer's tendency towards materialism and consumer with materialistic attitude struggle to avail pleasure and increase satisfaction through material belongings (Fournier and Richins, 1991). But the findings of the current study suggest an indirect relationship between materialistic attitude and compulsive buying behavior through impulsive buying intention rather than approving a direct relationship between these variables. This also signifies and propose a new perspective of studying materialistic attitude. This augmented perspective suggests that materialistic attitude leads to impulsive buying intention which then results in compulsive buying behavior.

Therefore, the study conclude that individuals with materialistic attitude have greater tendency towards developing impulsive buying intention and are more likely to engage in compulsive buying behavior.

H2f: Purchase decision involvement has significant influence on compulsive buying behavior

Consumers placing a high degree of preference to appearance product categories seems enthusiastic and possess a higher degree of product involvement (Lee et al., 2000). Researches like Schlosser et al. (1994) confirmed that throughout the phase of compulsive buying, compulsive buyers have shown a greater tendency to make a purchase of appearance products. Analyzing their buying behaviour, compulsive buyers more frequently exhibit a higher degree of product involvement (e.g. McElroy et al., 1994). The study found a significant and direct relationship between consumer's purchase decision involvement and compulsive buying behavior. The findings of this study suggest that compulsive buyers are more prone to engage into act of purchase rather than product involvement or actual possession of the product to discharge their psychological stresses. Based on the theoretical grounds discussed above, the current study concludes that consumer's purchase decision involvement is a strong predictor of compulsive buying behavior.

5.3 Hypothesis 3: Response to Response

5.3.1 H3: Impulse buying intention has significant impact on CBB

As discussed above that hedonic motives and materialistic attitudes significantly influence impulsive buying intention, whereas impulsive buying intention directly affects compulsive buying behavior. Previous researches have been validating the relationship between compulsive buying and impulsive buying behavior.

The current study extended the previous relationship by adding and examining the relationship between impulsive buying intention and compulsive buying behavior. As consumer's buying intention is the strongest predictor of their buying behavior (e.g. Fishbein and Ajzen, 1975), therefore impulsive buying intention can develop compulsive buying behavior and it can create serious addiction as well (e.g. Kwak et al., 2006). Compulsive buying includes the act of being frequently preoccupied with buying or subject to irresistible and/or senseless impulses to buy (e.g. Dittmar, 2005a, b) and is more inwardly motivated such as lack of impulse control over buying or impulse-control disorder (e.g. Ridgway et al., 2008; Kukar-Kinney et al., 2012). Therefore, impulsive buying intention can develop compulsive buying behavior, whereas, compulsive buying behavior can be the extension of impulsive buying behavior (e.g. Kwak et al., 2006). The study concludes that consumer with high impulsive buying intention have greater tendency to become compulsive buyers.

Table 5-I: Summary of overall thesis

Research Objectives	Research Questions	Literature Review	Previous Research	Results / Findings
<p>To examine the role of social influences associated with consumer's compulsive buying behavior</p> <p>a) To investigate the impact of social values on compulsive buying behavior</p> <p>b) To investigate the impact of attention-to-social-comparison-information on compulsive buying behavior</p>	<p>What is the role of social influences in the development of consumer's compulsive buying behavior</p>	<p>Consumer's compulsive buying behavior is caused by socio-cultural environment or society and it could be the outcome of an abnormal socialization process (Damon 1988; Valence et al. 1988; Faber and O'Guinn, 1988; Scherhorn et al., 1990; Faber 1992; Hirschman 1992; Fabien and Jolicoeur, 1993; Magee, 1994).</p>	<p>In broader perspective;</p> <p>a) New relationship SVs → CBB</p> <p>b) New relation ATSCI → CBB</p>	<p>Social influences have significant impact on consumer's compulsive buying behavior</p> <p>a) Social values have significant and indirect impact on compulsive buying behavior</p> <p>b) Attention-to-social-comparison-information has significant and indirect impact on compulsive buying behavior</p>

Research Objectives	R. Questions	Literature Review	Previous Research	Results / Findings
<p>To examine the role of psychological influences associated with consumer's compulsive buying behavior</p> <p>a) To investigate the impact of hedonic motives on compulsive buying behavior</p> <p>b) To investigate the impact of materialistic attitude on compulsive buying behavior</p> <p>c) To investigate the impact of purchase decision involvement on compulsive buying behavior</p> <p>d) To investigate the impact of impulse buying intention on compulsive buying behavior</p>	<p>How do consumer's psychological influences persuade them in the creation/development of compulsive buying behavior?</p>	<p>Consumer's psychological influence is another significant concern with reference to its impact on compulsive buying behavior. Majority researchers also identified and cited several personality traits or psychological disorders causing CBB For example,</p> <p>a) Fantasizing (Orford, 1985; Jacobs, 1986); Arousal seeking (Miller, 1980; O'Guinn and Faber, 1987; 1989; Faber and O'Guinn, 1988; 1989; Valence et al. 1988; Scherhorn et al. 1990; Faber, 1992; Hanley and Wilhelm, 1992; Edwards, 1992; 1994; DeSarbo and Edwards, 1996; Black, 1996); Thrill and adventure seeking-motive (Raab and Neuner, 2006).</p> <p>b) Materialism (O'Guinn & Faber, 1989; Richins & Dawson, 1992; Richins, 1994; Rindfleisch et al., 1997; Dittmar, 2005a; Xu, 2008; Yurchisin & Johnson, 2009).</p> <p>c) Product involvement (e.g. McElroy et al., 1994; Yurchisin & Johnson, 2009).</p> <p>d) impulse control (Faber and O'Guinn, 1989;1992; O'Guinn and Faber, 1989; 1992; McElroy et al. 1991a, b; 1994; Christenson et al. 1992; 1994; Magee, 1994; Rook & Fisher, 1995; DeSarbo & Edwards, 1996; Black, 1996; 2007) or/and Unplanned purchases or impulsivity (Rook, 1987; McElroy et al. 1991; 1994; Christenson et al. 1992; Faber & O'Guinn 1992; Dittmar et al 1996; Shoham & Brencic, 2003; Mowen, 2004; Black, 1996; 2007).</p>	<p>In broader perspective;</p> <p>Established relationship</p> <p>a) New relationship HM → CBB</p> <p>b) Established relationship MAT → CBB</p> <p>c) New relationship PDI → CBB</p> <p>d) New relationship IBI → CBB</p>	<p>Psychological influences have significant impact on consumer's compulsive buying behavior</p> <p>a) Hedonic motives have significant and indirect impact on compulsive buying behavior</p> <p>b) Materialistic attitude has significant and indirect impact on compulsive buying behavior</p> <p>c) Purchase decision involvement has significant and direct impact on compulsive buying behavior</p> <p>d) Impulsive buying intention has significant and direct impact on compulsive buying behavior</p>

Research Objectives	R. Questions	Literature Review	Previous	Results / Findings
To analyze cognitive decision process model of consumer's compulsive buying behavior in term of Stimulus-Organism-Response (S-O-R) framework	How do social influences stimulate consumer's psychological influences in the formulation of compulsive buying behavior?	<p>Very few researchers discussed the comprehensive consumer's compulsive buying behavior process in psychological context (only) and qualitatively (Kellett & Bolton, 2009; Workman & Paper, 2010). It is essential to examine the motivational forces behind consumer's compulsive buying behavior and their role in the compulsive buying process or patterns (e.g. Faber & O'Guinn, 1988; Feather, 1996; Raab & Neuner, 2006; Xu, 2007; Kellett & Bolton, 2009; Workman & Paper, 2010).</p> <ul style="list-style-type: none"> ➤ According to cognitivism approach, consumer's cognitive decision process pertains to the manner the two influences such as social and psychological, motivate the consumer buying behavior. This provide enough justification for understanding of the course/system by which the individuals get influenced by the social factors present in their social environment, in collaboration with the consumer's psychological influences which ultimately shape their buying behavior. 	<p>New model regarding CBB</p> <p style="text-align: center;">S → O → R</p>	<p>In the context of consumer's cognitive decision process, the development of the compulsive buying behavior to both influences, leads to a rational extension of discovering this behavior.</p> <ul style="list-style-type: none"> ➤ According to the social cognitive theory applied to the S-O-R model, suggest that social influences lead to psychological influences which in turn create tendency to become compulsive.
To analyze and test the theory of consumer's planned behavior regarding compulsive buying behaviour	To what extent the overall constructs of consumer's CBB verifies the 'Theory of planned behavior'	Compulsive buying behavior is also referred as a planned or goal-oriented behavior (Roberts & Pirog, 2004).	<p>New in 'theory of planned behavior' constructs</p> <ul style="list-style-type: none"> ➤ Attitude & behavior relationship <p style="text-align: center;">B & A → I → B</p>	Social influences and attitudinal factors leads impulsive buying intention which ultimately results in compulsive buying behavior

Research Objectives	R. Questions	Literature Review	Previous	Results / Findings
To investigate and analyze consumer's compulsive buying behavior process based on gender differences.	Is there a significant difference between male and female regarding their compulsive buying behavior?	<p>Gender has significant influence on both the products purchased, and/or the causes of purchase (e.g. Csikszentmihalyi & Halton, 1981; Wallendorf & Arnould, 1988; Kamptner, 1991; Darley & Smith, 1995; Chiger, 2001; Marks, 2002; Coley & Burgess, 2003).</p> <ul style="list-style-type: none"> ➤ Conclusively, gender is a substantial predictor of compulsivity and female have more tendency to become compulsive as compared to male (e.g. O'Guinn & Faber, 1989; Dittmar, 2005b) 	<p>Established relationship</p> <ul style="list-style-type: none"> ➤ New relationship at model level or overall consumer's compulsive buying behavior process 	Significant difference exist between female and male at overall conceptual framework or compulsive buying behavior process

5.4 Limitations

All researches have limitations that might possibly affect the findings. The following part discusses the limitations of the study that relates to the deficiencies in methodology, generalization of findings across various settings and the probability of competing hypotheses.

Generally no research method is perfect and applicable to study all variables and situations. Therefore, all research methods are generally imperfect and inadequate in one way or the other (McGrath, 1982). Every possible effort is made to overcome the methodological deficiencies. This study is a preliminary effort to study compulsive buying behavior on the theoretical grounds of S-O-R model and test planned behavior theory. In one empirical study, it is practically not feasible to examine all variables influencing compulsive buying behavior. The current study used a positivist approach, as Lee (1991) indicates, an approach which allows a limited number of exogenous variables influencing the endogenous variables referred as positivist approach. Hence, study focuses on only examining the key effects of the variables of the research-model of the study.

The scope of findings is narrowed by the cross sectional nature of the research, this may be considered as another limitation. For example, it may be considered that the compulsive buying may lead to emotional or cognitive responses that develop the feelings of guilt and disregarding significances. Such after effects of behaviour on emotional or cognitive reactions such as cognitive dissonance could not be included in this study due to the scope of the study.

5.5 Implications for Research and Practice

Despite various limitations, this study is making several noteworthy theoretical and practical contributions. The study endeavored to build and test a model that studied the effects of social and psychological factors on the behavior formation of compulsive buying.

Following paragraphs narrates the theoretical and practical implications of the findings of this study.

5.5.1 Theoretical Implications

Recently the pervasiveness of compulsive buying in social or psychological context has generated lot of interest among scholars and researchers. The two major contributions of this research effort involves, first use of a theoretically driven approach to study and test S-O-R model in compulsive buying contexts and second is application of planned behavior model to explain and predict consumer's compulsive buying behavior. The results of this study provide a stepping stone to understand the process of compulsive buying behavior. In the upcoming paragraphs, the precise implications of the study to academia are presented.

5.5.1.1 Better understanding of the phenomena of compulsive buying behavior:

There is evidence that compulsive buying is widespread in social and psychological context. To the knowledge of the researcher, as yet, no research has analyzed the compulsive buying behavior in both contexts simultaneously, neither it has been studied quantitatively. A central part of the current study was to provide a significant description of social and psychological characteristics that determine make compulsive buying behavior. This approach is different from traditional approach where compulsive buying is conceptualized quantitatively as a result of either social or psychological reaction(s). Very few researches have theoretically examined and empirically tested the antecedents and consequences of compulsive buying behavior. So, the current study provides an empirically valid conceptual framework to understand the cognitive process of consumer's compulsive buying behavior. Banking upon different domains of knowledge, such as individual's social psychology, consumer psychology, consumer behavior and cognitive buying behavior models, this dissertation open new doors of inquiry.

5.5.2 Contribution to Reference Fields

The current study adopted a multi-disciplinary approach. From different areas of research, support for the suggested theoretical model was drawn, such as individual's social psychology, consumer psychology and consumer buying behaviour, which is a common practice in marketing field and consumer behavior as well. Though, this flow of information is not unidirectional. According to other reference disciplines, to provide answers to required research questions researchers have used, redefined, and potentially regenerated theories (Keen 1980). Subsequently, the study's findings will extend theories that have been used in the reference disciplines. Finally, the current study also contributes to overall marketing field as references are concerned.

5.5.2.1 Contribution to individual's social psychology field

The body of knowledge related to the individual's social psychology, the current study has potential. In the current study, social influences i.e. attention-to-social-comparison-information and social values are found to have a significant impact on consumer's psychological influences. Moreover, remarkable finding about the degree of association between consumer's attention-to-social-comparison-information and all proposed psychological influences i.e. hedonic shopping motives, materialistic attitude and purchase decision involvement.

Similarly, social values were also expected to have a significant effect on consumer's hedonic shopping motives. However, social values also have indirect impact on materialistic attitude and purchase decision involvement through hedonic motives. Finally, it is concluded that social influences are found to have a significant impact on consumer's psychological influences which ultimately results in compulsive buying behavior.

5.5.2.2 Contribution to consumer behavior literature

5.5.2.2.1 Contribution to social learning literature

Consumer behavior literature reveals that numerous scholars have analyzed the compulsive buying phenomenon in either psychological or social perspective separately. Hence, the current study has major contribution on consumer's compulsive buying behavior,

where social and psychological characteristics exhibit stimulating contribution in the development of compulsive buying behavior. In the context of consumer's cognitive decision process, the development of the compulsive buying behavior to both influences, leads to a rational extension of discovering this behavior. More specifically, theoretical frameworks of S-O-R model should be used to predict and understand consumer's compulsive buying behavior process. According to the social cognitive theory applied to the S-O-R model, suggest that social influences lead to psychological influences which in turn create tendency to become compulsive.

5.5.2.2.2 Contribution to cognitive buying behavior literature

The current study is also considers as verification and an extension and of consumer's planned buying behavior theory, according to the theory, consumer's beliefs and attitudes predict his/her buying intention, which ultimately convert into or develop actual buying behavior. Hence, the study provides a verification of the theory by studying the impulsive buying intentions as well as compulsive buying behavior, in comprehensive manner.

Finally, the study extends body of knowledge on consumer behaviour with its new findings, for instance, Kellett and Bolton (2009) and Workman and Paper (2010) discussed the comprehensive compulsive buying behavior process in psychological context and qualitatively but not tested it empirically/quantitatively. The major conclusion from these above mentioned studies exhibits that social influences does make a difference.

Therefore, major limitations of these studies are related to the influence of external and internal factors in the formation /creation of compulsive buying behavior process which was not investigated yet to the best of researcher knowledge. These studies also address the limitation by investigating the social factors along with psychological factors empirically. Hence, the current study analyzed the empirical and theoretical support for the association among consumer's social and psychological influences in creation of compulsive buying behavior and cognitive decision process of compulsive buying as well.

On the other hand, hedonic shopping motives, purchase decision involvement impulsive buying intention also considered as renown constructs regarding compulsive buying behavior but they have examined through other similar concepts, like, fun and

enjoyment, apparel product involvement, impulsivity respectively. The current study also found that purchase decision involvement and impulsive buying behavior have direct impact in the formation of compulsive buying behavior. At last, the current study identified and verified a path among consumer's social characteristic, psychological characteristic and compulsive buying behavior. Moreover, the study provides a noteworthy contribution to the consumer buying behavior literature and also gives fodder for thought.

5.5.2.3 To test the structural model as complementary approach

Techniques in Structural Equation Modeling provide simultaneous analysis of construct's psychometric properties and allow better measurement precision as well. According to the constructs, Structural Equation Modeling also analyses the hypothesized relationships among variables. Basically there are two different structural equation modeling techniques i.e. covariance and partial-least-squares based SEM. As, Gefen et al (2000) discussed that structural equation modeling is mode of choice if study is based on well-established construct and theory. Because of these reasons, for data analysis in the current study, the Structural Equation Modeling approach is considered as the tool to analyze both models i.e. measurement model and structural model for analyzing S-O-R framework. Therefore, current study used covariance based SEM more preferably.

5.5.3 Practical Implications

The current study might have major practical implications particularly for retailers, policy maker and consumers. In the following subsections, study's implications for each of above mentioned individual(s) are presented.

5.5.3.1 Implications to the Retailer

Findings of the current study might provide directions to attract consumers through communication of their social influences such as social values/norms; marketers and retailers might be capable to develop more accurate marketing approaches and tactics. The findings will increase retailers' awareness about the underlying psychological processes of consumer buying behavior specially impulsive and compulsive buying behaviors and thus help them to develop their marketing strategies accordingly. To engage them in social shopping behavior,

marketers can build social ideal images. They can promote impulsive buying, which is strongly affected by hedonic motives. Along with deeper understanding of product involvement attitude, the current study would also be helpful for marketers to understand the other dynamics of consumer's purchase decision.

5.5.3.2 Implications to the Policy Makers

Examination of social and psychological influences regarding CBB is useful for public policy makers, psychiatry practitioners and institutions to educate and discourage this undesired social behaviour in individuals like excessive credit card usage and shopaholism.

The results and findings of the current study help them to alleviate the associated social evils that are generated due to compulsive buying behavior by understanding the major influencers noticeably. Consumer welfare groups or public policy officials may use these findings to develop guidelines for marketers and retailers in order to restrain them from indulging in practices that trigger abnormal buying behaviors.

Likewise, the public officials, marketers, and retail researchers can also use the shopping motivations identified in this study and the findings of personality evaluation to predict compulsive buyer instead of inquiring them directly regarding their sensitive issues e.g. attention to social comparison. Furthermore, this research is useful for formulating appropriate social marketing interventions like guidance and counseling in order to curb the rising consumer debts arising out of CBB which ultimately result in financial and economic turbulence for customers.

5.5.3.3 Implications to the Consumer

As retailers and consumers both can benefit from the findings of this research. Basically, the current study is vitally beneficial to the general community or society at large. The study offers an effective channel to for educating consumers regarding their potential psychological and behavioral pitfalls concerning impulsive and compulsive buying behaviors. When the urge to buy impulsively or impulsive buying intention triggered through the major impact of consumer's attention-to-social-comparison-information and hedonic motives and materialistic attitudes, it will ultimately enhance the tendency to become compulsive. Hence at this stage, the cognitive consideration drawn out will function as disruption in engaging in compulsive buying behaviors.

A number of restraint strategies are used in the context of retailing such as need reassessment (e.g. Shehryar et al., 2001), pre-commitment and/or psychological disorder assessment etc. For instance, pre-commitment is a well-known restraint strategy that relates to a conscious self-imposed constraint on future buying behavior (Hoch and Loewenstein, 1991). The economic cost assessment is also a very beneficial restraint strategy which restrains the consumer not to be carried away by emotions.

Resultantly conscious cost assessment reduces the propensity of consumer to engage in compulsive buying. (Rook and Hoch, 1985). Placement of an avatar at exit points may push buyers to reconsider their need assessment. In buying context, consumer protection law may include a possible compulsion for retailers to put in place an avatar at the checkout point that forces the consumer to rethink his or her behavior by pointing to need reassessment

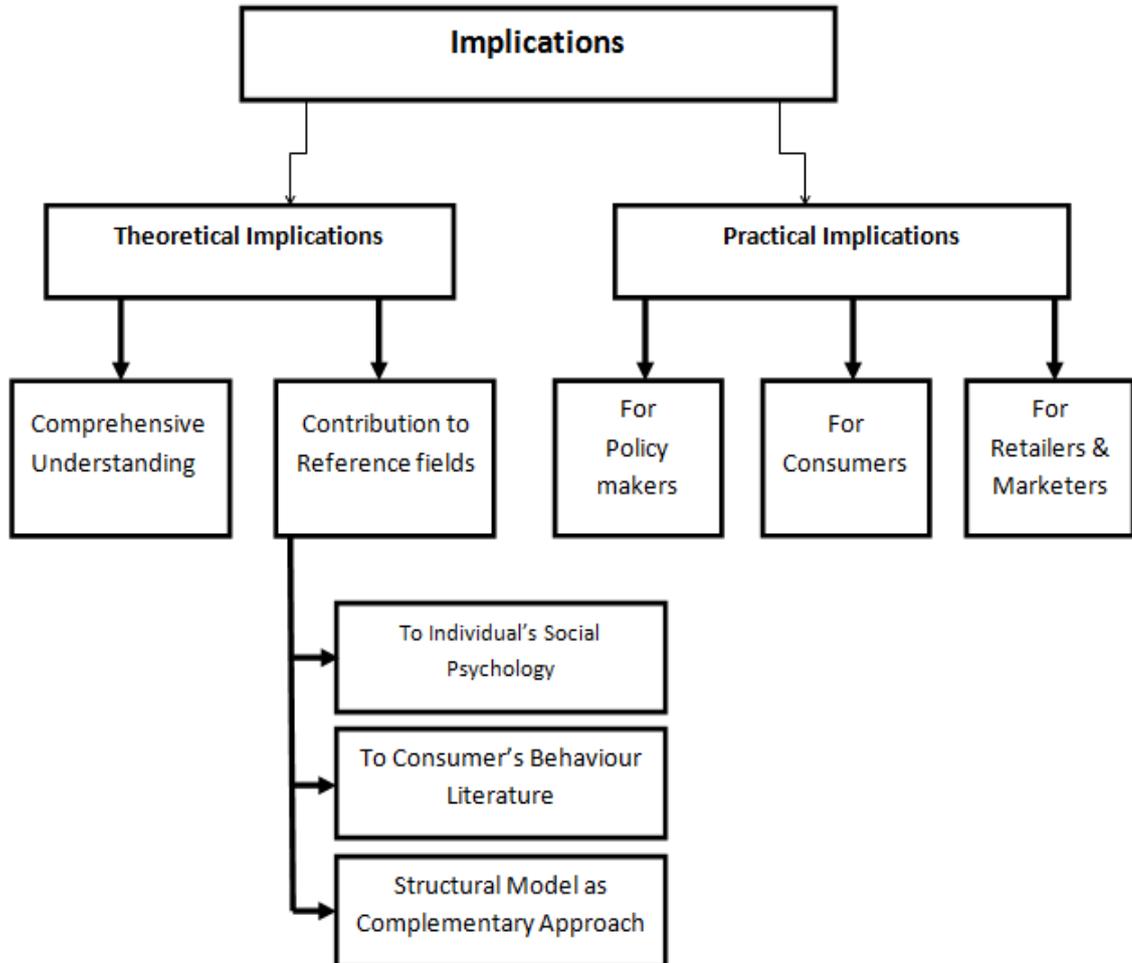


Figure 5-II: Summary of implications

5.6 Future Recommendation

Key purpose of this study was to build and verify cognitive decision process of compulsive buying behavior. The current study offers interesting results that broadens our understanding and along with broadening knowledge the results of the study also call for follow up research. The proceeding sections of this chapter indicate significant areas to be addressed.

5.6.1 Extension of the S-O-R Model

5.6.2 Improving Generalizability

A prospective research area relates to enhancing the generalizability of the findings. Particular strategies are discussed in the subsequent sections of this chapter.

5.6.2.1 Replication:

The generalizability of findings is compromised due to focus on precision. However the findings of this research can be replicated in more suitable settings for the generalizability of findings (Cook and Campbell 1979).

5.6.2.2 Longitudinal Studies

Due to the cross-sectional nature of this research the pervasive and ongoing effects of compulsive buying that include experiencing guilt and ignoring prospective consequences cannot be studied in this study. This gap needs to be addressed through longitudinal studies that can predict the ongoing consequences of compulsive purchase behavior and their influence on future behavior.

5.6.2.3 Development of a Comprehensive Model

The research in this area is in its formative stages, a parsimonious model of research was built to examine major influences of the variables of the current research on compulsive buying behaviors. This theoretical model is supported by the data and further research is needed to develop a more elaborate model of compulsive buying. This model will assist and guide researchers to examine the effects of various moderators as well as any interactional effects within the studied variables.

Additionally the current study has incorporated various dimensions of social values as independent variables. These various dimensions of social values require further research in this direction to establish which dimension, lead to compulsive buying. Similarly, direction of social comparison i.e. upward and down ward can also provide the more accurate cause of consumer's stress and depression. These social and psychological characteristics should be

analyzed. The findings of the current study represent the factors that can be highly effective to regulating compulsiveness and thereby stopping compulsive buying.

5.6.2.4 Other Personality Characteristics

The exploration of personality characteristics may also provide another important mode of classifying the consumer segment within the compulsive buying behavior.

Various other potential concepts could be more of interest than the main effects or beyond the selected variables of this study which might have been interesting topics to be researched. For example, direction of comparisons, consequences of social comparison, which was evident between social and psychological characteristics and may be these consequences, generate stress or depression. As previous literature consistently considered stress and/or depression as the major causes behind compulsive buying behavior. Similarly, family structure, social identity was also evident between the social values and influences especially in collectivist culture. The examination of social and psychological needs to be further explored. Reversed causal relationship such as compulsive buyers' association with social comparison orientation may also reveal interesting insights. This study did not include the moderating effects of other important variables such as age that can describe behaviors are important avenues to be explored.

5.6.2.5 **Role of conscious & unconscious influences regarding CBB development**

The intriguing findings regarding unconscious influences on buying behavior do suggest promising directions for future research that incorporates both conscious and unconscious elements w.r.t compulsive buying behavior. In particular, using the types of manipulations described by Dijksterhuis et al., (2002, 2005) it should be possible to influence the criteria used by consumers (see, e.g., Bettman and Sujan 1987) and the manner in which options are evaluated. For example, the tendency to consider regret and counterfactuals, to compromise, and to be in a frugal state of mind may very well be influenced by unconscious factors, such as imitation and goal pursuit.

More generally, putting aside the question of whether conscious or unconscious, automatic aspects play a greater role in choice and can better explain consumer decision

making, future research is likely to examine various interactions between conscious information processing and automatic influences and processes. Such research will promote the convergence of the two literatures. On the one hand, even the strongest supporters of consciousness recognize that unconscious processes can have significant impact on the manner in which consumers evaluate options and make choices. As the literature on unconscious influences further evolves, it is reasonable to expect that researchers will focus less on demonstrating that such effects exist and turn their attention to interactions between unconscious and conscious processes. Indeed, non-conscious influences may have their greatest and most enduring impact when they determine how decision makers consciously think about the objects of decision.

5.7 CONCLUSION

Mostly consumers take purchasing as part of the normal routine. As the studies posit that regular consumer don't experience excitement while purchasing, and indulge themselves in reading promos, and hold family history of compulsive disorders. While for other consumers purchasing is a thrilling life experience, such individuals possess an uncontrollable urge to shop.

In collectivist culture of Pakistan, social environment or social factors such as individual's social values and their conformity to group's norms motivate to fulfill certain social needs. As motivation begins with the presence of outside environmental stimuli or from individual internal stimuli that result in spurring the recognition of a need; either intrinsic or erudite through external environment such as social influences produces a determination state (O'Shaughnessy, 1987), buying behavior is influenced by emotions and functional stimulation. The extent of determination effects the individual's affective state and the degree of involvement such as higher the determination, higher the emotions and feeling, that finally results in high level of involvement. In other words, when an individual's involve in goal-directed behavior that is based on needs, desires or urges they tend to involve in activities that may provide activities to seek to relief in the need state .

As consumer's compulsive buying behavior is concerned, it also refers as goal-oriented behavior (Roberts and Pirog, 2004), where strong urges develop anxiety and stress and one tends to find relief through engagement in shopping. But this relief is temporary and tension resurfaces in other form such as emotional, economic and interpersonal consequences of such purchases. This may lead to debts, depression, anxiety, frustration, a sense of a loss of control, interpersonal conflict, and lowered self-esteem.

It is worth nothing that the consequences are not always instantly visible and are consciously recognized only when they become severe and complex at a later stage (O'Guinn and Faber, 1989). The immediate satisfaction drawn from compulsive buying leads to intensify inner psychological stress that further leads to pathological buying (Faber and Christenson, 1996). It is observed that being trapped in a vicious circle; the compulsive buyers cannot escape compulsive buying.

Consumers who had a higher level of social needs and higher level of engagement in social shopping, their behaviors was more related to hedonic shopping than utilitarian motives. These results also confirm the findings of Reynolds and Beatty (2000).

Consumer's compulsive buying behavior have also been found to be associated with other behavioral outcomes of shopping such as number of visits and increased time spent per shopping trip etc. In simple, consumers who tend to shop with others and enjoy the social interactions spent more shopping time per trip and enjoy spending extra time in market places. These consumers have greater inclination towards buying products of their liking regardless of their requirement (e.g. Bellenger and Korgaonkar, 1980).

In simple words, individual's social values and attention to conformity of reference group are expected to be the strong motivational antecedents of psychological influences. These influences ultimately result in the formation of compulsive buying behavior. Due to these social influences (i.e. social values and attention-to-social-comparison-information), consumers are more focused towards social needs. Attention to social comparison significantly effects consumer's psychological state that is of crucial importance to decision makers and can't be ignored. Morrison, Kalin and Morrison (2004) also reported that, for individuals, social comparison is a key antecedent of their dissatisfaction.

The compulsive buying behavior is highly influenced by upward social comparison (e.g. Lee et al., 2000; Phau and Woo, 2008) either through social media or influence of reference groups. According to theoretical grounding and related causes of compulsive buying behavior, the results of the current study confirms social comparison is associated with upwards comparisons and these comparisons takes place. Concurrently, in order to justify individual's self-conception they intentionally compare themselves. Through this approach, consumer's express similarities to the comparison group and consider themselves as a person of upper class. This process takes place in an automatic fashion and people consciously make such comparisons to feel positive and justified with their self-conceptions. In this manner they feel themselves belonging to and exhibit similarities with the upper class (e.g. Suls et al., 2002).

Several factors create the sensitivity of individual towards social comparison information such as social anxiety, low self-esteem and fear of negative evaluation and stress and depression should also be considered as the core causes of compulsive buying behavior. The discussion of the previous literature suggests that social comparison occurs in the CBB shopping context. Along with the theory of social comparison, the past research findings imply that social shopping activities may be driven by the tendency of consumers to compare themselves to societal standards and thus they evaluate their self.

The chapter no. 5 discusses the findings of the study based upon results. The discussion is organized according to the presentation of hypothesis. Hypothesis wise discussions have two perspectives, first according to S-O-R framework, such as stimulus-to-organism, organism-to-response context. Additionally, the chapter also discusses the nature of one-to-one relationships among variables such as direct or indirect relation.

Following the comprehensive discussion on findings, the chapter elaborates the limitation of the study in term of methodology deficiencies and scope of the study etc. In next, the theoretical and practical implications of research have been discussed. Whereby, theoretical implications consists of better understanding, contribution to the fields of reference such as social psychology field and consumer buying behavior literature, whereas, practical implications relate to reference to retailers, policy maker and

consumers.

Lastly, this chapter includes the recommendation regarding future study, for instance, extension of the S-O-R model, generalizability, longitudinal study and development of comprehensive model for consumer's compulsive buying behavior

Box5 Summary of Chapter 5 'Discussions, Implications and Future Recommendation'

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Appendixes

Annex A

Annex B

Annex C

Annex D

Annex E

Annex F

Annex G

Annex H

Annex A

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
at1	1010	1.00	5.00	3.5851	.96888	-.507	.077	-.277	.154
at2	1010	1.00	5.00	3.5228	1.00739	-.348	.077	-.586	.154
at3	1010	1.00	5.00	3.5406	.99196	-.604	.077	-.055	.154
at4	1010	1.00	5.00	3.7525	.92435	-.825	.077	.615	.154
at5	1010	1.00	5.00	3.0931	1.06445	-.156	.077	-.820	.154
at6	1010	1.00	5.00	3.4129	.95323	-.506	.077	-.155	.154
at7	1010	1.00	5.00	3.4356	.99170	-.426	.077	-.272	.154
at8	1010	1.00	5.00	3.8267	.85794	-.830	.077	.982	.154
at9	1010	1.00	5.00	3.4178	.97931	-.457	.077	-.322	.154
at10	1010	1.00	5.00	3.4337	.96318	-.525	.077	-.144	.154
at11	1010	1.00	5.00	3.2713	.98435	-.314	.077	-.454	.154
at12	1010	1.00	5.00	2.3050	.85295	.688	.077	.595	.154
m1	1010	1.00	5.00	3.9376	.83948	-.819	.077	.871	.154
m2	1010	1.00	5.00	3.7030	1.10450	-.587	.077	-.532	.154
m3	1010	1.00	5.00	3.6822	1.04078	-.573	.077	-.331	.154
m4	1010	1.00	5.00	3.3050	1.07687	-.262	.077	-.743	.154
m5	1010	1.00	5.00	3.9911	.88424	-.655	.077	.012	.154
m6	1010	1.00	5.00	2.6752	1.32652	.198	.077	-1.191	.154
V2	1010	1.00	5.00	4.2795	.58649	-.961	.077	1.874	.154
V3	1010	1.00	5.00	3.6109	.89516	-.553	.077	.056	.154
V4	1010	1.00	5.00	3.9975	.73037	-.871	.077	.961	.154
V5	1010	1.00	5.00	4.1470	.67661	-.811	.077	1.337	.154
V6	1010	1.00	5.00	3.5208	.89491	-.386	.077	-.287	.154
V7	1010	1.00	5.00	3.6762	.75029	-.503	.077	.409	.154
V8	1010	1.00	5.00	4.3045	.71625	-1.265	.077	2.117	.154
V9	1010	1.00	5.00	4.1990	.67054	-1.134	.077	2.189	.154
H1	1010	1.00	5.00	3.3409	.93380	-.332	.077	-.479	.154
H2	1010	1.00	5.00	3.4198	.90807	-.449	.077	-.475	.154

H3	1010	1.00	5.00	4.0035	.83247	-1.071	.077	1.406	.154
H4	1010	1.00	5.00	3.5739	.85644	-.574	.077	.216	.154
H5	1010	1.50	5.00	3.8124	.83155	-.468	.077	-.335	.154
H6	1010	1.00	5.00	3.0163	1.12146	-.048	.077	-.997	.154
IB1	1010	1.00	5.00	3.6601	.80588	-.481	.077	-.002	.154
IB2	1010	1.00	5.00	3.5482	.85145	-.444	.077	-.138	.154
P1	1010	1.00	5.00	3.6173	.76328	-.480	.077	.045	.154
P2	1010	1.00	5.00	3.3822	.86473	-.329	.077	-.258	.154
CB1	1010	1.00	5.00	2.7119	.96733	.456	.077	-.344	.154
CB2	1010	1.00	5.00	2.9564	.97470	-.028	.077	-.661	.154
CB3	1010	1.00	5.00	3.0663	.89767	-.036	.077	-.432	.154
CB4	1010	1.00	5.00	2.9312	1.00196	-.025	.077	-.776	.154
CB5	1010	1.00	5.00	3.4208	.98636	-.314	.077	-.499	.154
congendr	1010	.00	1.00	.5941	.49132	-.384	.077	-1.856	.154
ZCBB	1010	1.46	4.77	3.0313	.64565	.007	.077	-.411	.154
AGEINT	1010	1.00	5.00	2.2317	1.26075	.622	.077	-.783	.154
ER									
Valid N (listwise)	1010								

Age Intervals

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25 years	411	40.7	40.7	40.7
	25-30 years	198	19.6	19.6	60.3
	30-35 years	214	21.2	21.2	81.5
	35-40 years	130	12.9	12.9	94.4
	Above 40 years	57	5.6	5.6	100.0
	Total	1010	100.0	100.0	

Mean score of CBB

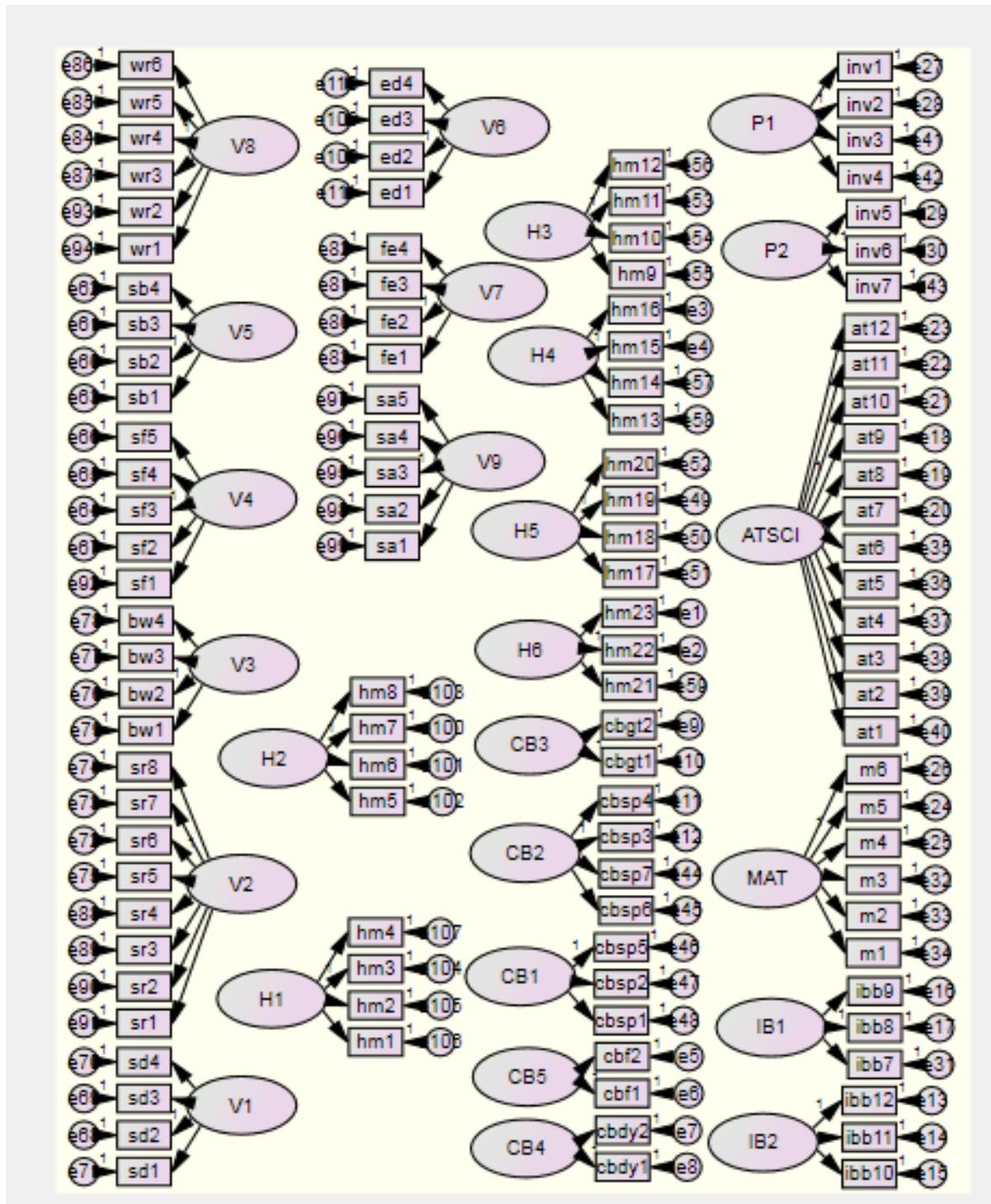
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Recreational compulsive buying	55	5.4	5.4	5.4
	Borderline compulsive buying	414	41.0	41.0	46.4
	Compulsive buying	469	46.4	46.4	92.9
	Addictive buying	72	7.1	7.1	100.0
	Total	1010	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	410	40.6	40.6	40.6
	female	600	59.4	59.4	100.0
	Total	1010	100.0	100.0	

Annex B

Common factor analysis of each latent variable:



Variable 1: Social values

Standardized Regression Co-efficients: (whole 1-6-11 - Default model)

	Estimate
sf1 <--- VU4	.673
sf3 <--- VU4	.641
bw3 <--- VU3	.865
bw4 <--- VU3	.798
ed4 <--- VU6	.827
ed3 <--- VU6	.678
fe4 <--- VU7	.694
fe3 <--- VU7	.712
fe2 <--- VU7	.773
fe1 <--- VU7	.764
sb3 <--- VU5	.700
sb4 <--- VU5	.713
sr5 <--- VU2	.679
sr7 <--- VU2	.634
sa5 <--- VU9	.733
sa4 <--- VU9	.720
sa3 <--- VU9	.708
wr6 <--- VU8	.733
wr5 <--- VU8	.840
sr4 <--- VU2	.659
sr3 <--- VU2	.595
bw2 <--- VU3	.629

Squared Multiple Correlations: (whole 1-6-11 - Default model)

	Estimate
bw2	.396
sr3	.354
sr4	.434
wr5	.706
wr6	.537
sa3	.502
sa4	.519
sa5	.538
sr7	.402
sr5	.461
sb4	.508
sb3	.490
fe1	.583

	Estimate
fe2	.598
fe3	.507
fe4	.481
ed3	.459
ed4	.684
bw4	.636
bw3	.748
sf3	.411
sf1	.453

Variable 2: Attention-top –social –comparison-information

Standardized Regression Co-efficients: (whole 1-6-11 - Default model)

	Estimate
at9 <--- ATSCI	.668
at10 <--- ATSCI	.730
at11 <--- ATSCI	.544
at7 <--- ATSCI	.561
at5 <--- ATSCI	.490
at4 <--- ATSCI	.593

Squared Multiple Correlations: (whole 1-6-11 - Default model)

	Estimate
at4	.351
at5	.240
at7	.315
at10	.533
at11	.296
at9	.447

Variable 3: Hedonic motives

Squared Multiple Correlations: (whole 1-6-11 - Default model)

	Estimate
hm15	.516
hm17	.564
hm19	.704
hm21	.731
hm13	.496
hm5	.670
hm1	.654
hm2	.628
hm3	.619
hm22	.833
hm7	.527
hm6	.613
hm12	.635
hm11	.520
hm14	.731

Standardized Regression Co-efficients: (whole 1-6-11 - Default model)

	Estimate
hm14 <--- HO4	.855
hm11 <--- HO3	.721
hm12 <--- HO3	.797
hm6 <--- HO2	.783
hm7 <--- HO2	.726
hm22 <--- HO6	.913
hm3 <--- HO1	.787
hm2 <--- HO1	.793
hm1 <--- HO1	.809
hm5 <--- HO2	.819
hm13 <--- HO4	.705
hm21 <--- HO6	.855
hm19 <--- HO5	.839
hm17 <--- HO5	.751
hm15 <--- HO4	.718

Variable 4: Materialistic attitude

Standardized Regression Co-efficients: (whole 1-6-11 - Default model)

	Estimate
m2 <--- MAT	.763
m3 <--- MAT	.905
m4 <--- MAT	.610

Squared Multiple Correlations: (whole 1-6-11 - Default model)

	Estimate
m4	.372
m3	.818
m2	.582

Variable 5: Purchase decision involvement

Standardized Regression Co-efficients: (whole 1-6-11 - Default model)

	Estimate
inv2 <--- PDI1	.811
inv1 <--- PDI1	.815
inv6 <--- PDI2	.846
inv5 <--- PDI2	.721

Squared Multiple Correlations: (whole 1-6-11 - Default model)

	Estimate
inv1	.665
inv2	.657
inv5	.520
inv6	.716

Variable 6: Impulsive buying intention

Standardized Regression Co-efficients: (whole 1-6-11 - Default model)

	Estimate
ibb11 <--- IB2	.792
ibb9 <--- IB1	.777
ibb8 <--- IB1	.867
ibb10 <--- IB2	.737
ibb12 <--- IB2	.675
ibb7 <--- IB1	.717

Squared Multiple Correlations: (whole 1-6-11 - Default model)

	Estimate
ibb7	.514
ibb12	.455
ibb10	.543
ibb8	.751
ibb9	.604
ibb11	.628

Variable 7: Compulsive buying behavior

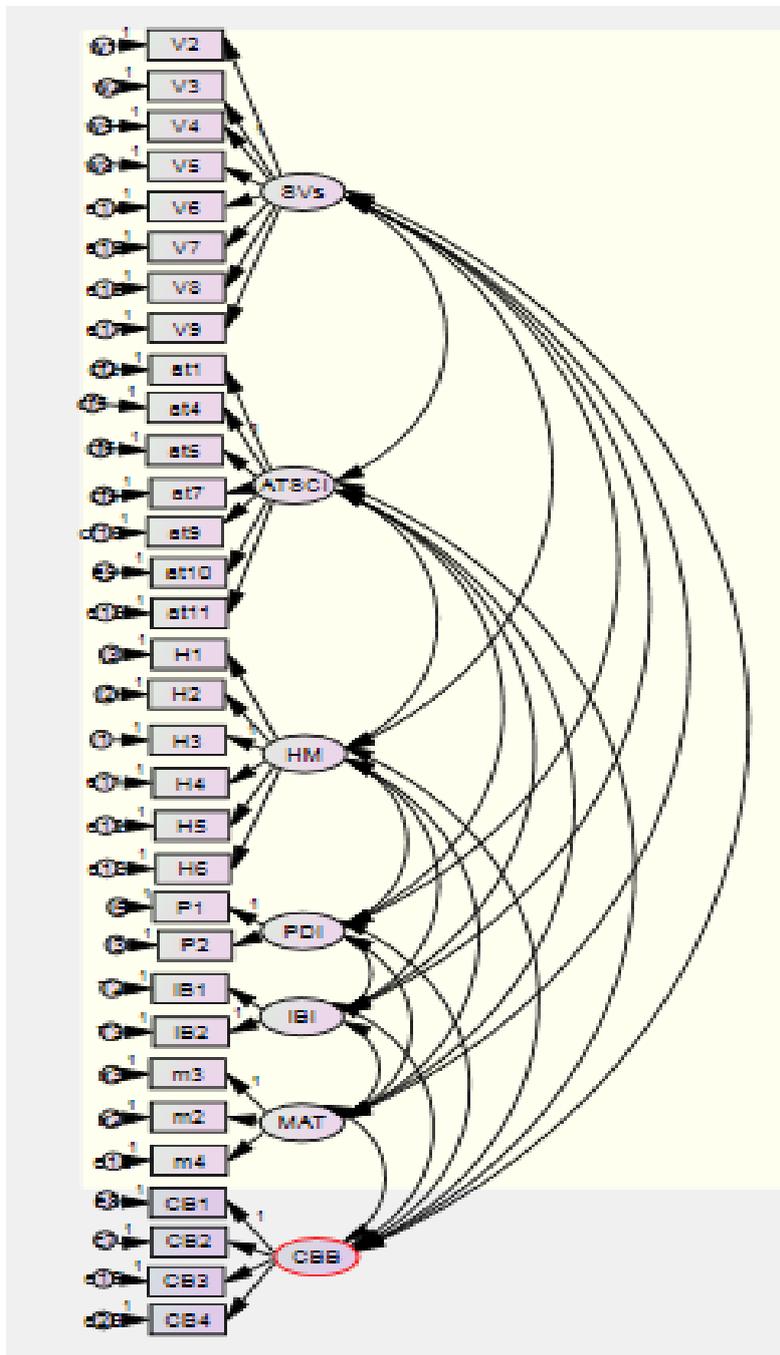
Standardized Regression Co-efficients: (whole 1-6-11 - Default model)

	Estimate
cbgt1 <--- CB3	.811
cbgt2 <--- CB3	.604
cbsp4 <--- CB2	.756
cbdy2 <--- CB4	.733
cbdy1 <--- CB4	.745
cbsp3 <--- CB2	.830
cbsp5 <--- CB1	.686
cbsp2 <--- CB1	.728

Squared Multiple Correlations: (whole 1-6-11 - Default model)

	Estimate
cbsp2	.531
cbsp5	.471
cbsp3	.689
cbdy1	.554
cbdy2	.537
cbsp4	.571
cbgt2	.364
cbgt1	.658

Initial measurement model:



Results of initial measurement model:

Standardized Regression Co-efficients: (BOTH - Default model)

	Estimate
V4 <--- SVs	.578
m2 <--- MAT	.763
m3 <--- MAT	.893
H2 <--- HM	.637
H1 <--- HM	.702
CB2 <--- CBB	.877
P2 <--- PDI	.839
IB2 <--- IBI	.720
IB1 <--- IBI	.723
at5 <--- ATSCI	.498
at4 <--- ATSCI	.609
H3 <--- HM	.579
P1 <--- PDI	.631
V5 <--- SVs	.685
V2 <--- SVs	.683
V3 <--- SVs	.384
at1 <--- ATSCI	.522
at7 <--- ATSCI	.559
at9 <--- ATSCI	.648
CB1 <--- CBB	.853
at10 <--- ATSCI	.713
m4 <--- MAT	.629
H4 <--- HM	.462
H5 <--- HM	.603
H6 <--- HM	.627
V6 <--- SVs	.475
V7 <--- SVs	.585
V8 <--- SVs	.679
V9 <--- SVs	.689
at11 <--- ATSCI	.548
CB3 <--- CBB	.396
CB4 <--- CBB	.760

Squared Multiple Correlations: (BOTH - Default model)

	Estimate
CB4	.577
CB3	.157
at11	.301
V9	.474
V8	.461
V7	.342
V6	.225
H6	.394
H5	.363
H4	.213
m4	.395
at10	.508
at1	.272
at9	.420
at4	.371
at5	.248
at7	.313
V2	.466
V5	.469
IB1	.523
IB2	.519
P1	.398
P2	.705
CB1	.727
CB2	.769
H3	.335
H1	.493
H2	.406
m3	.798
m2	.582
V3	.148
V4	.334

Fit statistics of initial measurement model:

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	85	2935.646	443	.000	6.627
Saturated model	528	.000	0		
Independence model	32	13067.161	496	.000	26.345

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.062	.834	.802	.700
Saturated model	.000	1.000		
Independence model	.207	.323	.280	.304

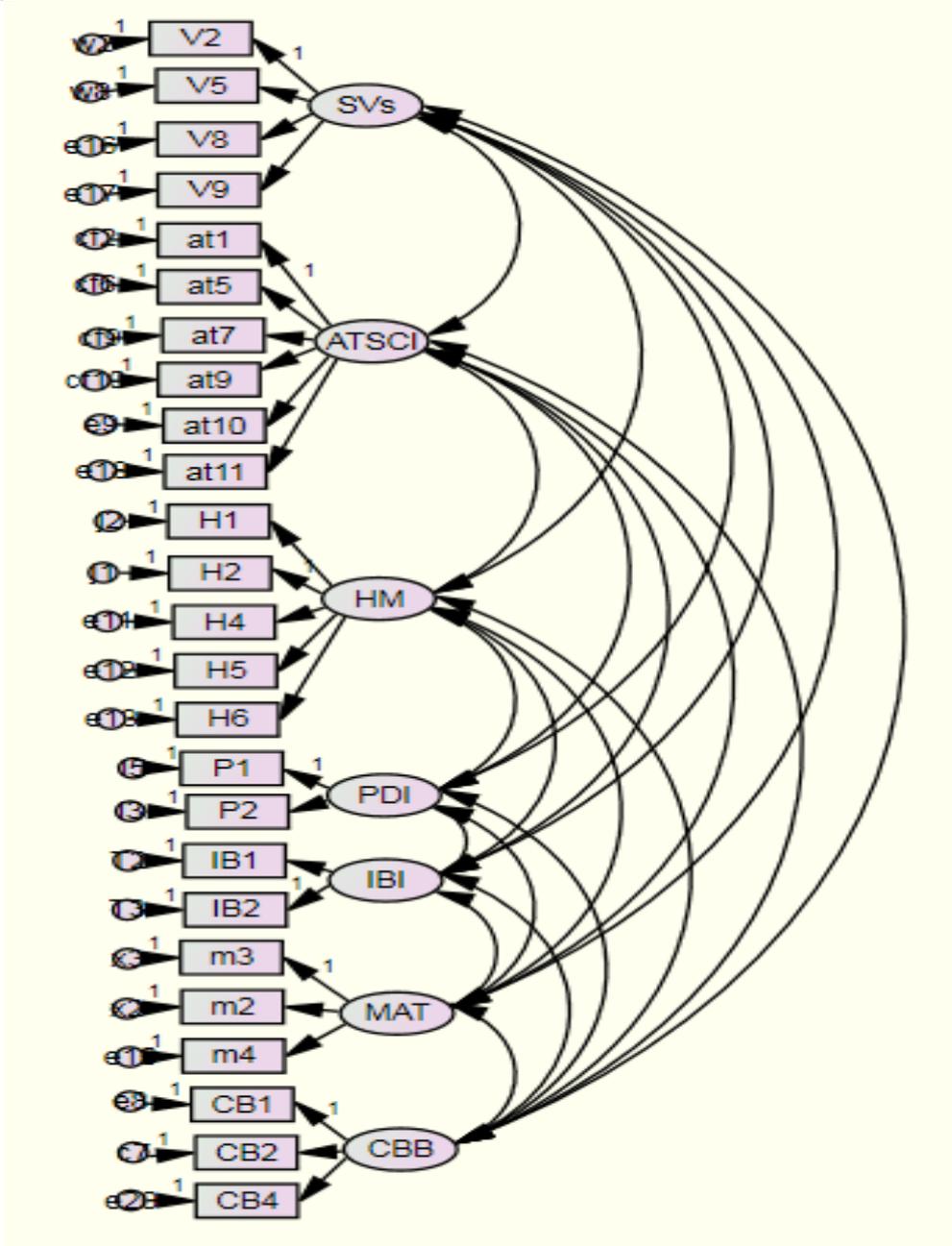
Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.775	.748	.803	.778	.802
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.075	.072	.077	.000
Independence model	.158	.156	.161	.000

Re-specified (final) measurement model:



Results of respecified (final) measurement model:

Standardized Regression Co-efficients: (BOTH - Default model)

	Estimate
m2 <--- MAT	.763
m3 <--- MAT	.892
H1 <--- HM	.693
P2 <--- PDI	.840
IB2 <--- IBI	.722
IB1 <--- IBI	.721
at5 <--- ATSCI	.494
H2 <--- HM	.639
P1 <--- PDI	.631
V5 <--- SVs	.723
at1 <--- ATSCI	.526
at7 <--- ATSCI	.552
at9 <--- ATSCI	.652
at10 <--- ATSCI	.715
m4 <--- MAT	.630
H4 <--- HM	.470
H5 <--- HM	.592
H6 <--- HM	.659
V8 <--- SVs	.752
V9 <--- SVs	.699
at11 <--- ATSCI	.561
V2 <--- SVs	.743
CB2 <--- CBB	.885
CB1 <--- CBB	.856
CB4 <--- CBB	.746

Squared Multiple Correlations: (BOTH - Default model)

	Estimate
CB4	.556
at11	.315
V9	.488
V8	.565
H6	.434
H5	.350
H4	.221
m4	.397
at10	.511
at1	.277
at9	.426
at5	.244
at7	.304
V5	.523
IB1	.520
IB2	.521
P1	.398
P2	.705
CB1	.732
CB2	.782
H2	.408
H1	.480
m3	.796
m2	.582
V2	.552

Fit statistics of final measurement model:

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	71	1138.994	254	.000	4.484
Saturated model	325	.000	0		
Independence model	25	9650.881	300	.000	32.170

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.046	.919	.896	.718
Saturated model	.000	1.000		
Independence model	.221	.370	.317	.341

Baseline Comparisons

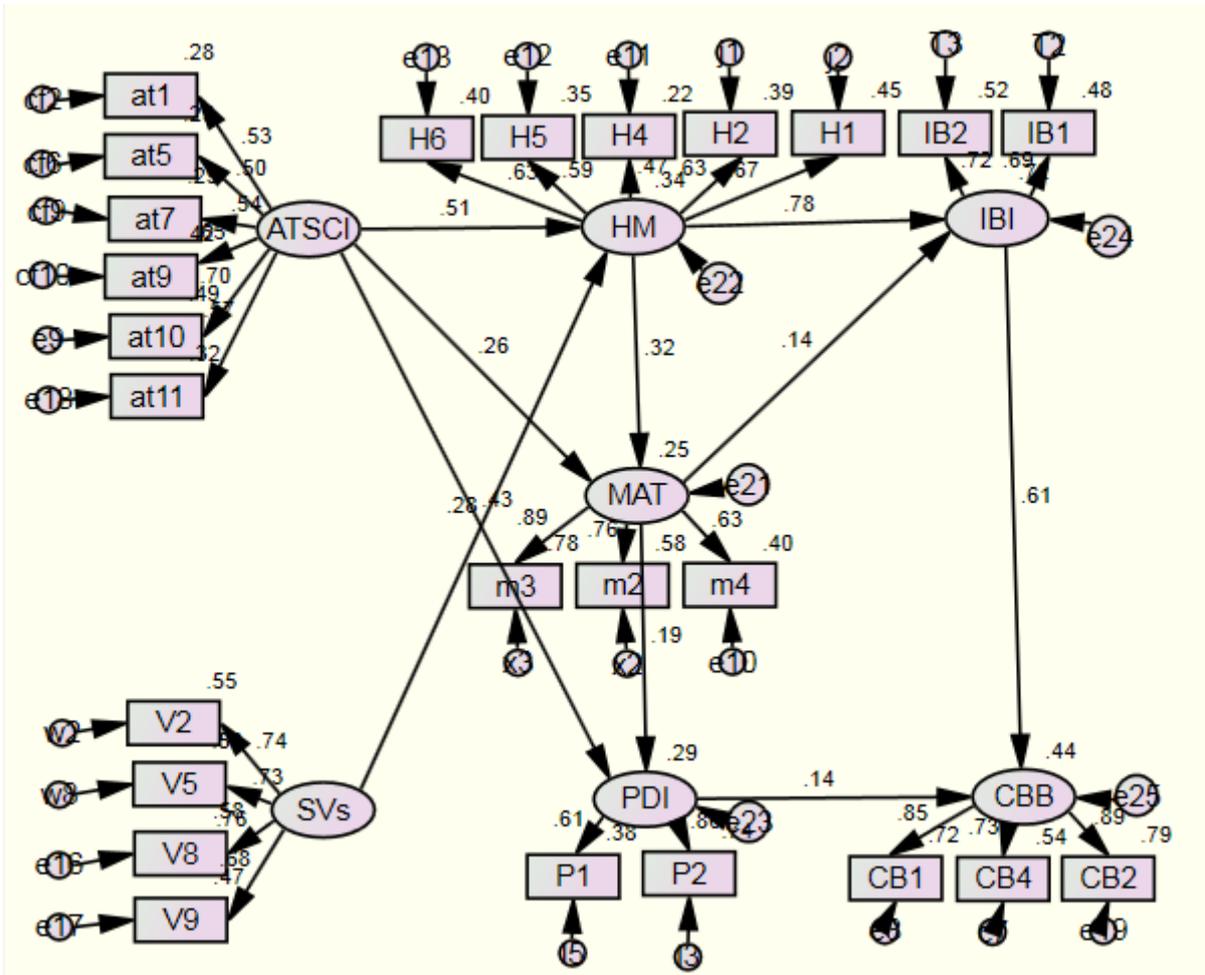
Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.882	.861	.906	.888	.905
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.059	.055	.062	.000
Independence model	.176	.173	.179	.000

Annex E

Structural model:



Results of structural model:

5.7.1.1.1 Regression Co-efficients: (BOTH - Default model)

	Estimate	S.E.	C.R.	P	Label
HM <--- ATSCI	.567	.056	10.144	***	
HM <--- SVs	.364	.049	7.500	***	
MAT <--- ATSCI	.465	.085	5.496	***	
MAT <--- HM	.519	.077	6.738	***	
PDI <--- ATSCI	.395	.053	7.467	***	
IBI <--- MAT	.096	.026	3.753	***	
IBI <--- HM	.843	.061	13.882	***	
PDI <--- MAT	.095	.022	4.337	***	
CBB <--- IBI	.804	.056	14.387	***	
CBB <--- PDI	.242	.060	4.042	***	
m2 <--- MAT	.913	.040	22.856	***	
H1 <--- HM	1.097	.067	16.396	***	
at5 <--- ATSCI	1.039	.089	11.668	***	
H2 <--- HM	1.000				
V5 <--- SVs	1.136	.056	20.345	***	
at1 <--- ATSCI	1.000				
at7 <--- ATSCI	1.041	.085	12.239	***	
at9 <--- ATSCI	1.251	.091	13.723	***	
at10 <--- ATSCI	1.328	.093	14.237	***	
H4 <--- HM	.714	.057	12.480	***	
H5 <--- HM	.868	.058	15.008	***	
H6 <--- HM	1.243	.079	15.716	***	
V8 <--- SVs	1.259	.060	21.023	***	
V9 <--- SVs	1.056	.055	19.283	***	
at11 <--- ATSCI	1.093	.086	12.674	***	
V2 <--- SVs	1.000				
IB1 <--- IBI	.906	.050	18.263	***	
IB2 <--- IBI	1.000				
m4 <--- MAT	.739	.038	19.442	***	
m3 <--- MAT	1.000				
P1 <--- PDI	1.000				
P2 <--- PDI	1.594	.139	11.429	***	
CB1 <--- CBB	1.000				
CB4 <--- CBB	.903	.035	25.640	***	
CB2 <--- CBB	1.056	.034	30.987	***	

5.7.1.1.2 Standardized Regression Co-efficients: (BOTH - Default model)

	Estimate
HM <--- ATSCI	.514
HM <--- SVs	.281
MAT <--- ATSCI	.259
MAT <--- HM	.318
PDI <--- ATSCI	.431
IBI <--- MAT	.144
IBI <--- HM	.777
PDI <--- MAT	.186
CBB <--- IBI	.609
CBB <--- PDI	.140
m2 <--- MAT	.761
H1 <--- HM	.668
at5 <--- ATSCI	.498
H2 <--- HM	.625
V5 <--- SVs	.729
at1 <--- ATSCI	.527
at7 <--- ATSCI	.536
at9 <--- ATSCI	.651
at10 <--- ATSCI	.703
H4 <--- HM	.472
H5 <--- HM	.592
H6 <--- HM	.630
V8 <--- SVs	.763
V9 <--- SVs	.684
at11 <--- ATSCI	.566
V2 <--- SVs	.740
IB1 <--- IBI	.692
IB2 <--- IBI	.724
m4 <--- MAT	.631
m3 <--- MAT	.886
P1 <--- PDI	.613
P2 <--- PDI	.863
CB1 <--- CBB	.846
CB4 <--- CBB	.735
CB2 <--- CBB	.888

Fit statistics of Structural model:

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	61	1372.578	264	.000	5.199
Saturated model	325	.000	0		
Independence model	25	9650.881	300	.000	32.170

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.054	.903	.880	.733
Saturated model	.000	1.000		
Independence model	.221	.370	.317	.341

Baseline Comparisons

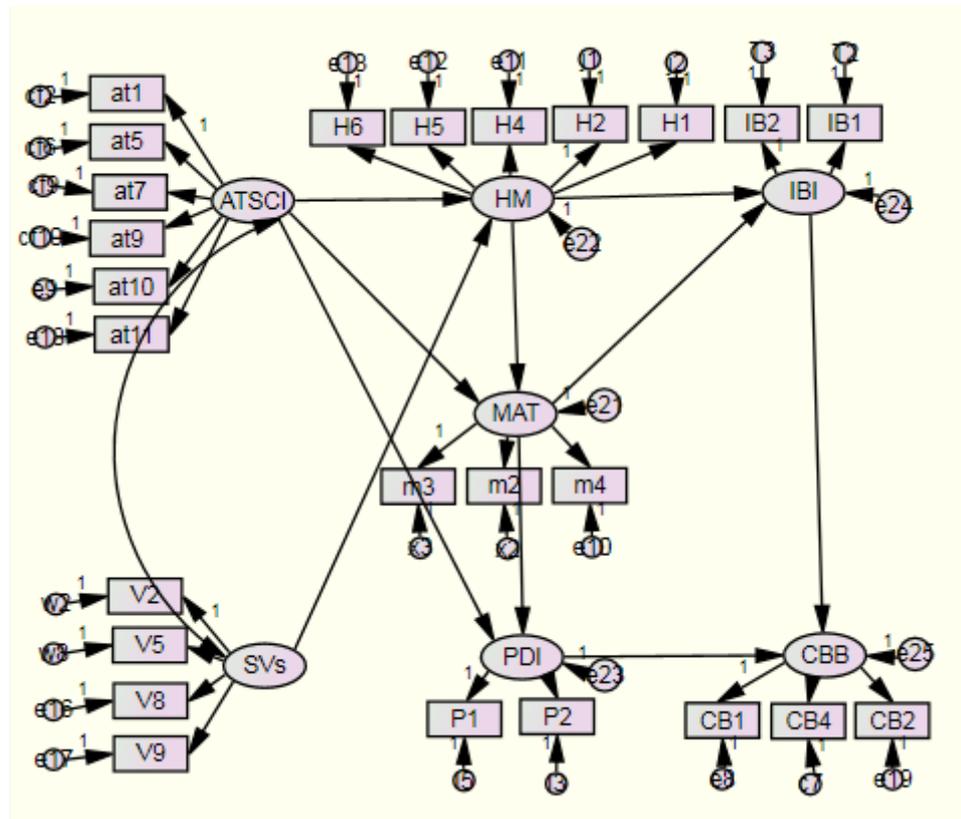
Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.858	.838	.882	.865	.881
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.065	.061	.068	.000
Independence model	.176	.173	.179	.000

Annex F

5.7.1.1.3



5.7.1.1.4

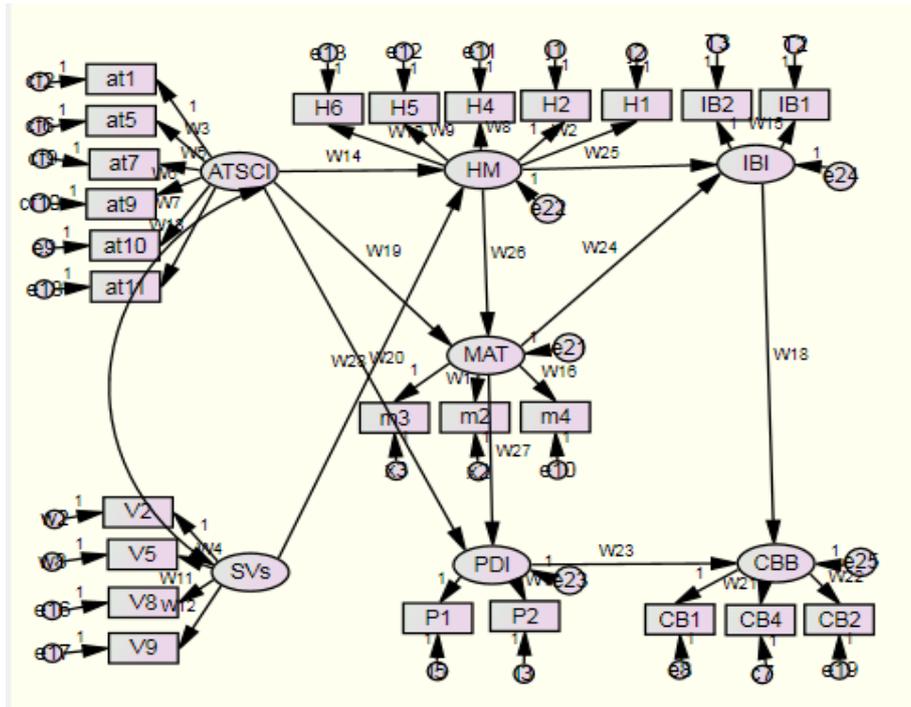
5.7.1.1.5

5.7.1.1.6 Unconstrained model

5.7.1.1.7 Result (Default model)

Minimum was achieved
 Chi-square = 1695.316
 Degrees of freedom = 528

5.7.1.1.9



5.7.1.1.10

5.7.1.1.11 Fully constrained model

5.7.1.1.12 Result (Default model)

Minimum was achieved
 Chi-square = 1762.480
 Degrees of freedom = 556

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	A	B	C	D	E	F	G	H	I
1		Chi-square	df	p-val	Invariant?	<p>Step 1. provide chi-square and df for unconstrained and constrained models, and provide the number of groups. The thresholds (green cells) will be updated automatically.</p>			
2	Overall Model								
3	Unconstrained	1695.316	528						
4	Fully constrained	1762.48	556						
5	Number of groups		2						
6	Difference	67.164	28	0.000	NO	<p>Groups are different at the model level. Check path differences.</p>			
7		Chi-square Thresholds				<p>Any chi-square more than the threshold (Green Cells) will be variant for a path by path analysis</p>			
8	90% Confidence	1698.02	529						
9	Difference	2.71	1	0.100					
10	95% Confidence	1699.16	529						
11	Difference	3.84	1	0.050					
12	99% Confidence	1706.14	529						
13	Difference	10.83	1	0.001					
14									

Annex G

5.7.1.1.13 Standardized Total Effects (BOTH - Default model)

	SVs	ATSCI	HM	MAT	PDI	IBI	CBB
HM	.243	.497	.000	.000	.000	.000	.000
MAT	.077	.418	.316	.000	.000	.000	.000
PDI	.014	.516	.059	.187	.000	.000	.000
IBI	.201	.448	.826	.144	.000	.000	.000
CBB	.126	.346	.517	.114	.135	.616	.000

5.7.1.1.14 Standardized Total Effects - Standard Errors (BOTH - Default model)

	SVs	ATSCI	HM	MAT	PDI	IBI	CBB
HM	.039	.048	.000	.000	.000	.000	.000
MAT	.019	.040	.059	.000	.000	.000	.000
PDI	.007	.043	.025	.058	.000	.000	.000
IBI	.032	.044	.031	.047	.000	.000	.000
CBB	.020	.035	.036	.030	.042	.037	.000

5.7.1.1.15 Standardized Direct Effects (BOTH - Default model)

	SVs	ATSCI	HM	MAT	PDI	IBI	CBB
HM	.243	.497	.000	.000	.000	.000	.000
MAT	.000	.261	.316	.000	.000	.000	.000
PDI	.000	.438	.000	.187	.000	.000	.000
IBI	.000	.000	.781	.144	.000	.000	.000
CBB	.000	.000	.000	.000	.135	.616	.000

5.7.1.1.16 Standardized Direct Effects - Standard Errors (BOTH - Default model)

	SVs	ATSCI	HM	MAT	PDI	IBI	CBB
HM	.039	.048	.000	.000	.000	.000	.000
MAT	.000	.058	.059	.000	.000	.000	.000
PDI	.000	.051	.000	.058	.000	.000	.000
IBI	.000	.000	.038	.047	.000	.000	.000
CBB	.000	.000	.000	.000	.042	.037	.000

5.7.1.1.17 Standardized Indirect Effects (BOTH - Default model)

	SVs	ATSCI	HM	MAT	PDI	IBI	CBB
HM	.000	.000	.000	.000	.000	.000	.000
MAT	.077	.157	.000	.000	.000	.000	.000
PDI	.014	.078	.059	.000	.000	.000	.000
IBI	.201	.448	.045	.000	.000	.000	.000

	SVs	ATSCI	HM	MAT	PDI	IBI	CBB
CBB	.126	.346	.517	.114	.000	.000	.000

5.7.1.1.18 Standardized Indirect Effects - Standard Errors (BOTH - Default model)

	SVs	ATSCI	HM	MAT	PDI	IBI	CBB
HM	.000	.000	.000	.000	.000	.000	.000
MAT	.019	.033	.000	.000	.000	.000	.000
PDI	.007	.025	.025	.000	.000	.000	.000
IBI	.032	.044	.014	.000	.000	.000	.000
CBB	.020	.035	.036	.030	.000	.000	.000

5.7.1.1.19 Standardized Total Effects - Two Tailed Significance (BC) (BOTH - Default model)

	SVs	ATSCI	HM	MAT	PDI	IBI	CBB
HM	.001	.001
MAT	.000	.001	.001
PDI	.000	.001	.000	.001
IBI	.000	.001	.001	.003
CBB	.000	.001	.001	.001	.003	.001	...

5.7.1.1.20 Standardized Indirect Effects - Two Tailed Significance (BC) (BOTH - Default model)

	SVs	ATSCI	HM	MAT	PDI	IBI	CBB
HM
MAT	.000	.000
PDI	.000	.000	.000
IBI	.000	.001	.001
CBB	.000	.001	.001	.001

5.7.1.1.21 Standardized Direct Effects - Two Tailed Significance (BC) (BOTH - Default model)

	SVs	ATSCI	HM	MAT	PDI	IBI	CBB
HM	.001	.001
MAT001	.001
PDI001001
IBI001	.003
CBB003	.001	...

Annex H

Decomposition test: In the prediction of CBB

The model above is translated into the following system of equations.

PDI and IBI have direct effect on CBB:

1. $PDI \rightarrow CBB$
2. $IBI \rightarrow CBB$

ATSCI, SVs, HM and MAT have indirect causal effect on CBB:

1. ATSCI has indirect causal effect on CBB:

$ATSCI \rightarrow HM \rightarrow IBI \rightarrow CBB$
 $ATSCI \rightarrow HM \rightarrow MAT \rightarrow IBI \rightarrow CBB$
 $ATSCI \rightarrow HM \rightarrow MAT \rightarrow PDI \rightarrow CBB$
 $ATSCI \rightarrow MAT \rightarrow IBI \rightarrow CBB$
 $ATSCI \rightarrow MAT \rightarrow PDI \rightarrow CBB$
 $ATSCI \rightarrow PDI \rightarrow CBB$
 $ATSCI \rightarrow HM \rightarrow CBB$

2. SVs have indirect causal effect on CBB:

$SVs \rightarrow HM \rightarrow IBI \rightarrow CBB$
 $SVs \rightarrow HM \rightarrow MAT \rightarrow IBI \rightarrow CBB$
 $SVs \rightarrow HM \rightarrow MAT \rightarrow PDI \rightarrow CBB$

3. HM have indirect causal effect on CBB:

$HM \rightarrow IBI \rightarrow CBB$
 $HM \rightarrow MAT \rightarrow IBI \rightarrow CBB$
 $HM \rightarrow MAT \rightarrow PDI \rightarrow CBB$

4. MAT have indirect causal effect on CBB:

$MAT \rightarrow IBI \rightarrow CBB$
 $MAT \rightarrow PDI \rightarrow CBB$

Annex I

Questionnaire

“Appearance Products”



Dear Participant,

Q. No. _____

Thank you for agreeing to fill out this questionnaire.

I Saman Attiq, PHD Scholar, at Mohammad Ali Jinnah University, Islamabad, conducting a study for my thesis “*Consumer Buying Behavior*”.

You could help me in my research by filling out this questionnaire.

Please note that the survey intends to measure buying behavior while purchasing appearance related products that may include “**Apparel (cloths), Shoes, Toiletries, Cosmetics, Jewelry, Cell phones and Care-Products**”. Therefore, while filling the questionnaire please recall your feelings while purchasing such items.

Social Values (SVs)							
S. No.	Item's Code	Statements	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
V1: Security Dimension							
1	sd1	I am often concerned about my physical safety					
2	sd2	Knowing that I am physically safe is important to me					
3	sd3	My security is a high priority to me					
4	sd4	Financial security is very important to me					
V2: Self- Respect Dimension							
1	sr1	I try to act in such a way as to be able to face myself in the mirror the next morning					
2	sr2	If one losses one's self respect, nothing can compensate for the loss					
3	sr3	My self-respect is worth more than gold					

S. No.	Item's Code	Statements	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
4	sr4	Even though others may disagree, I will not do anything to threaten my self-respect					
5	sr5	More than anything else, I must be able to respect myself					
6	sr6	I will do what I know to be right, even when I risk losing money					
7	sr7	In a given situation, knowing that I am doing the right thing is worth a lot to me					
8	sr8	I will not compromise on issues that could cause me to lose my self-respect					
V3: Being Well-Respected Dimension							
1	bw1	I try to maintain a high status among my friends					
2	bw2	I am easily hurt by what others say about me					
3	bw3	The opinions of others are important to me					
4	bw4	I care what others think about me					
V4: Self-Fulfillment Dimension							
1	sf1	I treat myself well					
2	sf2	I deserve the best, and often give myself what I deserve					
3	sf3	I like to buy the best of everything when I go shopping					
4	sf4	The better things in life are for me					
5	sf5	Meeting my desires is a full-time job for me					
V5: Sense of Belonging							
1	sb1	I play an important role in my family					

S. No.	Item's Code	Statements	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
2	sb2	I need to feel there is a place that I can call "home"					
3	sb3	I feel appreciated and needed by my closest relatives and friends					
4	sb4	Being a part of the lives of those with whom I am close is a high priority for me					
V6: Excitement Dimension							
1	ed1	I enjoy doing things out of the ordinary					
2	ed2	I try to fill my life with exciting activities					
3	ed3	I feel energized by attending parties					
4	ed4	I consider myself a thrill-seeker					
V7: Fun & Enjoyment Dimension							
1	fe1	Having fun is important to me					
2	fe2	Recreation is an important part of my life					
3	fe3	I work hard at having fun					
4	fe4	Recreation is a necessity for me					
V8: Warm Relationship							
1	wr1	I often appreciate others on their efforts, even when they fail					
2	wr2	I make a point of reassuring others that their presence is welcomed and appreciated					
3	wr3	I try to be as open and genuine as possible with others					
4	wr4	Without my close friends, my life would be much less meaningful					

S. No.	Item's Code	Statements	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
5	wr5	I highly value warm relationships with my family and friends					
6	wr6	When those who are close to me are in pain, I feel pain too					
V9: Sense of Accomplishment							
1	sa1	I need to feel a sense of accomplishment from my occupation					
2	sa2	I am disappointed when I am unable to complete a project					
3	sa3	“Getting things done” is always very important to me					
4	sa4	Feedback on my performance is very important					
5	sa5	I put a lot of effort in reaching my goals					

Attention-to-Social-Comparison-Information (ATSCI)							
S. No.	Item's Code	Statements	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
1	at1	It is my feeling that if everyone else in a group is behaving in a certain manner, this must be the proper way to behave					
2	at2	I actively avoid wearing clothes that are not in style					
3	at3	In a social situation, When I am unsure how to act , I look to the behavior of others for hints					
4	at4	I try to adjust my behavior to fit in with others					
5	at5	I find that I tend to pick up slang expressions from others and use them as a part of my own vocabulary					
6	at6	I tend to pay attention to what others are wearing					
7	at7	The slightest look of disapproval in the eyes of a person with whom I am interacting is enough to make me change my approach					
8	at8	It's important to me to fit into the group I am with					
9	at9	My behavior often depends on what I think others want me to do					
10	at10	In a social situation, If I am the least bit unsure on how to behave, I look to the behavior of others for hints					
11	at11	I usually keep up with clothing style changes by watching what others wear					
12	at12	My behavior often depends on what I think want					
13	at13	When in a social situation, I tend not to follow the majority, but instead to behave in a manner that suits my particular mood at that time					

Hedonic Motives (HM)							
S. No.	Item's Code	Statements	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
H1: Adventure Shopping							
1	hm1	Shopping is an adventure to me					
2	hm2	I find shopping stimulating (motivating)					
3	hm3	Shopping is a thrill to me					
4	hm4	Shopping makes me feel like I am in my own world					
H2: Social Shopping							
1	hm5	I go shopping with my friends or family to socialize					
2	hm6	I enjoy socializing with others when I shop					
3	hm7	To me, shopping with friends or family is a social occasion					
4	hm8	Shopping with others strengthens our relationship					
H3: Role Shopping							
1	hm9	I like shopping for others because they feel good, I feel good					
2	hm10	I feel good when I buy things for the special people in my life					
3	hm11	I enjoy shopping for my friends and family					
4	hm12	I enjoy shopping around to find the perfect gift for someone					
H4: Value Shopping							

S. No.	Item's Code	Statements	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
1	hm13	For the most part, I go shopping when there are sales					
2	hm14	I enjoy looking for discounts when I shop					
3	hm15	I enjoy searching for bargains when I shop					
4	hm16	I go shopping to take advantage of sales					
H5: Idea Shopping							
1	hm17	I go shopping to keep up with the trends					
2	hm18	I go shopping to see what new products are available					
3	hm19	I go shopping to keep up with the new fashions					
4	hm20	I go shopping to experience new things					
H6: Gratification Shopping							
1	hm21	When I am in a down mood, I go shopping to make me feel better					
2	hm22	To me, shopping is a way to relieve stress					
3	hm23	I go shopping when I want to treat myself to something special					

Materialistic Attitude (MAT)							
S. No.	Item's Code	Statements	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
1	m1	It is important to me to have really nice things.					
2	m2	I would like to be rich enough to buy anything I want.					
3	m3	I would be happier if I could afford to buy more things					
4	m4	Sometimes, It bothers me quite a bit that I can't afford to buy all the things I want.					
5	m5	People place too much emphasis on material things.					
6	m6	It's really true that money can buy happiness.					

Purchase Decision Involvement (PDI)							
S. No.	Item's Code	Statements	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
P1: Product Importance							
1	Pinv1	Choosing appearance product is a big decision in one's life					
2	inv2	I attach great importance to selecting appearance related products					
3	inv3	I don't usually get overly concerned about selecting appearance related products					
4	inv4	Which appearance product, I choose doesn't really matter to me					
P2: Decision Involvement							
1	inv5	Choosing appearance products takes a lot of careful thought					
2	inv6	Decision about selecting appearance related product are serious and important decisions					
3	inv7	It means a lot to me to have appearance products to use					

Impulse Buying Intention (IBI)

S. No.	Item's Code	Statements	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
IB1: Uncontrolled Purchases							
1	ibi1	It is fun to buy spontaneously.					
2	ibi2	When I go shopping, I buy things I had not intended to purchase.					
3	ibi3	When I see something that really interests me, I buy it without considering the consequences.					
IB2: Unplanned Buying							
1	ibi5	I am a person who makes unplanned purchases.					
2	ibi6	I avoid buying things that are not on my shopping list*					

Compulsive Buying Behavior (CBB)							
S. no	Item's Code	Statements	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
CB1: Tendency to spend							
1	cbsp1	I go shopping and buy in excess					
2	cbsp2	When I feel excited then I go shopping and buy in excess					
3	cbsp3	Sometime, I buy things even when I don't need anything					
4	cbsp4	I go shopping and buy in excess when I am upset, disappointed or angry					
5	cbsp5	I sometimes buy things I don't need or won't use					
CB2: Compulsion/ Drive to spend							
1	cbsp6	I sometimes feel strong inner push to go shopping					
2	cbsp7	I feel motivated to shop and spend, even when I don't have the time or money					
CB3: Post Purchase Guilt							
1	cbgt1	Sometimes, When I go shopping and buy in excess, then I feel guilty or ashamed					
2	cbgt2	When I go shopping and buy in excess, then I feel anxious					
CB4: Dysfunctional Spending							
1	cbdy1	I sometimes worry about my spending habits but still go out and shop and spend money					
2	cbdy2	I sometimes buy things even though I cannot afford them					

S. no	Item's Code	Statements	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
CB5: Felling about shopping & spending							
1	cbf1	I get little or no pleasure from shopping*					
2	cbf2	I hate to go shopping*					

Please circle the appropriate response or fill in the blanks.

1. **Gender:**

(1) Male

(2) Female

2. **Age:** _____

3. **Education (in number of years):** _____

4. **Occupation:** (1) Student (2) Employee (3) House wife (4) Business (5) _____

5. **Major Source behind spending money/ buying (appearance products especially):**

(1) Personal / job (2) Parents/Guardian (3) husband/wife (4) _____

6. How **many times** do you visit market in a month? (No. of visits: approximately) _____

7. How **much time** do you spend in shopping on each visit to market? (In hours) _____