

A study of women's compulsive buying behaviour, with a special focus on fashion-related products

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Abstract— Shopping and spending compulsively makes a person feel worse in general. It shares certain characteristics with alcoholism, gambling, and overeating addictions, and it is similar to other addictive behaviours. This can be a seasonal salve for despair, anxiety, and loneliness throughout the Christmas season. This can also occur when a person is exhausted, lonely, or enraged. Purchasing and spending will not result in increased affection, improved self-esteem, or the healing of scars, sorrows, and strain in everyday difficulties. It exacerbates these feelings by increasing the individual's financial burden as a result of obsessive purchasing. Using primary data obtained from 300 customers from retail malls like Pantaloon and Reliance Trends in Surat city using a structured questionnaire, the current article investigates the influence of compulsive buying behaviour of female consumers in retail malls with a specific focus on Clothing goods. Exploratory factor analysis was used to analyse the data.

Index Terms: Compulsive buying behaviour, shopping mall, Fashion apparel, Exploratory Factor Analysis.

1.INTRODUCTION

Compulsive purchasing disorder is defined by excessive shopping and spending that causes psychological misery, social, marital, or vocational difficulties, as well as financial and legal issues (Mcelroy, Keck, Pope, smith, &strakowski, 1994; Black, 2007). Compulsive purchasing is estimated to impact 2% to 8% of the adult population in the United States, with women accounting for 80 percent to 95 percent of individuals affected (Black, 2001). Compulsive purchasing is classified as an impulse control disorder not otherwise specified in DSM-IV and is linked to significant Axis I psychiatric comorbidity, particularly mood, anxiety, and drug use disorders (Faber, o'guinn, &Krych, 1987; o'guinn& Faber, 1989; christen-son, Faber, &Dezwaan, 1994;

Mcelroy, et al., 1994; schloss.It's still unclear if compulsive shopping is linked to mood problems, substance use disorders, or impulse control issues, or whether it may be classified as an obsessive-compulsive disorder. Some authors have defined compulsive purchasing as a form of psychological dependence or addiction (glatt& cook, 1987; Krych, 1989; scherhorn, reisch, &Raab, 1990), while others have defined it as a type of mood disorder (Lejo-lesades, tassain, &solomon, 1996)¹² or as an aspect of obsessive-compulsive disorder (Lejo-lesades (Lochner, Hemmings, Kinnear, Niehaus, Nel, Corfield, et al., 2005). The Beck Depression Assessment and the Maudsley obsessive-compulsive inventory of anxiety and trait scores were significantly higher in compulsive shoppers (Christenson, et al., 1994; Mcelroy, et al., 1994; Black, 2001).

Compulsive purchasers also have low self-esteem (o'guinn& Faber, 1989; d'astous, 1990; hanley& Wilhelm, 1992) and, in certain cases, eating disorders such as bulimia (Mcelroy, et al., 1994; schlosser, et al., 1994). Some researchers have sought to relate personality factors to compulsive shopping. The Personality Five Factor Model and compulsive purchase have been linked by Mowen and spears (1999). Compulsive purchasers scored lower on conscientiousness but better on acceptability than regular buys. The debt generated by customers when they buy is one of the worst outcomes of compulsive purchasing (Christenson, et al., 1994; Mcelroy, et al., 1994; Schlosser, et al., 1994). The debt load (Faber &o'guinn, 1989)can be used as an objective measure of compulsive purchasing. The quantity of money spent on income might be a good predictor of whether or not a person is a compulsive shopper. As a validity check, participants in this study were asked to report their spending.

2. REVIEW OF LITERATURE

Compulsive purchasing disorder, commonly known as oniomania, is characterised by an insatiable and recurrent need to buy. While there are many definitions in the literature, the great majority of patients with this illness have excessive concern and poor impulse control when it comes to spending, chronic purchases, and recurrent, obsessive purchases of unneeded items. According to O' Guinn and Faber (1989), compulsive purchasing is "chronic, recurrent buying that becomes a primary response to unfavourable events or feelings." Compulsive purchasers have a tendency to buy too many things they don't need or can't afford (Hoyer and MacInnis, 2001). Compulsive shopping differs from impulse purchasing in that impulse purchasing focuses on a certain thing at a specific moment and is transient, but compulsive purchasing is a long-term activity that focuses on the purchasing process rather than the actual purchase (Solomon, 2004). Obsessive buying is a type of compulsive consuming that is seen as the "dark side" of consumption in the world of deviant consumer behaviour (Shiffman and Kanuk, 2000). Consumption that is compulsive is improper, usually excessive, and certainly harmful to the lives of those who appear to be compelled to consume (Faber et al., 1987). Other kinds of compulsive consumption include gambling addiction, drug addiction, alcoholism, and overeating (Shiffman and Kanuk, 2000). Compulsive purchase, like the other behaviours stated above, has serious financial, emotional, and interpersonal implications that affect not only the well-being of people, but also the well-being of their families and even the community to which they belong. As greater emphasis was devoted to compulsive buying, studies were conducted to quantify and detect compulsive buying. Faber and O'Guinn (1992) and Valence et al. (1988) created measures to quantify compulsive shopping. The scale of Faber and O'Guinn detects more extreme compulsive consumers, whereas the scale of Valence et al. examines the compulsive purchasing inclinations of a group of respondents, according to Cole and Sherrell (1995). Rindfleisch et al. (1997) found the impact of family structure and consumerism on teenage compulsive shopping. Environmental variables such as classmates, family communication, and parental

compulsiveness impact compulsive purchase tendencies among teenagers, according to D'Atous et al. (1990). O'Guinn and Faber (1989) used a phenomenological approach with both quantitative and qualitative data to discover that compulsive buyers are more likely to have compulsiveness as a personality trait, lower self-esteem, and compulsive buying fantasies, with the consequences of extreme debt, anxiety, and frustration, and a subjective sense of loss of control.

An unhealthy kind of consumer behaviour known as obsessive shopping has piqued the curiosity of academics for over two decades. Scholars have mostly investigated compulsive general purchases rather than obsessive purchasing in specific product categories. According to Edwards (1993), compulsive purchasing occurs when a person has overwhelming, uncontrolled cravings to shop and purchase. The customer then acts on these desires. O'Guinn and Faber (1989) found that obsessive buyers typically engage in compulsive shopping to compensate for negative occurrences and/or poor self-esteem. Purchasing can boost a compulsive buyer's happiness and self-esteem for a short period of time, but it is frequently followed by feelings of shame or melancholy (McElroy et al., 1995). Compulsive shopping can lead to familial and/or marital discord, anxiety, irritation, and financial debt.

Fashion orientation

As mentioned before, female compulsive buyers tend to purchase fashion-related items such as clothing, jewelry, and cosmetics. Park and Burns (2005) stated that persons who encompass compulsive buying indications are usually extremely fashion orientated and are enabled to do so with credit cards. The results showed that fashion interest significantly influenced compulsive buying directly and indirectly influenced credit card use. This may be able to apply that fashion majors are more susceptible to engage in compulsive buying than other majors are, because fashion major students are typically more interested in fashion orientation fashion leadership, interest in — fashion and the importance of being well dressed. Also, Yurchisin and Johnson (2004) found that the typical compulsive buying consumer is female. Often, they find themselves deeply in debt before they finish their degrees.

3. OBJECTIVE OF THE STUDY

To find out the factors affecting compulsive buying behaviour of female consumers in retail mall with special Fashion appeals.

4. RESEARCH METHODOLOGY

The study has been conducted on customers of retail malls in Surat city, Gujarat state. For research methodology, descriptive research design has been adopted and online survey method is used for data collection. Non-probability convenience sampling has been used with sample size of total 329 respondents from various malls are selected from Surat city, Gujarat State out of which 300 valid responses are used for analysis purpose. A structured questionnaire was developed for collection and SPSS software was used for analyzing of data.

5. RESULTS AND DISCUSSION

Table 1 General Information of the research

Age	Frequency	Percent
Below 20 years	54	18
21-30 years	106	35.3
31-40 years	86	28.7
Above 40 years	54	18
Total	300	100
Marital status	Frequency	Percent
Married	184	61.3
Unmarried	116	38.7
Total	300	100
Educational qualification	Frequency	Percent
Up to Schooling	28	9.3
Up to Graduation	128	42.7
Up to Post Graduation	112	37.3
Professional / Doctoral Qualified	32	10.7
Total	300	100
Annual Aggregate income of the family	Frequency	Percent
Less than 2 lacs	26	8.7
2 lacs-4 lacs	49	16.3
4 lacs-6 lacs	97	32.3
More than 6 lacs	128	42.7
Total	300	100

Factor Analysis

Table: 4 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.364	25.544	25.544	5.364	25.544	25.544	3.514	16.732	16.732
2	3.115	14.832	40.376	3.115	14.832	40.376	3.190	15.190	31.922

Table: 2 Reliability and Validity of Questionnaire

Item	N of Items	Mean	Variance	Std. Deviation	Cronbach's Alpha
Compulsive buying behaviour	21	58.943	152.294	12.3408	.830

Source: Primary Data

Reliability:

Cronbach's alpha is the most widely used method of scale reliability screening, and for validity testing, item analysis was carried out. It may be mentioned that its value varies from 0 to 1 but for the scale to be reliable³²⁻³³, a satisfactory value is required to be greater than 0.6. Reliability statistics for 21 compulsive buying behaviour in this sample were 0.830, as shown in Table no.2. High reliability shows these items are mostly suitable for analysis.

Table: 3 Factorial Validity by KMO and Bartlett's Test

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.842
Bartlett's Test of Sphericity	210.000
	1414.679
	231.000
	1000.000

Source: Primary Data

KMO and Bartlett's Test of Sphericity:

Kaiser-Meyer-Olkin test (KMO) is another tool for assessing data suitability for factor analysis. KMO Statistics range from 0 to 1. Kaiser (1974)³⁴ suggested values greater than 0.5 are acceptable; between 0.5 to 0.7 are moderate; between 0.7 to 0.8 are good and between 0.8 to 0.9 are superior (Field, 2000)³⁵. Bartlett's sphericity test is the final statistical test applied to verify its suitability in this study (Bartlett, 1950)³⁶. In this study, KMO was 0.842 in value for 21 compulsive buying behaviour items. This value was statistically significant given the sample taken to process factor analysis.

3	1.638	7.802	48.178	1.638	7.802	48.178	2.587	12.321	44.243
4	1.213	5.775	53.953	1.213	5.775	53.953	1.931	9.194	53.437
5	1.070	5.097	59.049	1.070	5.097	59.049	1.179	5.612	59.049
6	.895	4.263	63.312						
7	.846	4.027	67.339						
8	.718	3.421	70.760						
9	.661	3.148	73.908						
10	.642	3.059	76.967						
11	.630	3.002	79.969						
12	.595	2.836	82.805						
13	.530	2.524	85.329						
14	.527	2.509	87.838						
15	.447	2.131	89.968						
16	.424	2.018	91.986						
17	.397	1.891	93.877						
18	.376	1.791	95.668						
19	.355	1.692	97.360						
20	.284	1.352	98.712						
21	.271	1.288	100.000						

Source: Primary Data

Factor Extraction:

According to the factor extraction, the communality of each factor was 1, which meant that all factors could explain the variance in all common factors, and the correlation of each factor was greater than 0.5, which meant that there were good relations among the factors. Principal component analysis was used to establish the components of the 21 variables by

analyzing each standardized factor in order to make the average value of each factor equal to 0 and the variance equal to 1. The total variance of all 5 components was 59.049% of all the variance.

Using the values of total variance explained in the initial eigenvalues, the variances of Component 1, Component 2, Component 3, Component 4 and Component 5 were greater than 1, which was greater than the variance of standardized factors.

Table: 5 Loading of scale items on factors by Rotated Factor Matrix

Variables	Component				
	1	2	3	4	5
Factor: 1 Attitude towards buying habits					
I go shopping to have a good time.	.697				
Shopping promotes my self-esteem and improves my mood.	.695				
Even if I can't afford it, I purchase.	.669				
When I go shopping, I have a good time.	.651				
When I'm unhappy, dissatisfied, depressed, enraged, or concerned	.649				
I always feel like I'm doing something special when I go shopping.	.588				
My buying preferences are impacted by my way of living.	.573				
Factor: 2 Buying Preferences					
To respond to offers, I buy items even if I don't need them.		.733			
I go shopping for high-end goods.		.718			
I sometimes feel bad or humiliated when I go shopping and buy too much.		.690			
I go shopping to feed my overwhelming need to appear more outstanding in the eyes of others.		.686			
Even when I don't have the time or the funds to do so.		.663			
For me, shopping is a stress reliever.		.651			
Factor: 3 Emotions regarding purchasing					
I have concerns about my shopping habits from time to time, yet I continue to go out and buy in order to spend money.			.792		
I become worried or enraged when I go shopping and make a lot of purchases.			.747		
I feel that high-end buying increases one's self-esteem.			.626		
Factor: 4 Self-fulfillment					

I go shopping to satisfy a deep inner need to stand out in the sight of others.				.733	
I'd be happy if I could afford to purchase more items.				.702	
I like it when I can buy what I want when I want it.				.549	
Factor: 5 Shopping with a Planning					
I enjoy shopping when I plan a few days and then go shopping.					.711
Extraction Method: Principal Component Analysis.					
Rotation Method: Varimax with Kaiser Normalization. ^a					
a. Rotation converged in 10 iterations.					

Source: Primary Data

After examining the reliability of the scale and the appropriateness of data, the compulsive buying behaviour questionnaire was subjected to Principal Component Factor Analysis followed by Varimax Rotated Factor Analysis, which yielded four factors. The solution was obtained by using fixed number of factors. Accordingly, 7 items were selected for factor 1, 6 items were selected for factor 2, 3 items were selected for factor 3, 3 items for factor 4 and 1 item was selected for factor 5.

Factor Naming:

The next stage is to characterize and label the factors when they have been discovered. The following is how different factors are named based on the membership of distinct items:

Factor: 1 Attitude towards buying habits: When it comes to purchasing habits, attitude is everything. When you purchase something, you don't need or even desire because you're stressed, exhausted, annoyed, incompetent, unsatisfied, or any number of other emotions, it's because you're stressed, tired, frustrated, inept, dissatisfied, or any number of other emotions. We waste emotional energy when we are joyful.

Factor: 2 Buying Preferences: The phrase readiness refers to a condition of being able to do something, whereas compulsive buying refers to an unnatural shopping habit that interferes with the affliction's daily life. This is a psychological illness that extends beyond sheer materialism. A shopping addiction, pain while not shopping, a constant need to shop, and the purchase of superfluous or even undesired products are all signs of a compulsive buyer.

Factor: 3 Emotions regarding purchasing: The term "post-purchase sensation" refers to a customer's perception that a purchase will have a substantial influence on whether they will buy the product again or consider other goods from the brand's portfolio. A

customer will also be able to influence the purchasing decisions of others since he will feel driven to communicate his purchasing sentiments.

Factor: 4 Self-fulfillment: Buying appealing things boosts a customer's self-esteem and opens their eyes to new possibilities and perspectives.

Factor: 5 Shopping with a Planning: Shopping with a planning means persons planned for the shopping and then go for the shopping.

6. CONCLUSION

Of these 21 items KMO value of this study at 0.842, indicates sample taken to process factor analysis to be statistically significant. In addition to KMO Bartlett's test of Sphericity chi-square value was 1414.679. This value also confirmed that it was statistically significant. This value indicates that data were statistically significant for the factor analysis. In this study, 21 compulsive buying behaviour items were taken for factor analysis. By using fixed number of factors, items were subjected to Principal Components Factor Analysis, which yield Attitude towards buying habits, Buying Preferences, Emotions in regard to purchasing, Self-fulfillment, and Shopping with a Planning.

First factor is attitude towards buying habits from compulsive buying behaviour. Respondents believe that respondents were go for shopping to have a good time, Shopping promotes their self-esteem and improves mood, Even if they can't afford it, they purchase, When they go shopping, they have a good time, When they are unhappy, dissatisfied, depressed, enraged, or concerned, they always feel like they are doing something special when they go shopping, and their buying preferences are impacted by their way of living. Second factor is Buying Preferences from compulsive buying behaviour. Respondents believe that they respond to offers, they buy items even if they don't need them, they go shopping for high-end goods, they sometimes feel bad or humiliated when

they go shopping and buy too much, they go shopping to feed their overwhelming need to appear more outstanding in the eyes of others., Even when they don't have the time or the funds to do so., For them, shopping is a stress reliever.Third factor is emotions regarding purchasing from compulsive buying behaviour. Respondents believe that they have concerns about their shopping habits from time to time, yet they continue to go out and buy in order to spend money, they become worried or enraged when they go shopping and make a lot of purchases, and they feel that high-end buying increases one's self-esteem.Fourth factor is Self-fulfillment from compulsive buying behaviour. Respondents believe that theygo shopping to satisfy a deep inner need to stand out in the sight of others, they would be happy if they could afford to purchase more items, they like it when they can buy what they want when they want it. Fifth factor is Shopping with a Planning from compulsive buying behaviour. Respondents believe that they enjoy shopping when they plan a few days and then go shopping.

7.LIMITATIONS OF THE STUDY

The outcome of the study will be limited to Surat City only. So, the results cannot be generalized. Less sample size may also be a limitation.

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