

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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#### **ABSTRACT**

*Buying is both rational and irrational in nature and there are reasons why some people possess rational and irrational behaviour. But irrational behaviour takes place when customer's emotional power over comes his cognitive power, his logical thinking is over shadowed by his emotional component which is why he is forced to go into such kind of buying which are not socially desirable and not even desirable to a rational person. This paper is based on study conducted in Srinagar city on youth of the age group of 12–30. This paper tries to explain how people differ in compulsive buying and also tries to explain few reasons why such type of behavior occurs like TV Watching habits and having opposite gender friendship. Overall people differ in compulsive buying irrationality and compulsive buying is high when people watch TV for long hours and it is also high for people being involved in opposite gender relationship.*

#### **KEYWORDS**

Compulsive Buying, TV watching Habits, Relationships and Gender.

#### **INTRODUCTION**

There are needs and wants and every person wants to satisfy his/her needs and wants but there is a process for satisfying one's needs and wants, when a person takes all alternatives before buying a product he is called Economic Man (Schiffman AND Kanuk 2007), but if a person goes otherwise without thinking alternatives, without thinking about pros and cons of buying any product then he is an irrational buyer and it is most likely that people involved in such type of buying will engage in destruction to their life like that alcoholics and people involved in such type of buying not only create problems for themselves but also for their nears and dears like kids being raped, drunk people killing others, drunk people disturbing the family's friendly environment. But what can be the possible reasons for such behavior, how a person from being logical becomes irrational, why a person will commit suicide by using drugs like alcohol, Brown sugar etc it needs serious attention. This is a serious concern and people talk about sustainable development and customer is far most important element of sustainable development as sustainable development is for nothing but to existing humanity and generations to come. So for compulsive buying to take place first thing what one can do is to create Cognitive dissonance among customers like people say Cigarette smoking is injurious to health but still involve into such activity what is it that actually triggered the person to go for smoking even when his cognitive power says no to it, yes its emotional component that over shadowed his logical reasoning and this is how compulsive buying takes place and same happens for most of the products and reasons could be either internal stimuli (Hirschman (1985) proposed that autistic (self-generated, self-centered subjective mental activity) stimuli were also accountable for impulse buying. Internal stimuli refer to cravings, overwhelming desires and internal thoughts that trigger a desire to make an unanticipated purchase (Piron, 1991). Self-generated thoughts, such as daydreams, fantasies, delusions, and hallucinations, do not follow logic or rationality and are frequently associated with emotion and sensitivity (Hirschman, 1985) as a response to unattainable or forbidden objectives (Youn, 2000). Piron (1991) recognized autistics thinking as a primary process that operates in accordance with the pleasure principle by powerfully influencing impulse buying motives that are centered on hedonistic characterization (Youn, 2000).) or external force like advertisements, nude pictures creating dissonance in one's mind. Here is description of some of the studies which have been conducted in this field, according to O'Guinn and Faber (1989), compulsive buying is chronic, repetitive purchasing that becomes a primary response to negative events or feelings. Compulsive buyers tend to buy excessive number of objects they do not need and they sometimes cannot afford (Hoyer and MacInnis, 2001). Compulsive buying is different from impulse buying, impulse buying centers on a specific product at a particular moment and it is temporary, while compulsive buying is an enduring behavior that centers on the process of buying, not the purchases themselves (Solomon, 2004). Compulsive buying is one form of compulsive consumption that is in the realm of abnormal consumer behavior regarded as the dark side of consumption (Shiffman and Kanuk, 2000). Compulsive consumption is inappropriate, typically excessive, and clearly destructive to the lives of individuals who appear impulsively driven to consume (Faber et al., 1987). The other forms of compulsive consumption are addictive gambling, drug addiction, alcoholism, and overeating (Shiffman and Kanuk, 2000). Like the aforementioned behaviors, compulsive buying deteriorates not only the well-being of individuals themselves but also that of their families, and even that of the society they belong to because of the severe financial, emotional and interpersonal consequences it arouses. As more attention was paid to compulsive buying, research has been conducted to measure and identify compulsive buying. Faber and O'Guinn (1992) and Valence et al. (1988) developed scales to measure compulsive buying. Cole and Sherrill (1995) found that the Faber and O'Guinn scale identifies more extreme compulsive buyers, whereas the Valence et al. scale measures a group of respondents' compulsive buying tendencies. Rindfleisch et al. (1997) identified the influence of family structure and materialism on adolescents' compulsive buying. D'Atous et al. (1990) also found that teenagers' compulsive buying tendencies are influenced by environmental factors such as peers, family's communication, and parents' compulsiveness. Employing a phenomenological approach using both quantitative and qualitative data, O'Guinn and Faber (1989) found that compulsive buyers are likely to demonstrate compulsivity as a personality trait and have lower self-esteem and fantasies and consequences of compulsive buying were extreme levels of debt, anxiety and frustration, subjective sense of loss of control, and domestic dissension. [1]

#### **RESEARCH OBJECTIVES**

1. To study the whether there is any compulsive buying behavior present in different individuals.
2. To study whether Male and Female customers differ in compulsive buying.

3. To study whether Employment has to do anything with compulsive buying nature of customers.
4. To study whether area of residence has to do anything with compulsive buying.
5. To study whether people differ in compulsive buying based on their status of being single and in relationship.
6. To study whether TV watching habits affect Compulsive buying nature of customers.
7. To study reasons of compulsive buying (few).

**RESEARCH HYPOTHESIS**

- H1 : Male and Female customers will report same compulsive buying.
- H2 : Employed customers and unemployed customers will report same compulsive buying.
- H3 : Both Urban and Sub-Urban customers don't show any significant difference in compulsive buying process.
- H4 : Adolescents –earl adults and Young-Middle Adults do not show significant difference in Compulsive buying.
- H5 : Single in relation status customers and customers involved in relationship will not show any Significant difference in compulsive buying.
- H6 : People watching TV more or less will not show any significant difference in compulsive buying.

**RESEARCH METHODOLOGY**

The study was conducted in Sringar one of the cities of Jammu and Kashmir and sample size included 145 respondents and the instrument used for data collection shown in Annexure was that Developed by Roberts, Monolis and Tanir (2003) and scale reported reliability coefficient i.e. Cranach alpha of 0.764. Sample under study which included male employed, unemployed, married, unmarried both male and female respondents of Srinagar city. Respondents were given enough time to think about the questionnaire and problems if any were solved by researcher himself .The data collection started with discussion about buying behavior and what actually triggers one to go for such buying. The researcher responded several queries raised by respondents. The respondents included those being trained in Udaan projects for upgrading employability skills and it included youth both from urban and sub urban Srinagar as out skirts of Srinagar are given the name of Suburban. The respondents were further divided into groups as Employed or Unemployed, Male or Female, Single or in Relationship and were also distinguished on TV watching habits. Compulsive buying elements in this study is dependent element as measured on ordinal scale and gender, Employment status ,Area of residence and other demographics factors being independent factors and appropriate statistics tool that suits to Non-metric dependent data and Metric independent data is Mann-Whitney U Test and same has been used for findings and analysis.

**RESULTS AND ANALYSIS**

**HYPOTHESIS**

**H1: Male and Female customers will report same compulsive buying.**

**MANN-WHITNEY TEST**

**TABLE 1**

RANKS				
	Gender	N	Mean Rank	Sum of Ranks
COMPULSIVEBUYING	Male	74	70.67	5229.50
	Female	71	75.43	5355.50
	Total	145		

TEST STATISTICS <sup>a</sup>	
	COMPULSIVEBUYING
Mann-Whitney U	2454.500
Wilcoxon W	5229.500
Z	-.683
Asymp. Sig. (2-tailed)	.495

Using the data in above Table 1 ,suppose we wanted to show that gender difference will have an impact on compulsive buyingness but p(0.495) being greater than significance level of 0.05 means we have to accept null hypothesis that both male and female report same compulsive buying.

**H2: Employed customers and unemployed customers will report same compulsive buying.**

**MANN-WHITNEY TEST**

**TABLE 2**

RANKS				
	Employment	N	Mean Rank	Sum of Ranks
COMPULSIVEBUYING	Employed	84	74.02	6217.50
	Unemployed	61	71.60	4367.50
	Total	145		

TEST STATISTICS	
	COMPULSIVEBUYING
Mann-Whitney U	2476.500
Wilcoxon W	4367.500
Z	-.343
Asymp. Sig. (2-tailed)	.732

Here we are required to show whether people employed or unemployed show any difference in compulsive buying and as can be seen from Table 2 p(0.732) is greater than significance level .Accordingly ,we select null hypothesis that both employed and unemployed customers report same compulsive buying .

**H3: Both Urban and Sub-Urban customers don't show any significant difference in compulsive buying process.**



MANN-WHITNEY TEST

TABLE 3

RANKS				
	Residence	N	Mean Rank	Sum of Ranks
COMPULSIVEBUYING	Sub-Urban	61	66.86	4078.50
	Urban	84	77.46	6506.50
	Total	145		

TEST STATISTICS <sup>A</sup>	
	COMPULSIVEBUYING
Mann-Whitney U	2187.500
Wilcoxon W	4078.500
Z	-1.502
Asymp. Sig. (2-tailed)	.133

Usually people say that customers rationality differs from Urban and rural area and for this we conducted U-test shown in Table 3 where p(0.133) is again greater than significance level accordingly we accept our null hypothesis that they don't show significant difference in buying and both urban and sub urban report almost same compulsive buying with urban little greater than sub-urban as indicated by ranks.

H4: Adolescents –earl adults and Young-Middle Adults do not significant difference in Compulsive buying .

Here we are required to analyse whether adolescents and mature adults show any significant difference ,in Table 4 below the value of p(0.315) is greater than significance level which means null hypothesis remains accepted and hence whether adolescents or matured adults it doesn't matter compulsive does take place.

MANN-WHITNEY TEST

TABLE 4

RANKS				
	Age	N	Mean Rank	Sum of Ranks
COMPULSIVEBUYING	ADOLE AND EARLY ADULT	74	76.43	5655.50
	YOUND AND MIDLE ADULT	71	69.43	4929.50
	Total	145		

TEST STATISTICS <sup>A</sup>	
	COMPULSIVEBUYING
Mann-Whitney U	2373.500
Wilcoxon W	4929.500
Z	-1.004
Asymp. Sig. (2-tailed)	.315

H5: Single in relation status customers and customers involved in relationship will not show any significant difference in compulsive buying.

TABLE 5

RANKS				
	Maritial	N	Mean Rank	Sum of Ranks
COMPULSIVEBUYING	Relationship	56	82.79	4636.00
	Single	89	66.84	5949.00
	Total	145		

TEST STATISTICS <sup>A</sup>	
	COMPULSIVEBUYING
Mann-Whitney U	1944.000
Wilcoxon W	5949.000
Z	-2.228
Asymp. Sig. (2-tailed)	.026

Here we intend to to see whether relationship with opposite sex has to do anything with compulsive buying ,Table 5 indicates that the relationship status does affect the compulsive buying .Since p(0.026) is less than significance level of 0.05 it leads to reject null hypothesis that Single in relation status customers and customers involved in relationship will not show any significant difference in compulsive buying , so the alternative hypothesis that people in single relationship show less compulsive buying than those in relationship is valid.

H: People watching TV more or less will not show any significant difference in compulsive buying.

TABLE 6

RANKS				
	TVWATCHING	N	Mean Rank	Sum of Ranks
COMPULSIVEBUYING	WATCH EVERY DAY	71	82.61	5865.00
	DONT WATCH	74	63.78	4720.00
	Total	145		

TEST STATISTICS <sup>a</sup>	
	COMPULSIVEBUYING
Mann-Whitney U	1945.000
Wilcoxon W	4720.000
Z	-2.701
Asymp. Sig. (2-tailed)	.007

People say TV Watching habits do not affect the buying process but this research reveals that TV watching habits does affect the compulsive buyingness of a customer. In Table 6 above, the value of p (0.007) is less than significance level of 0.05 which again leads to rejection of null hypothesis and accordingly we can say that TV watching habits does affect compulsive buyingness of a customer and as can be seen in ranks table that customers who don't watch show less compulsive buying than people watching every day.

The overall analysis of above figures suggests that the reasons that Male and Female, Employed and Unemployed, Rural and Urban Adolescents and mature adults don't show any significant difference but show compulsive buying can be because of being in relationship with opposite sex which can actually trigger you to go for irrational buying and TV watching habits can also affect the logical thinking of a customer and does lead the customer in no man's land.

**RECOMMENDATIONS**

- Well for business people it is good news that actually people are affected by love relations and TV watching habits as well so they can trigger customers to go for irrational buying by first inducing the habit of TV Watching and then Stressing on the need for having girl/boy friend relationship (this is what is actually shown in ads now a days where they try to imbibe in society the friendship factor through product advertisement).
- But for societal concern we should be focused on how to remove this compulsive buying nature of customers because it is this irrational buying buying behavior which actually forces one customer to go into such kind of buying which leads to the destruction of his health, yes we are talking about the buying of alcohol, smoking, brown sugar etc.
- To stop compulsive buying we first need to check the content of advertisement and advertisement regulatory should be harsh in banning such type of ads which have metaphor in them (product advertisement intended to increase in sales through a message directed other way like Hero Honda Igniter where an employee is able to get catch of his boss because having purchased this bike).
- Society and business organizations need to re-think how to a have a sustainable business environment and most importantly focus on sustainable customer.
- Money needs to be invested in this area of research so as to have deep analysis why actually compulsive or impulsive buying takes place.
- Gang rape every day has a lot to do with compulsive buying because mostly people involved in such activities are drunkard and its they who are making life difficult for others. This (Compulsive buying) really is a serious problem and need serious attention from all corners be it business, politicians or religious people .

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**INSTRUMENT DETAILS**

**NOTE: MESSAGE FOR RATIONAL AND URGENT RESPONSE**

- One important point to remember for you is that in this survey you will not be asked to identify yourself and hence you will not be asked to give your contact details which will mean complete confidentiality and anonymity of your response.
- To answer questions you will be required to tick the option you like, there are no wrong or correct answers.

**Q.NO.1 Directions : When answering this part of the questionnaire, think back of your daily life.**

- When I have money, I can't wait help but spend part or all of it.**  

Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
----------------	-------	-----------	----------	-------------------
- I often buy something I see in a store without planning, just because I have got to have it.**  

Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
----------------	-------	-----------	----------	-------------------
- Shopping is a way of relaxing and forgetting my problems.**  

Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
----------------	-------	-----------	----------	-------------------
- I sometimes feel that something inside pushes me to go shopping.**  

Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
----------------	-------	-----------	----------	-------------------
- There are times when I have a strong urge to buy(Clothing, music, jewelry).**  

Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
----------------	-------	-----------	----------	-------------------

f. At times, I have felt somewhat guilty after buying because it seemed unreasonable.

Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
----------------	-------	-----------	----------	-------------------

g. There are something I buy that I do not show to any body because I fear people will think I did a foolish thing or wasted my money.

Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
----------------	-------	-----------	----------	-------------------

h. I often have a real desire to go shopping and buy things

Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
----------------	-------	-----------	----------	-------------------

i. As soon as I enter a shopping centre, I wish to go in a store and buy something.

Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
----------------	-------	-----------	----------	-------------------

j. I often have brought a product that I did not need when I knew I had very little money left, I like to spend money.

Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
----------------	-------	-----------	----------	-------------------

**Q.NO.2 Directions:** Please provide us your back ground information and remember your response will be in general as you are not required to disclosing your identity.

a. Gender

Male	Female
------	--------

b. Your employment status

Employed	Unemployed
----------	------------

c. Area of residence

Srinagar	Sub-Urban Srinagar
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**Q.NO.3 Directions.** Please choose the option that best suits you.

<b>AGE</b>	Adolescent and early adult Upto 20	Young and middle adulthood 21 onwards
<b>MARITAL STATUS</b>	In strong relationship	Single
<b>Your TV watching schedule</b>	Every Day	Don't watch

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Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

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