

19th International Scientific Conference; Economics and Management 2014, ICEM 2014, 23-25  
April 2014, Riga, Latvia

## Compulsive buying in Estonia

Marju Raudsepp<sup>a\*</sup>, Dr Oliver Parts<sup>b</sup>

<sup>a</sup>*LHV, Estonia*

<sup>b</sup>*Tallinn University of Technology, Estonia*

---

### Abstract

This research is conducted about compulsive buying in Estonia. Compulsive buying can lead consumers into very bad consequences: rising debts and financial difficulties, bad relations with relatives and even to eating disorders. Current research purpose is to find out how many people are affected by compulsive buying in Estonia and what factors are influencing that phenomenon. Sample was 310 respondents and research revealed that 8% of the respondents were compulsive consumers. Compulsive behavior is mostly influenced by materialistic factors.

© 2014 The Authors. Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/3.0/>).

Peer-review under responsibility of the Kaunas University of Technology.

**Keywords:** Compulsive buying; credit card use; materialism; Estonia.

---

### 1. Introduction

All people have noticed that consumers consume nowadays much more than some decades ago, therefore compulsive buying is probably not only American and Western European phenomenal problem and it may affect Estonian consumers as well. Originality of the study is to find out how many Estonian respondents are suffering from compulsive buying and which factors influence compulsive buyers to behave so. There has not been any research before about the share of compulsive consumers in Estonia.

Compulsive buying, however, is by no means a new concept. The first account of compulsive buying came in 1915 from Emil Kraepelin who described it as "oniomania" – a Greek term combining onios (for sale) and mania (insanity). Literally translated the term means insanity for those items that are for sale. Even though the term derived from the year 1915, it reached to marketing research in the late 1980-s (Kearney and Stevens, 2012, p. 234).

---

\* Corresponding author. Tel.: +3726203974.

E-mail address: [marju\\_raudsepp@hotmail.com](mailto:marju_raudsepp@hotmail.com)

Compulsive buying has been measured with different scales. Most of the studies have used O'Guinn & Faber (1989) and Faber & O'Guinn (1992) or Edwards (1993) scales. Compulsive buying has been defined as chronic, repetitive purchasing that becomes a primary response to negative events or feelings (O'Guinn & Faber, 1989, p. 155), and also compulsive buying behaviors may include pathological gambling, kleptomania, compulsive sexuality and eating disorders (McElroy et al., 1994). Compulsive consumers are people who are impulsively driven to consume, cannot control this behavior, and seem to buy in order to escape from other problems (O'Guinn & Faber, 1989, p. 147). Workman & Paper (2010) created a literature review about compulsive buying and found that low self-esteem, depression, loneliness, arousal seeking and fantasizing can also lead consumers for being compulsive. Compulsive buyers satisfy their needs with enjoying the buying process and will not be interested in to use bought things. For example, these buyers will not usually take bought clothes out from the shopping bag.

Materialistic factors lead consumers to compulsive buying that is confirmed by different consumer researches (Richins & Dawson, 1992; Roberts & Jones, 2001). Acquisition centrality, the role of acquisition in the pursuit of happiness, and the role of possessions in defining success has found as the most important items for measuring consumer materialism (Richins & Dawson, 1992, p. 314). Compulsiveness and materialism are also dependent on credit card use (Roberts & Jones, 2001). Materialism and compulsive buying are not related to consumer rational thinking (Richins & Dawson, 1992).

The aim of this article is to measure the occurrence of compulsive buying and to identify factors that cause consumer compulsive behavior and reveal how compulsiveness differs from usual buyer behavior. It is important task to identify how big part of the Estonian respondents suffers from compulsive buying, because compulsive buyers are good target group for department stores and other shops, but these consumers can lead their life into serious consequences and in the worst case "they will shop until they drop".

## 2. Method

The study was carried out in internet page [www.justask.ee](http://www.justask.ee) and the questionnaire link was distributed in Facebook, e-mail lists and also in internet websites [buduaar.ee](http://buduaar.ee) and [naistemaailm.ee](http://naistemaailm.ee). Total sample of the study was 310 respondents (274 woman and 36 men). Most of the respondents were in the age group 21 until 30 years old. Average age of the respondent was 29 years. Sample is not representative from the demographic side (gender and age).

Internationally known scales were used for measuring consumer compulsiveness and its related aspects: Faber & O'Guinn (1992) scale was added for classifying compulsive consumers, credit card use scale was taken from Roberts & Jones (2001) and materialism scale from Richins & Dawson (1992).

Faber & O'Guinn (1992) methodology is widely used for classifying compulsive consumers (Prete et al., 2013, Shoham & Brenčič, 2003; Sohn & Choi, 2012; Yi, 2012). Based on Faber & O'Guinn (1992) model and its questionnaire, the respondents were divided into two groups: compulsive buyers and usual buyers. 7 items were evaluated on the five-step Likert-type agreement scale. Q1a was measured from „strongly agree until strongly disagree“. Q2a until Q2f were measured from „very often to never“. The sentence „Wrote a check when I knew I didn't have enough money in the bank to cover it“, where changed compared to original to „Use a credit card when not even able to pay it back“ (Q2c), because using checks is very uncommon payment method in Estonia. (see Eq. 1).

Consumer compulsiveness equation was used based on Faber & O'Guinn (1992):

$$\text{Consumer compulsiveness} = -9,69 + (Q1a \times 0,33) + (Q2a \times 0,34) + (Q2b \times 0,50) + (Q2c \times 0,47) + (Q2d \times 0,33) + (Q2e \times 0,38) + (Q2f \times 0,31) \quad \text{Eq. 1}$$

Where

Q1a "If I have any money left at the end of the pay period, I just have to spend it".

Q2a "Felt others would be horrified if they knew of my spending habits"

Q2b "Bought things even though I couldn't afford them".

Q2c "Use a credit card when not even able to pay it back"

Download English Version:

<https://daneshyari.com/en/article/1113174>

Download Persian Version:

<https://daneshyari.com/article/1113174>

[Daneshyari.com](https://daneshyari.com)