

Meta Syntheses of Compulsive Buying Scales in Different Dimensions

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Abstract - Sketch on the theoretical groundwork of obsessive-compulsive buying, this article builds up conceptualization and measure of compulsive buying. Compulsive shopping has been outlined as a consumer's tendency to be preoccupied with shopping for that is unconcealed through repetitive shopping for and an absence of impulse management over buying". The measuring scales contain various dimensions of both compulsive and impulse buying. This article focused on the evolution of compulsive buying measuring scales, discussed the pros and cons of one and other scales, and assessed the general population's applicability.

Keywords: Meta Syntheses, Compulsive Buying, Scales, Dimensions.

I. INTRODUCTION

In the last two decades, so many researchers research the concept of compulsive buying from different perspectives. Compulsive buying is a marvel inspected as of late by the psychologist, financial analysts, and shopper conduct specialists. It deviates from the typical form of buying and dispensing. The distressed shopper has an overwhelming, uncontrollable, interminable, and tedious inclination to shop and spend; urgent spending naturally works as a method for easing negative sentiments of stress and uneasiness. Compulsive buying especially precedence to negative consequences and also affect the buyer's day-to-day life. The compulsive buying behavior had measured through the scales. The first scale developed by Gilles Valence et al. (1988) found that three factors influence compulsive buying behavior: strong emotional activation, high psychological feature management, and high reactivity. Compulsive buying has deviated from impulsive buying. The cognitive process leads to a buyer for compulsive buying act. The researcher divides the consumers into three categories: emotional reactive consumers, Impulsive consumers, Fanatical consumers, and Compulsive consumers motivated to consume too for those three factors. Later so many researchers found scales for compulsive buying with different dimensions, Faber and O'Guinn (1989) developed the clinical screener scale for identifying compulsive buyers. The researcher has used self-

esteem, fantasy, materialism, object attachment, remorse, emotional lift, credit card usage, and consequences for measuring compulsive buying behavior. Elizabeth A. Edwards (1993) found the scale for assessing the compulsive spending behavior of consumers. Christenson et al. (1994) have developed a scale to measure psychiatric co morbidity through interviews of both non-compulsive buyers & compulsive buyers. Monahan et al. (1996) developed a modification scale of the Yale-brown obsessive-compulsive scale shopping version. Lejoyeux et. al. (1997) occurrence of recurring impulsive and extreme buying leads to individual and familial distress. Carol Gwin et al. (2003) scale included family and Perception of parental compulsive buying. Nancy Ridgway (2008) examined obsessive-compulsive and impulsive control dimensions and measured income-related items or consequences of compulsive buying separately on this scale. The Bergen shopping addiction scale with seven dimensions was developed by Cecilies Andreassen et al. (2015). Aniko Maraz et al. (2015) discussed emotion-related items of compulsive buying in the Edwards Compulsive Buying Scale-Revised scale. Mona Mrad and Charles chi Cui's (2017) brand addiction scale differentiates the brand love, brand trust, and compulsive buying from the consumers' brand relationship. Agata Maccarrone – Eaglen (2017) shows a new model in combining compulsive buying and self-control impaired spending dimensions. These are the way the researchers developed different scales in different dimensions.

II. LITERATURE REVIEW

The researcher has provided various scales of compulsive buying. This study concentrated on the applicability and availability of existing scales. The new scale for compulsive buying included the variables of anxiety, family environment, personality situation, biological dysfunction, socio-cultural environment, and financial constraints, Gilles Valence et al. (1988).

Elizabeth A. Edwards's (1993) study says that scale for measuring compulsive buying behavior. The scales are evaluated through factor analysis and validated into five dimensions: compulsion drive to spend, feeling about shopping and spending, tendency to spend, dysfunctional

spending, and post-purchase guilt. They have developed a new compulsive buying continuum that includes non-recreational, borderline compulsive, and compulsive addictive buying. This scale is handy to the counselors & the therapist has to identify the level of spending tendencies.

Christenson et. al. (1994) The scales measuring the variables of compulsiveness, depression, and anxiety via structured and unstructured Interview design with extra investigating phenomenological and expressive parts of their compulsive buying; utilized with compulsive buyers vs. a control group.

Monahan et al. (1996) scale measured the severity and change of compulsive buying behavior through 10 items in that five items deal with compulsive shopping, and the other five items deal with the behavior.

Lejoyeux et al. (1997) The finding of gloom and evaluation of comorbidity has been researched utilizing the Mini International Neuropsychiatric Interview and a changed form of the Minnesota Impulsive Disorders Interview. All patients addressed the Zuckerman Sensation-Seeking Scale and the Barrat Impulsivity Rating Scale.

Carol Gwin et al. (2003) focused on the influence of family trigger compulsive buying in Mexico. The author has done small modifications to the Valence et al. scale (1988) and considers the variables namely family addictive, compulsive behaviors, family communication patterns, parental yielding, and perception of parental compulsive buying.

Nancy Ridgway et al. (2008) developed a new scale with 16 variables for identifying the compulsive buying behavior in the combination of obsessive-compulsive and impulsive control dimensions.

Cecilies Andreassen et al. (2015) have developed a measuring scale for Compulsive Buying Behaviour called the Bergen shopping addiction scale (BSAS); it included 28 variables and seven dimensions: salience mood modification, conflict, tolerance, withdrawal, relapse, and problems.

AnikoMaraz et al. (2015) were revised the scale of Edward's compulsive buying scale. It includes four factors and 29 items. Moreover, Edwards Compulsive Buying Scale-Revised compares the instruments of the questionnaire About Buying Behaviour, Richmond Compulsive Buying Scale, and Edwards compulsive buying scale. The Edwards Compulsive Buying Scale's revised scale was the most appropriate measure of Compulsive Buying Behaviour related to its psychometrics and provided a clear idea about current shopping activity.

Srikant Manchiraju et al. (2016) were developed and validated by panel data. The results showed that household income's demographic variables and online purchase frequency positively correlated to compulsive online shopping. Diversely life satisfaction and depression were expressed as a direct relationship to the Compulsive Online Shopping Scale.

Mona Mrad and Charles chi Cui (2017) developed a brand addiction scale; it measures brand attachment and satisfaction towards branded products/services.

Agata Maccarrone – Eaglen (2017) validated a new two-dimensional model for Compulsive Buying Behaviour with the factors of compulsive and self-control impaired spending dimensions and also developed a new seven – an item of Compulsive Buying Behaviour instrument. The result showed that compulsive and self-control impaired leads to behavioral addiction.

Table 1: Literature Review Summary

S.No	Developer /Date	Dimensions	Items	Scale
1	D'Astous 1990; Valence et al. 1988	Impulse Control Dimension	13 Items	Compulsive-Buying Measurement Scale
2	Faber and O'Guinn, 1992	Impulse Control Dimension	7 Items	Compulsive-Buying Scale/ Clinical Screener
3	Edwards, 1993	Impulse Control Dimension	13 Items	Compulsive-Buying Scale
4	Christenson et al. 1994	Impulse Control Disorder Interview	Four Core Questions; Five Follow-Up Questions	Minnesota Impulsive Disorder Interview (Midi)
5	Monahan et al. 1996	Compulsive Dimension	10 Items	Obsessive-Compulsive Scale
6	Lejoyeux et al. 1997	Consequences of Buying, Many of them Financial	19 Items	Questionnaire About Buying Behavior
7	Carol Gwin et al. 2003 (Modification of Valence et al)	Impulse Control Dimension	11 Items	Compulsive-Buying Measurement Scale

8	Nancy M. Ridgway et al. 2008	2 Dimensions 1. Compulsive 2. Impulsive	6 Items	Compulsive-Buying Scale
9	Cecilie S. Andreassen et al. 2015	7 Dimensions 1. Saliency 2. Mood Modification 3. Conflict 4. Tolerance 5. Relapse 6. Withdrawal 7. Problems	28 Items	Bergen Shopping Addiction Scale (BSAS)
10	Srikant Manchiraju et al. 2016	Compulsive Buying Dimensions	7 Items	Compulsive Online Shopping Scale (COSS)
11	Mona Mrad And Charles Chi Cui, 2017	3 Dimensions 1. Compulsive Buying, 2. Brand Love 3. Brand Trust	10 Items	Brand Addiction Scale (BASCALE)
12	Agata Maccarrone – Eaglen (2017)	Compulsive And Self-Control Impaired Spending Dimensions	7 Items	Compulsive-Buying Measurement Scale

2.1 Research Problem

The study focused on the evolution of compulsive buying measuring scales, discussed the pros and cons of one and other scales, and assessed the general population's applicability.

2.2 Research Objective

- To assess the applicability of compulsive buying behavior scales.
- To know the different dimensions of compulsive buying scales.
- To identify the limitations of existing scales. Suggest measures to overcome these limitations.

2.3 Research Methodology

This study focused on the theoretical perspective of compulsive buying behavior; It includes information from the previous study on Psychology, sociology, marketing, and finance. Marketers should comprehend this sickness's damaging results and assurance that promoting practices do not add to this social and monetary issue.

2.4 Limitations of Scales

The researchers focus on either obsessive-compulsive or impulse control dimensions. Monahan et al. (1996), Mona Mrad and Charles chi Cui (2017), and Agata Maccarrone – Eaglen (2017) emphasize the obsessive-compulsive dimension solely. Although D'Astous (1990); Valence et al. (1988); Faber and O'Guinn (1992); Elizabeth A. Edwards (1993); Christenson et. al. (1994); Lejoyeux et. al. (1997); Carol Gwin et. al. (2003) concentrate only on the impulse control dimensions. Nancy Ridgway et al. (2008) focus on both dimensions. Many of the scales consider only the sole behavior, for example, financial, Valence et al. (1988); Faber

and O'Guinn (1992); Elizabeth A. Edwards (1993); Lejoyeux et. al. (1997); the existing scales used small samples and also some scales applicable exclusively compulsive buyers for treatment by psychologist Christenson et al. (1994); Lejoyeux et. al. (1997); Monahan et al. (1996). Moreover, the structured and unstructured interview format had used by Christenson et al. (1994); Monahan et al. (1996). These are the criticism somewhat rectified by Nancy Ridgway et al. (2008).

III. DISCUSSION AND IMPLICATIONS

This paper has provided a piece of knowledge about the measurement scale of compulsive buying. The researchers developed various scales related to compulsive buying /shopping in different dimensions, for example, psychology (Faber and O'Guinn;1992), personality, and brand(Mona Mrad and Charles chi Cui, 2017), socio-demographic, online shopping (Srikant Manchiraju et al., 2016). Marketers can develop marketing strategies through compulsive buying behavior.

IV. RESEARCH LIMITATIONS

This hypothetical investigation does not give extra observational proof about the builds and information topics identified with the compulsive buying behavior scale. Even though the writing has evaluated four areas, there might be thoughts about presently in press or advancements that uncover new and critical developments and information subjects identified with compulsive buying not recently distributed or assessed. Such new developments ought to be added to the flow model and tried in future research.

V. FUTURE RESEARCH DIRECTIONS

A maximum of research on compulsive buying emphasizes the offline shops (bricks and mortar) environment,

but nowadays, the internet plays a vital role in buying and selling activities. Most buyers like to buy goods and services through the internet because it saves money and time and helps satisfy their immediate urges, so the internet and marketing stimuli are determinants of compulsive buying behavior. Further studies of compulsive buying on the internet and Buzz marketing stimuli can apply to develop a new scale.

VI. CONCLUSION

This study will fill a valuable need toward an improved general knowledge of compulsive buying, addictive disease, and coordinating future research. Especially in a social responsibility period, marketers should concentrate on the differential and individual needs of compulsive buyers. Through expanded research, we may come to all the more likely to comprehend and successfully market to develop several customers.

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