PROJECT REPORT ON

INVESTIGATING THE PSYCHOLOGICAL LANDSCAPE OF COMPULSIVE BUYING IN COSMETICS INDUSTRY

Submitted by

FOUSIYA MR

REG NO: AIAWMCM014

Under the guidance of

DR. SHAFEER P S

Assistant Professor & Research Guide

Research Department of Commerce

M.E.S Asmabi College P. Vemballur

In partial fulfilment of the requirement for the award of degree of

Master of Commerce (M.Com) of

University of Calicut

RESEARCH DEPARTMENT OF COMMERCE

MES ASMABI COLLEGE

P.VEMBALLUR – 680671

2022-23

CERTIFICATE ON PLAGIARISM CHECK

MES ASMABI COLLEGE, KODUNGALLUR

(Affiliated To the University of Calicut)

1.	Name of the Research Scholar/Student	FOUSIYA M R		
2.	Title of the Thesis/paper	Investigating the psychological landscape of compulsive buying in cosmetics industry		
3.	Name of the supervisor	Dr. Shafeer P.S		
4.	Category	Master's Thesis		
5.	Department/institution	Research Department of Commerce		
6.		Introduction / Review of literature	Materials and Methods	Results/ Discussion/summary Conclusion
7.	Similar content (%) identified	-	-	-
	In case Overall similarity (%)	8%		
8.	Revised Check			
9.	Similar content (%) identified	8%		
10	Acceptable Maximum limit			
11	Software used	Checker X		
12	Date of Verification			

Issued by Librarian

SALIHA P I
UGC LIBRARIAN
MES ASMABI COLLEGE
P VEMBALLUR 680571

Signature of the Researcher

Principal / HoD

CHITHRA P
MCom, MEd
Assistant Professor
Research Department of Commerce
MES Asmabi College, P. Vemballur
PIN - 680 671

Signature of the supervisor

Place:

Date: Seal

RESEARCH DEPARTMENT OF COMMERCE M.E.S

ASMABI COLLEGE

P. VEMBALLUR P O, KODUNGALLUR, THRISSUR, KERALA

Smt. CHITHRA P

M.Com, M.Ed

HOD, Assistant Professor

Research Department of Commerce

M.E.S Asmabi College, P. Vemballur, Thrissur, Kerala

CERTIFICATE FROM HEAD OF THE DEPATRMENT

This is to certify that the project work entitled "**INVESTIGATING THE PSYCHOLOGICAL LANDSCAPE OF COMPULSIVE BUYING IN COSMETICS INDUSTRY**" is a bonafide record of research work carried out by **Fousiya MR**, in partial fulfilment of her Master of Commerce of the University of Calicut.

Smt. CHITHRA P

Head of the Research

Department of Commerce

Place: P. Vemballur

Date: 03/06/2024

RESEARCH DEPARTMENT OF COMMERCE

M.E.S ASMABI COLLEGE

P. VEMBALLUR P O, KODUNGALLUR, THRISSUR, KERALA

Dr. SHAFEER P S

M.Com + NET; MBA + NET; M.Phil; PhD; M.Sc. (Psy);

MSW; MA (HRM); MA (PMIR); MA (BE); PGDSPSS; B.Ed.

Assistant Professor and PhD Research Guide

Research Department of Commerce

M.E.S Asmabi College, P. Vemballur, Thrissur, Kerala

CERTIFICATE FROM RESEARCH GUIDE

This is certify that **Fousiya MR** has prepared this project report on "**INVESTIGATING THE PSYCHOLOGICAL LANDSCAPE OF COMPULSIVE BUYING IN COSMETICS INDUSTRY**" is done under my supervision and guidance for the partial fulfilment of the requirement for the award of the degree of Master of Commerce (M.Com) of University of Calicut and that has not been previously formatted for the basis for the award of any degree, diploma or fellowship or other similar titles of any University or Institutions.

Dr. SHAFEER P S

Research Guide

Place: P. Vemballur

Date: 03/06/2024

DECLARATION

I , **FOUSIYA MR**, M.Com student of MES Asmabi college, hereby declare that the report on "**INVESTIGATING THE PSYCHOLOGICAL LANDSCAPE OF COMPULSIVE BUYING IN COSMETICS INDUSTRY**" in partial fulfilment of the requirement for the award of the degree of Master of Commerce (M.Com) of University of Calicut is a bonafide work carried out by me under the supervision and guidance of **Dr. SHAFEER P S**, Asst. Professor, Research Dept. Of Commerce, MES Asmabi College, P.Vemabllur, Thrissur, Kerala.

I further declare that the study has not been previously formatted for the basis of any Degree, Diploma or fellowship of any other similar titles of any University or

Institutions.

FOUSIYA MR

Reg. No: AIAWMCM014

Place: P. Vemballur

Date: 03/06/2024

ACKNOWLEDGEMENT

This report for the partial fulfilment or the requirement for the award of degree of Master of Commerce has been made possible through the direct and indirect co ordination of various persons. It give me immense pleasure to mention the names of those people who made my dissertation possible. Since its immense gratitude I acknowledge all those whose guidance and encouragement served as a 'beacon light' and crowned by efforts with success.

*First of all I thank the **Lord Almighty** for giving me new insights, courage and wisdom, to take up this project and complete it successfully.*

*I sincerely thank **Dr. A Biju**, MES Asmabi college, P. Vemballur and **Smt. Chithra P**, HOD of Dept. Of Commerce, for giving me an opportunity to take up the study and the advices and support for the completion of this project.*

*I sincerely express my deep gratitude to my respected project guide **Dr. Shafeer PS**, Asst. Professor, Research Dept. Of Commerce, MES Asmabi College, P .Vemballur for giving me valuable suggestion, guidance, support and advice throughout the execution of the project.*

*I wish to express my sincere thanks to all **teaching and non-teaching staff** of MES Asmabi College, P. Vemballur, for their moral support and motivation.*

*I also express my deep gratitude to **my family members and my friends**, who gave constant support throughout the completion of the project.*

FOUSIYA MR

Place: P. Vemballur

Date: 03/06/2024

TABLE OF CONTENTS

Chapter III	Theoretical Framework	
Chapter IV	Data Analysis and Interpretation	
Chapter V	Findings, Suggestions and Conclusion	

LIST OF TABLES

LIST OF FIGURES

| 4.5 | Income wise classification | |

ABSTRACT

Objective: The objective of the study is to identify the various psychological factors that influence the compulsive buying behaviour of the cosmetic consumers and to extract the association between psychological factors and compulsive buying behaviour.

Hypothesis: The study investigates five hypothesis regarding the influence of psychological factors such as self esteem, materialism, motivation, self perceived attractiveness and normative conformity on compulsive buying behaviour of consumers. It examines the relationship between psychological factors and compulsive buying behaviour. To gather data study utilize a structured questionnaire and collected samples from 100 consumers.

Results: The results reveal that various psychological factors significantly predict compulsive buying behaviour. There is a notable negative relationship between self esteem and compulsive buying, On the other hand, there is a significant positive relationship between materialism and compulsive buying. Additionally, motivation shows a positive relationship with compulsive buying. Self-perceived attractiveness is also a significant predictor, as individuals who see themselves as more attractive tend to engage more in compulsive buying. Finally, normative conformity has a significant impact, with higher levels of conformity corresponding to increased compulsive buying. These findings demonstrate that self-esteem, materialism, motivation, self-perceived attractiveness, and normative conformity are all significant predictors of compulsive buying behaviour

CHAPTER- 1

INTRODUCTION

1.1 INTRODUCTION

The cosmetics industry is a fascinating intersection where personal identity, societal expectations, and consumer habits merge. In recent times, cosmetics have evolved

beyond simple beautification, becoming deeply entwined with psychological factors like self esteem, self-perceived attractiveness, materialism, motivation and conforming to social norms. Within this intricate context, compulsive buying behaviour stands out as a notable phenomenon.

Compulsive buying, characterized by repetitive and excessive purchasing despite negative consequences, is a subject of interest across industries. Compulsive buying has been defined as "chronic, repetitive purchasing that becomes a primary response to negative events or feelings" (Guinn & Faber, 1989, p. 155). However, its manifestation in the cosmetics sector presents a unique avenue for exploration. This study aims to delve into the complex web of psychological factors influencing compulsive buying behaviour in this industry. CB is more likely to occur when individuals attempt to deal with negative mood states (DeSarbo& Edwards, 1996; Miltenberger et al., 2003).

Central to this investigation are several key concepts: self-esteem, materialism, motivation, self-perceived attractiveness, and conformity to social norms. Each of these elements plays a significant role in shaping consumer attitudes, motivations, and buying decisions within the cosmetics realm.

Self-esteem, reflecting one's self-worth, influences how individuals perceive and engage with cosmetic products. Individuals with low self-esteem often resort to purchasing beauty products as a means to enhance their self-worth and address their insecurities. The act of buying cosmetics can provide a temporary boost in confidence and self-image, which in turn, perpetuates the cycle of compulsive buying. Moreover, materialism, the inclination to place high value on material possessions, may exacerbate compulsive buying tendencies among consumers seeking to enhance their self-image through cosmetics. Materialistic individuals may view beauty products as essential tools for achieving social status and personal satisfaction. This perspective drives them to frequently purchase new products, often beyond their actual needs. And understanding

the motivations behind compulsive buying in the cosmetics industry involves examining both internal and external factors. Intrinsic motivation might include the personal enjoyment and satisfaction derived from using beauty products, while extrinsic motivation encompasses the desire for social acceptance and admiration. The

marketing strategies of cosmetic brands often tap into these motivations, encouraging consumers to believe that their products are essential for achieving an ideal appearance. The marketing tactics of the cosmetics industry often capitalize on these motivations, promoting frequent buying.

Additionally, self-perceived attractiveness emerges as a critical factor in cosmetic purchasing behaviour, as individuals may engage in compulsive buying to achieve or maintain a desired level of physical appeal. Individuals who perceive themselves as less attractive may engage in compulsive buying to improve their looks and conform to societal beauty standards. Conversely, those who consider themselves attractive might also be driven to maintain or enhance their appearance through frequent cosmetic purchases.

Furthermore, conformity to social norms may drive consumers to align their cosmetic choices with prevailing beauty standards, thus fuelling compulsive buying habits. Social influences, such as peer pressure and media portrayals of beauty ideals, can lead individuals to buy products to fit in or be accepted by their social circles. This pressure to conform can result in compulsive purchasing behaviours as individuals strive to align themselves with perceived beauty standards.

This study seeks to unravel the intricate connections between these psychological factors to provide insights into the drivers of compulsive buying behaviour within the cosmetics industry. By doing so, it aims to inform the development of targeted interventions and marketing strategies aimed at promoting responsible consumption and protecting consumer well-being.

In summary, this research endeavours to illuminate the psychological landscape of CB in the cosmetics industry, offering insights into the complex interplay of self-esteem, materialism, motivation, self-perceived attractiveness, and conformity to social norms. Each of these factors contributes to understanding why consumers engage in excessive purchasing of beauty products, often driven by deeper psychological needs and social influences. A thorough exploration of these dimensions can provide valuable insights for marketers, psychologists, and policymakers aiming to address and mitigate compulsive buying behaviours in this industry. Through empirical investigation and theoretical analysis, it aims to advance our understanding of consumer behaviour dynamics in this captivating field.

1.2 STATEMENT OF THE PROBLEM

The cosmetics industry thrives on consumer engagement, providing a diverse array of products promising beauty enhancement and self-assurance. Within this context, there is an urgent need to explore the psychological aspects of compulsive buying behaviours specific to this industry. Specifically, the research aims to explore how self-esteem, materialism, motivation, self-perceived attractiveness, and normative conformity contribute to compulsive buying behaviours. By examining these factors, the study seeks to offer a thorough understanding of the motivations behind compulsive purchasing and its influence on consumers. The goal of this study is to address the following pivotal inquiries:

1. What are the psychological factors driving compulsive buying behaviours among consumers in the cosmetics sector?
2. How do individual personality traits like self-esteem, materialism, motivation, normative conformity and self perceived attractiveness impact the propensity for compulsive buying among cosmetics consumers?
3. What are the emotional and psychological repercussions of CB in the cosmetics context, including feeling of guilt and remorse.

By exploring these questions, this research endeavours to provide an enhanced comprehension of the psychological drivers behind compulsive buying behaviours in the cosmetics industry.

1.3 OBJECTIVES OF THE STUDY

1. To identify the various psychological factors that influence the compulsive buying behaviour of the cosmetic consumers.
2. To extract the association between psychological factors and compulsive buying behaviour.

1.4 HYPOTHESIS

H1: Self esteem have a significant impact on compulsive buying behavior.

H2: Materialism have a significant impact on compulsive buying behaviour.

H3: Consumer's motivation have a significant influence on compulsive buying behaviour.

H4: Self perceived attractiveness have a significant influence on compulsive buying behaviour.

H5: Normative Conformity have a significant influence on compulsive buying behaviour.

1.5 SIGNIFICANCE OF THE STUDY

Exploring the psychological dimensions of compulsive buying in the cosmetics industry holds considerable importance on several fronts. By delving into factors like self esteem, materialism, motivation, self-perceived attractiveness, and normative conformity, this research illuminates the complex interactions shaping compulsive purchasing behaviours within the cosmetics market. Such insights can aid marketers and industry players in devising tailored interventions and marketing strategies aimed at fostering healthier consumer practices and mitigating the adverse effects of compulsive buying. Moreover, this study enriches scholarly discussions surrounding consumer behaviour and psychology, particularly within the framework of the cosmetics sector. Also, the findings can assist in creating interventions aimed at reducing compulsive buying behaviours, thereby promoting consumer well-being. Additionally, it may offer insights into broader issues related to consumer culture and mental health.

1.6 SCOPE OF THE STUDY

This study explores the psychological landscape of compulsive buying behaviour within the cosmetics industry, focusing on the influence of self esteem, materialism, motivation, self-perceived attractiveness and normative conformity. This study was conducted by collecting data from 100 respondents through a structured questionnaire by sending through Google form. It includes studying the connection between psychological factors of consumers and compulsive buying. Despite potential

limitations, the study aims to offer insights for encouraging responsible consumption in the cosmetics sector.

1.7 RESEARCH METHODOLOGY

1.7.1 Type of data used

Both primary and secondary data used for the study.

A. Primary Data

Primary data for the study was collected through a structured questionnaire using Google form.

B. Secondary Data

Secondary data was collected from published sources of information such as books, journals, websites, magazines etc.

1.7.2 Tools for data collection

Questionnaire is used to collect data.
1.7.3 Questionnaire construction

The questionnaire is constructed by previous sties and comprehensive review of literature. Likert 5-point type of questions are mainly used for the study.

1.7.4 Sampling technique

Non- probability sampling is used.

1.7.5 Sampling Method

The convenience sampling method is used.

1.7.6 Sample Size

The sample size is 100.

1.7.7 Tools for data analysis

The results were analysed using Excel and SPSS software. Descriptive analysis, ANOVA, Standard deviation and Multiple regression were used

1.8 PERIOD OF THE STUDY

The study was conducted during the period in between January 2024 to June 2024 .

1.9 MEASURES

VARIABLES	MEASURMENT	SOURCE
Self Esteem	5 point Likert Scale	Paradise & Kernis,1999; James A. Roberts, Chris Pullig & Chris Manolis, 2014, Psychology and Marketing
Materialism		Richins,2004; Helga Dittmar, 2005, British Journal Of Psychology
Motivation		Lichtenstein et.al, 1997; Overby & Lee, 2006; Arnold Japutra&Zening Song, 2020, Journal of Consumer Behaviour
Self Perceived Attractiveness		Cassandra Howard, 2016, Doctoral dissertation, Colorado State University
Normative Conformity		Cassandra Howard, 2016, Doctoral dissertation, Colorado State University

Compulsive Buying Behaviour		Elizabeth A. Edwards, 1993, Edwards Compulsive Buying Scale, Psyc Tests

Table 1.1

1.10 LIMITATIONS OF THE STUDY

1. The sample size is limited to 100respondents

2. One of the drawbacks is respondent bias.

3. Another main limitation is the time constraints.

4. A sample is collected using a non-probability sampling method, such as convenience sampling. Consequently, the study includes the drawbacks of convenience sampling.

1.11 CHAPTERISATION

Chapter I: Introduction

Chapter II: Review of literature

Chapter III: Theoretical frame work

Chapter IV: Data Analysis and Interpretation

Chapter V: Findings, Suggestion and Conclusion

CHAPTER- 2

REVIEW OF LITERATURE

1. **Oussama Saoula, A H Majid (2018),** this research delves into understanding consumer behaviour among both Saudi residents and expatriates living in Riyadh, focusing on factors like price, motivation, perceived cultural significance, and religious orientation. Data is collected through surveys distributed at car agencies, while analysis employs Partial Least Squares Structural Equation Modeling (PLS-SEM) to reveal direct relationships among price, motivation, perceived cultural significance, and consumer purchasing

decisions. Notably, the study reveals that price and perceived cultural significance play significant roles in shaping religious orientation. However, contrary to expectations, the study does not find evidence supporting the idea that religious orientation mediates the relationship between price, motivation, perceived cultural significance, and consumer purchasing behaviour. These findings provide significant insights into consumer behaviour in the Saudi Arabian market, offering guidance for businesses in adapting to market dynamics and engaging with consumers effectively.

2. **Parul Oberoi, Prerna Oberoi (2018),** This research explores the factors affecting Indian consumers' choices in purchasing cosmetic items, particularly in the Delhi-NCR area. Through a detailed methodology involving snowball sampling and surveying 400 participants, the study examines demographic characteristics, attitudes, and awareness using statistical techniques like factor analysis, F-test, and ANOVA. Results indicate that social aspects notably impact consumers' decision-making processes when selecting cosmetic products. This study provides important insights for both marketers and policymakers operating within the cosmetic industry.

3. **Ashwani Vishwakarma, Jayesh R Khuntad, Tushar Pradhan (2023),** The burgeoning cosmetics sector in India owes its growth to heightened consumer awareness, enhanced purchasing capabilities, changing lifestyles, and impactful marketing efforts. This research endeavours to delve into the buying behaviours of Indian cosmetic shoppers, employing a diverse methodology encompassing literature review, surveys, interviews, and data examination. The resultant insights are poised to equip industry players and marketers with a enhanced comprehension of Indian cosmetic consumers, enabling them to better address their evolving preferences and demands.

4. **M. Prasanna Mohanraj (2017),** this study delves into compulsive buying behaviour among urban consumers in Chennai and Bangalore, spurred by lifestyle changes and increased purchasing power due to the growth of the Indian IT industry. Its goals include understanding the impact of unplanned buying, segmenting youth consumers based on compulsive tendencies, and crafting targeted marketing strategies. Findings highlight significant shifts in buying behaviour driven by lifestyle changes and increased purchasing power.

Unplanned buying emerges as pivotal in purchase decisions, and through cluster analysis, distinct segments of youth consumers are pinpointed based on their compulsive buying tendencies, informing the development of tailored marketing strategies for urban Indian compulsive buyers influenced by the IT industry boom.

5. **Prashant Ravindrakumar Pandya, Kerav Pandya (2020),**this study delves into how compulsive buying behaviour influences consumer purchases in retail malls, with particular emphasis on FMCG products. It aims to understand the parallels between compulsive buying and other addictive behaviors, such as alcohol consumption and overeating, while also exploring seasonal variations during periods of depression, anxiety, and loneliness, such as the holiday season. Additionally, the study examines how emotions like fatigue, loneliness, and anger influence compulsive purchasing tendencies and their outcomes. Findings suggest that compulsive shopping worsens negative emotions and fails to address underlying emotional issues or enhance self-esteem. Utilizing a quantitative approach, the study gathers primary data from 150 shoppers at retail malls in Rajkot city through structured questionnaires. Analysis is carried out using ANOVA and exploratory factor analysis to evaluate the correlation between compulsive buying behaviour and consumer purchases, particularly regarding FMCG products.

6. **Kemal Budi Mulyono, Rusdarti (2019),**this study delves into the root causes of compulsive buying behaviour among students in the digital era by investigating psychological factors such as materialism, self-esteem, self control, narcissism, money attitude, and mood, and their effects on the relationship between income and compulsive buying. Data gathered from 250 students with e-commerce experience in Central Java Province via closed questionnaires undergoes analysis using Warp-PLS statistics. The findings indicate that while self-esteem and mood do not moderate the income compulsive buying link, materialism, narcissism, self-control, and money attitude significantly do. The study emphasize the significance of integrating conventional and behavioural economic theories to better grasp consumer behaviour, particularly in the context of compulsive buying online. However, future research should broaden data collection beyond Central Java Province to

ensure broader applicability.

7. **Gaëlle CChallet-Bouju, Julie Mariez, Bastien Perrot, Marie Grall-Bronnec, Emeline Chauchard (2020),**this study aimed to categorize buyers into distinct groups based on psychological risk factors associated with compulsive buying behavior. Through an online survey involving 242 adult women, their purchasing habits, motives, impulsivity, self-esteem, and the intensity of compulsive buying were examined. Analysis revealed three clusters: one characterized by low impulsivity and purchasing motives with infrequent compulsive buying; another showing higher levels of both positive and negative reinforcement-related motives with slightly increased frequency and intensity of compulsive buying; and a third exhibiting the highest frequency and severity of compulsive buying, alongside elevated negative urgency and coping motives. These findings align with addiction models, suggesting the influence of negative emotions in driving and sustaining compulsive buying behaviour. The study emphasizes the significance of tackling negative emotions and coping strategies in interventions targeting compulsive buying, supporting its potential conceptualization as an addictive disorder.

8. **Alişan Baltaci (2020),** This study examines the theoretical link between self esteem and consumer behaviour, aiming to elucidate how individuals' personal evaluations influence their emotions and buying choices. Through a detailed review of literature, the research seeks to offer unique Turkish perspectives to address gaps in the global consumer behaviour field. Utilizing a theoretical framework, the study integrates concepts from psychology and consumer behaviour to enhance comprehension of this intersection. By exploring unexplored areas within the global discourse, the research aims to provide significant insights for Turkish literature on consumer behaviour.

9. **Irene Consiglio, Stijn M.J. van Osselaer (2022),** This study aims to fill the gaps in research concerning how consumption influences self-esteem by conducting an extensive literature review spanning consumption, advertising, materialism, mass media, and social media. Through this review, the study presents a taxonomy of eight processes illustrating how consumption impacts self-esteem, offering a structured framework for comprehension. Additionally, it highlights specific consumption domains and emerging consumer trends that

significantly influence self-esteem, while also outlining priorities for future research to deepen understanding of this dynamic. By synthesizing existing findings and offering insights into the intricate relationship between consumption and self-esteem, this research adds to advancing knowledge in consumer behaviour and its psychological ramifications, providing valuable direction for scholars and practitioners in the field.

10. **Roberta Biolcati(2017),** This study explores how contingent self-esteem (CSE), fear of negative evaluation (FNE), and compulsive buying (CB) are interlinked among Italian adults, focusing on gender differences. Survey responses from 240 participants, predominantly women with an average age of 33.80 years, revealed that women exhibited higher scores in CSE and FNE scales compared to men, indicating their increased susceptibility to these factors. However, there were no notable gender disparities in compulsive buying tendencies. The study highlighted a positive correlation between CSE, FNE, and CB, suggesting that individuals with elevated contingent self-esteem and fear of negative evaluation are more susceptible to engage in compulsive buying behaviours. Structural equation modelling confirmed the robust predictive role of CSE in CB for both genders, with FNE acting as a mediator primarily among women. These findings

underscore the significance of investigating self-esteem dynamics in understanding compulsive buying tendencies, especially considering gender specific nuances in such behaviours.

11. **Marsha L. Richins (2010),** This review investigates consumer materialism, defined as valuing the acquiring and owning material goods, including beliefs about their necessity for happiness, success judgments based on possessions, and their central role in life. Distinguishing materialism from conspicuous consumption, which emphasizes status object display, the review explores its societal and personal impacts, highlighting its influence on personal consumption and the economy while negatively affecting well-being. It examines factors contributing to individual differences in materialism, such as media exposure and family environment, and discusses its significance for marketers, affecting consumer desires and process of decision making, including the willingness to buy counterfeit products. With a comprehensive

approach, the review provide perception of nature, causes, and consequences of consumer materialism, serving as a valuable resource for academics, marketers, and policymakers.

12. **Nimra Iqbal, Naeem Aslam (2016),** The research delved into the association between materialism, depression, and compulsive buying among 430 university students aged 18 to 24 in Islamabad and Rawalpindi. Utilizing standardized measures, it revealed a significant positive link between depression and materialism, with males exhibiting elevated scores in both domains compared to females. While no notable gender gap emerged in compulsive buying, adults demonstrated greater levels of materialism in contrast to adolescents. These findings underscore the intricate relationship between materialistic attitudes and psychological well-being among university students, highlighting the necessity for further exploration and potential interventions in this realm.

13. **Piotr Tarka (2019),** The intention of the study is to contrast the correlation between materialism and compulsive buying among Polish and US consumers, highlighting a stronger link among Polish young adults compared to their American counterparts. Despite previous theories focusing on this relationship predominantly in Western societies, the research revealed an intensified consumerist trend in Poland, leading to an even more evident association between materialism and compulsive buying. By analyzing data from 504 Polish young adult consumers alongside prior US studies, the research underscores the significance of considering socio-economic-cultural contexts in understanding consumer behaviour. These findings offer valuable insights into the variability of consumer trends across different cultural and economic landscapes, suggesting avenues for further exploration into factors shaping consumerism.

14. **Bilson Simamora (2021),** The study seeks to redefine consumer motivation and create a flexible model to better analyze various consumer behaviours. It examines the historical evolution of consumer motivation concepts, critiques current models, and introduces a new unstructured framework. This framework facilitates the development of specific models tailored to different behaviours and contexts. The study finalizes that traditional models fall short in addressing the complexities of modern consumer behaviour, and it shows that the new

model offers a versatile foundation for future research, allowing for a detailed understanding of consumer motivations across different contexts.

15. **Dr. Rajneesh Kler, Dr Suchitra Prasad, Dr. Arun B Prasad, RipunjoyGoswami, GargeeSankarMitra (2022),** The research delves into the multitude of factors that propel consumer buying motivation, encompassing familial, cultural, social, and advertising impacts, alongside price and brand perception. Through data collection from 133 respondents via a standardized questionnaire, the study applies a quantitative approach to systematically dissect these influences. Its findings underscore the significance of comprehending consumer motivations for brands to refine their marketing strategies proficiently, thereby enhancing brand reputation, loyalty, and sales performance. The study's methodological rigor ensures the credibility and relevance of its findings, offering invaluable insights for brands seeking to meet consumer demands within a fiercely competitive market environment.

16. **Arnold Japutra, Zening Song (2020),** The study examines how consumer mindsets, shopping motivations, and compulsive buying behaviour interrelate, focusing on how individuals' beliefs about human characteristics shape their inclination toward compulsive buying. Carried out in China with a sample of 421 participants, the results indicate that those adhering to a fixed mind-set, believing in consistent personal traits, are more prone to being swayed by deal offers and social comparison, leading to an increased desire for hedonic pleasure and a higher likelihood of compulsive buying. Conversely, individuals embracing a growth mindset, believing in personal development potential, tend to seek hedonic pleasure in shopping, also resulting in a greater inclination for compulsive buying. This research advances our understanding of the psychological mechanisms driving compulsive buying and offers practical understanding of policymakers and marketers regarding the array of motivations influencing this behaviour.

17. **Ayaz Ali, Chen Li, Bakhtawar, Ashfaque Hussain (2020),** The study investigates the relationship between online hedonic shopping motivations and obsessive–compulsive buying behaviour, utilizing structural equation modelling (SEM) to analyze data from 503 respondents. Results indicate that adventure seeking and idea exploration positively influence obsessive–compulsive

purchasing, whereas role- based shopping and value- oriented shopping negatively affect it. Notably, gratification seeking and social shopping have no significant impact. These findings provide important insights into consumer behaviour, offering valuable implications for researchers and managers aiming to create effective strategies in online retail settings.

18. **Zixi Jiang, Jing Xu, Margaret Gorlin, Ravi Dhar (2021),** This article delves into how consumers' perception of their physical attractiveness impacts their decision-making across domains unrelated to beauty. Through six studies, it is demonstrated that an increase in self-perceived attractiveness boosts consumers' overall self-confidence while diminishing uncertainty in preferences, resulting in fewer selections of compromise, all-average, and default options. The findings indicate that consumers leverage their heightened self-assurance as met cognitive input to gauge preference uncertainty in subsequent decisions, a phenomenon moderated when they attribute this confidence to their perceived attractiveness. This research unveils the subtle interaction between self perceived attractiveness, self-confidence, and consumer decision-making, offering valuable theoretical insights and practical implications for marketers and decision-makers.

19. **SakshiVij, B.B. Singla (2023),** The purpose of study is to reveal the main drivers behind online compulsive buying behaviour among consumers and to categorize consumer segments based on these factors. Drawing data from 700 regular online purchasers in Punjab, Haryana, Chandigarh (U.T), and the NCR region, six significant influences on online compulsive purchasing were identified: the behaviour itself, internet addiction, responses to stimuli, materialism, self

perceived attractiveness, and depression. It underscores the profound impact of the internet on consumer habits, offering both convenience and challenges such as compulsive buying. By exploring the complex interconnection between these factors and online shopping patterns, the research provides insights crucial for businesses and policymakers to address compulsive buying challenges in the digital domain and promote responsible online purchasing practices.

20. **Jessica M. Nolan, Paul Wesley Schultz, Robert B Cialdini, Noah J Goldstein, VladasGriskevicius (2008),** The study examines how normative

social influence impacts energy conservation, focusing on its persuasive effectiveness and its degree of recognition. Surveying 810 Californians, the first phase indicates that descriptive normative beliefs significantly forecast energy conservation behaviour, despite respondents ranking them as the least influential in their decisions. In a subsequent field experiment, normative messages emerge as the most effective catalyst for behaviour change compared to alternative information, despite respondents viewing them as the least motivating. These results underscore the potent persuasive influence of normative social cues, often underestimated. Utilizing quantitative methodologies, the research stresses the importance of incorporating social norms into communication strategies aimed at promoting energy conservation, offering valuable insights for crafting effective interventions in diverse fields.

21. **ApurvaSanaria (2004),**This conceptual paper provides a fresh outlook on conformity and norms within group dynamics, introducing a classification that incorporates individual perspectives, termed as "first-person norms." Unlike the prevailing focus on group norms in western literature, the paper advocates for a more universal understanding of conformity, aligning with perspectives commonly observed in eastern cultures. By examining first-person norms, the paper illuminates potential variations in individual conformity at both cognitive and behavioural levels, paving the way for new explorations into conformity dynamics. The implications suggest a need to reassess current conformity research frameworks and explore fresh avenues for comprehending and analyzing conformity dynamics, provide significant perception on theoretical research and practical applications across diverse fields.

22. **Cassandra Howard (2016),** The study aimed to examine compulsive buying behaviour among college students across diverse shopping platforms, investigating the impact of psychological, emotional, and social factors. It explored variables including self-perceived attractiveness, affective states, perceived parental shopping habits, normative conformity, shopping frequency across channels, and preferences for specific product types connected to compulsive purchasing. Notably, factors such as self-perceived attractiveness, negative affect, parental buying tendencies, and normative conformity were positively correlated with compulsive buying, while positive affect showed a negative correlation. This study unveil valuable understanding of intricate

dynamics of compulsive buying behaviour among college students, shedding light on its underlying psychological and social factors and offering implications for consumer behaviour research.

23. **James A. Roberts, Chris Manolis, Chris Pullig, (2014),** The study explores the impact of contingent self-esteem (CSE) on compulsive purchasing inclinations, with mediation by fear of negative evaluation (FNE) and the significance of social identity (SI). Through a survey of 402 U.S. adults and two experiments involving 160 and 243 participants, the research demonstrates that CSE's influence on CB is entirely facilitated by FNE and SI. It also reveals that while

high CSE elevates FNE and SI across different anxiety levels, compulsive buying behaviour only manifests under high anxiety conditions. This thorough investigation provides valuable insights into the psychological mechanisms connecting CSE to compulsive buying, emphasizing the critical roles of self esteem and anxiety.

24. **Jennifer Yurchisin, Kim K. P. Johnson (2004),** The study investigates the drivers of compulsive buying behaviour among young adults aged 18 to 24, focusing on factors such as perceived social status associated with purchasing, materialism, self-esteem, and engagement with apparel products. Utilizing a sample of 305 undergraduate participants and employing both a questionnaire and multiple linear regression analysis, the research finds a negative interconnection between compulsive purchasing and self-esteem, while it identifies positive correlations with perceived social status, materialism, and apparel-product involvement. These relationships are deemed statistically significant, underscoring the intricate dynamics shaping compulsive buying tendencies among this demographic.

25. **Helga Dittmar (2005),** The study seeks to advance comprehension of compulsive buying behaviour by exploring how gender, age, and approval of materialistic values influence it. Utilizing questionnaire studies across three distinct groups—those seeking assistance from a self-help organization, consumer panellists from a multinational corporation, and adolescents—the research uncovers gender and age variances in compulsive buying tendencies, noting a heightened inclination among younger individuals. However, the

pivotal finding underscores the significant impact of endorsing materialistic values as the primary predictor of compulsive buying, with these values mediating the observed age disparities. This comprehensive approach enhances comprehension of the factors driving compulsive buying behaviour and unveil significant perception on addressing this escalating issue.

CHAPTER- 3

THEORATICAL FRAMEWORK

3.1 Consumer Buying Behaviour

Consumer buying behaviour entails the steps individuals take when making purchasing choices, encompassing stages such as recognizing a need, seeking information, evaluating options, deciding on a purchase, and reflecting on the experience afterward. This process is shaped by a multitude of factors, including personal preferences, cultural norms, social influences, psychological drivers, and situational circumstances. Businesses rely on understanding consumer buying behaviour to customize their marketing strategies and offerings to align with expectations and desires of their target customers.

3.2 Compulsive Buying Behaviour Of Consumers

Compulsive buying behaviour describes an irresistible compulsion to shop excessively, resulting in unnecessary purchases and potential negative outcomes like financial strain and emotional distress. Those affected often feel excitement during shopping but later regret their spending. This behaviour may arise from factors like psychological issues, low self-esteem, or using shopping as a coping mechanism for stress or negative emotions. Recognizing and addressing compulsive buying behaviour is crucial for individuals seeking assistance and businesses aiming to offer support or interventions.

3.3 Compulsive Buying Behaviour &Cosmetics

3.3.1 Cosmetics

Cosmetics refer to products utilized to improve or modify the appearance of the skin, body, or hair. They comprise a broad spectrum of items ranging from skincare and makeup to hair care, fragrances, and personal hygiene products. These cosmetics fulfil diverse roles such as cleansing, hydrating, shielding against environmental factors, and enhancing facial features like complexion and colour. Common examples encompass moisturizers, facial cleansers, sunscreen, foundation, lipstick, eye shadow, shampoo, conditioner, perfume, deodorant, and toothpaste. Formulated with a variety of ingredients such as natural extracts, minerals, vitamins, and synthetic compounds, cosmetics are tailored to suit different skin types, individual preferences, and specific requirements.

3.3.2 Cosmetics Industry In India

The cosmetics industry involves producing, distributing, and selling beauty and personal care products like skincare, hair care, makeup, fragrances, and hygiene items. It includes manufacturers from large multinationals to small brands, retailers both online and offline, suppliers of materials and packaging, and regulatory bodies such as the FDA and EMA ensuring safety. Current trends highlight a shift towards natural and organic products, sustainable practices, personalized beauty solutions, and greater inclusivity. Economically, the industry is significant, valued at hundreds of billions globally, and provides numerous jobs across various sectors. The Indian cosmetics industry remains dynamic and evolving, influenced by consumer trends, technological innovations, and various retail channels.

3.3.3 Cosmetics Industry In Kerala

Kerala's cosmetics industry is a dynamic and expanding sector, fundamental in the state's Ayurvedic heritage. The market includes skincare, hair care, makeup, fragrances, and personal hygiene products, favouring herbal and organic ingredients. Prominent Ayurvedic brands like Kottakkal Arya Vaidya Sala and Kerala Ayurveda lead the market, with increasing sales on e-commerce platforms such as Amazon and Flipkart. The sector is bolstered by Kerala's bustling tourism, attracting visitors

interested in local   Ayurvedic treatments. Despite its growth, the industry faces challenges like regulatory   compliance, intense competition, and the necessity for consumer education. Overall,   Kerala's cosmetics industry is progressing, merging traditional practices with contemporary trends and sustainable innovations.

3.3.4 Recent Trends in Cosmetics Industry in Kerala

Recent trends in Kerala's cosmetics industry showcase a fusion of traditional Ayurvedic practices with modern preferences and a focus on sustainability.

1. Ayurvedic and Herbal Emphasis

Consumers favour Ayurvedic and herbal cosmetics due to their natural benefits, leading brands to innovate with traditional ingredients.

2. **Sustainability**

Brands are adopting eco-friendly practices and packaging in response to consumers' growing environmental awareness.

3. Digitalization

The industry is leveraging digital platforms for marketing and sales, utilizing social media for promotion and engaging with consumers.

4. Men's Grooming

There's a rising demand for men's grooming products, prompting brands to develop specialized lines.

5. Wellness Focus

Products promoting self-care and well-being are gaining popularity, aligning with the wellness trend.

3.3.5 Importance Of Cosmetics

1. Boosting Appearance

Cosmetics serve to enhance natural beauty, boosting individuals' confidence and self-assurance in various social and professional contexts.

2. Personal Expression

Makeup and beauty products allow people to creatively express themselves through diverse styles and looks, ranging from subtle to dramatic. **3. Skin Health**

Many cosmetics offer skincare benefits, aiding in moisturizing, sun protection,

and anti-aging, thereby promoting overall skin health.

4. Cultural and Social Roles

Cosmetics hold cultural and societal significance, symbolizing social status, cultural identity, and religious practices across different societies and historical periods.

5. Economic Contribution

The cosmetics industry significantly contributes to the global economy, generating substantial revenue and employment opportunities.

6. Innovation and Advancements

Constant research and development in cosmetics drive innovation, leading to improved product formulations and technological advancements.

7. **Psychological Well-being**

Using cosmetics can positively impact mood and stress levels, offering a therapeutic outlet for self-care and relaxation.

8. Professional Opportunities

Cosmetics create professional avenues in makeup artistry, cosmetology, and beauty therapy, contributing to various industries like fashion, film, and television.

9. Daily Routine

For many, cosmetics form an essential part of daily personal care routines, aiding in cleansing, moisturizing, and grooming.

10.Celebrating Diversity

Cosmetics celebrate diversity by catering to various skin tones, textures, and preferences, fostering inclusivity across different demographics.

3.3.6 Compulsive Buying On Cosmetic Products

Compulsive buying behaviour related to cosmetic products manifests as an overwhelming urge to excessively purchase beauty items, often leading to unnecessary spending and the accumulation of large quantities of products. Individuals experiencing this behaviour may feel compelled to buy cosmetics frequently, despite already owning similar items, resulting in financial strain and feelings of guilt or regret. This pattern may originate from various factors, including an obsession with appearance, a desire

for immediate gratification, or using shopping as a coping mechanism for stress or low self-esteem. Recognizing and addressing compulsive buying tendencies in the field of cosmetic products is crucial for individuals seeking assistance and businesses looking to provide appropriate support or interventions.

3.4 Psychological Factors and Compulsive Buying Behaviour On Cosmetics

3.4.1 Psychological Factors

Psychological factors refer to the diverse elements of an individual's mental and emotional composition that influence their actions and choices. These factors include personality traits, cognitive processes, emotional states, and underlying psychological conditions. Personality traits, such as introversion or openness, affect how individuals perceive and interact with their environment. Cognitive processes encompass how people process information, make decisions, and interpret their surroundings, including aspects like perception and memory. Emotional states, like joy or anxiety, shape motivations and responses to stimuli. Additionally, underlying psychological conditions such as depression or anxiety disorders can profoundly impact thoughts, emotions, and behaviours. Understanding these psychological factors is crucial for comprehensively analysing human behaviour and mental well-being.

3.4.2 Role Of Psychological Factors On Compulsive Buying Behaviour On Cosmetics

Psychological factors wield significant influence over compulsive purchasing habits, especially in the domain of cosmetics. People often buy cosmetic products to boost their self-esteem or adhere to prevailing beauty standards, with those grappling with lower self-esteem more prone to compulsive buying as a temporary confidence boost. Dissatisfaction with one's body image can spur compulsive buying as individuals seek to enhance their appearance. Emotional states such as stress or anxiety frequently trigger compulsive buying behaviours, offering a brief escape from negative emotions. Additionally

cultural norms and societal beauty expectations further exacerbate compulsive buying tendencies.   Understanding these psychological drivers is crucial for devising strategies that   encourage responsible consumption and address the negative impacts of compulsive purchasing on individuals and society.

3.4.3 Different Types Of Psychological Factors On Compulsive Buying Behaviour On Cosmetics

SELF

sssss

MOTIVATION

BUYING

ESTEEM

MATERIALISM

COMPULSIVE

SELF PERCEIVED ATTRACTIVENES S

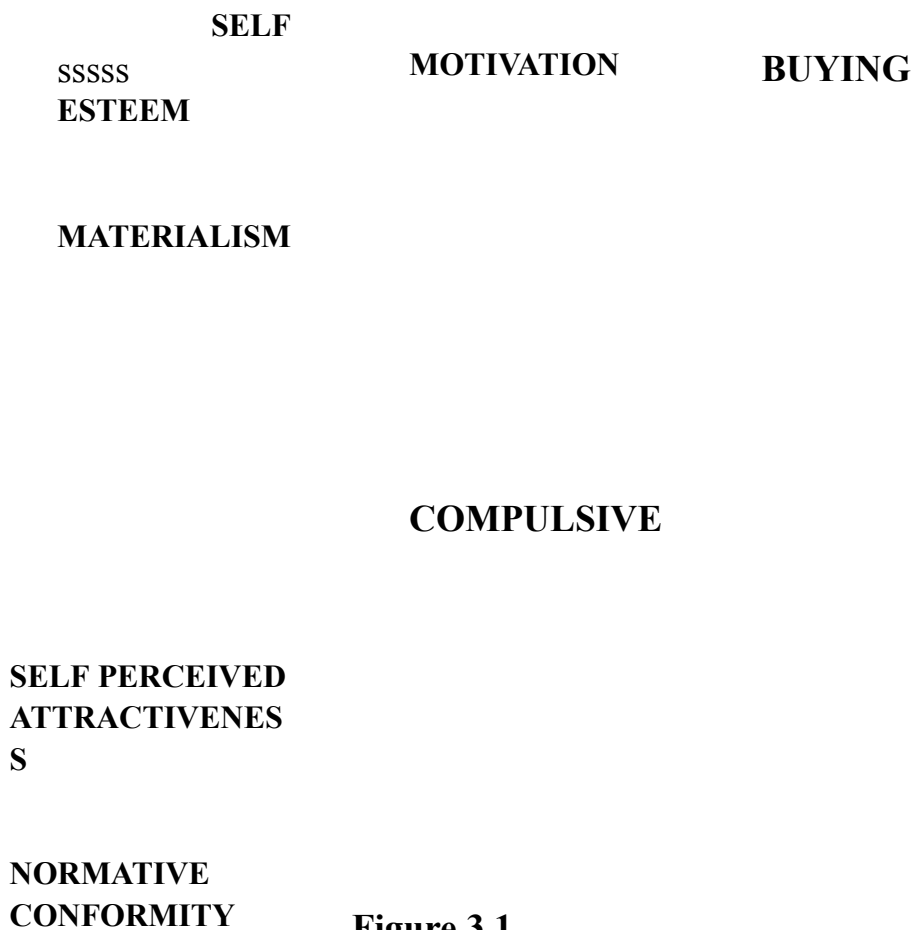**NORMATIVE CONFORMITY**

Figure 3.1

1. Self- Esteem

Self-esteem is the subjective assessment individuals make of their own value and worth as individuals. It encompasses their perception of themselves, their

abilities, and their degree of self-assurance and self-respect. Self-esteem can be shaped by multiple factors, which encompasses personal accomplishments, social interactions, feedback from others, and comparisons with societal or cultural standards. Individuals with high self-esteem typically have a positive self-perception, feel confident in their capabilities, and exhibit resilience in confronting challenges. Conversely, those with low self-esteem may experience feelings of inadequacy, self-doubt, and insecurity.

Self-esteem and compulsive buying on cosmetics

The connection between self-esteem and compulsive buying behaviour regarding cosmetics is intricate. People with lower self-esteem often turn to buying cosmetics to briefly boost their confidence or improve their self-image. Purchasing and using cosmetics may offer a temporary sense of validation or empowerment. However, this reliance on cosmetics to enhance self-esteem can guide to compulsive purchasing tendencies, where individuals repeatedly purchase cosmetics in pursuit of fleeting confidence. Conversely, those with higher self-esteem may also engage in compulsive buying of cosmetics, but for reasons such as maintaining their perceived image or meeting societal beauty standards. This relationship underscores the psychological complexity of cosmetic consumption and emphasizes the significance of addressing underlying self-esteem issues to encourage healthier purchasing habits.

2. Materialism

Materialism is a viewpoint that places significant importance on material possessions and physical comforts, often associating them with happiness, success, or fulfilment. In psychological terms, it refers to an individual's strong focus on acquiring and possessing material goods, driven by the belief that such possessions bring happiness, status, or societal approval. Materialistic individuals prioritize material wealth and consumption over other aspects of life, such as relationships, personal development, or experiences. This mindset can
lead to excessive spending, debt, and discontent, as individuals continually seek validation through the accumulation of possessions.

Materialism and compulsive buying on cosmetics

The correlation between materialism and compulsive buying behaviour concerning cosmetics is significant. Materialistic individuals, who prioritize possessions like cosmetics to define their identity or status, are prone to compulsive buying. This tendency leads them to excessively purchase cosmetics in pursuit of fulfilment or social validation. The allure of cosmetic products, often marketed as symbols of beauty and luxury, further fuels this behaviour among materialistic individuals. However, this relentless pursuit can result in financial strain, emotional distress, and a sense of emptiness when desired satisfaction is not achieved. Addressing underlying materialistic values and promoting alternative sources of self-worth beyond possessions are crucial in mitigating compulsive buying behaviour related to cosmetics.

3. Motivation

Motivation is the mechanism that starts, directs, and maintains actions aimed at achieving goals. It encompasses the biological, emotional, social, and cognitive factors that stimulate behaviour. Motivation can be internal, driven by personal satisfaction or interest, or external, driven by rewards or obligations. Grasping the concept of motivation is significant as it affects productivity, engagement, and perseverance in different tasks. It activate, guide, and maintain behaviour towards achieving goals or satisfying needs. It serves as the driving factor behind individuals' actions and decisions, directing them towards desired objectives. Motivation can originate from a variety of sources, including internal aspirations, external incentives, social pressures, and individual beliefs.

Motivation and compulsive buying on cosmetics

The relationship between motivation and compulsive buying behaviour in the area of cosmetics is significant. Individuals are driven to buy cosmetics for various reasons, such as enhancing their appearance, seeking social acceptance, or achieving emotional satisfaction. These motivations can strongly influence compulsive buying habits. Those aiming to boost their self-confidence or conform to beauty standards may frequently purchase cosmetics to meet these objectives. Emotional motivations, like using shopping as a way to find comfort

or alleviate stress, are also crucial. Understanding the motivations behind cosmetic purchases is vital for addressing compulsive buying tendencies, as it reveals the psychological needs driving these behaviours and highlights the need for promoting healthier, more sustainable motivations.

4. Self Perceived Attractiveness

Self-perceived attractiveness refers to how individuals subjectively evaluate their own physical appearance and allure. It encompasses their personal assessment of features like facial attractiveness, body shape, and overall look. This perception can be shaped by personal experiences, cultural standards of beauty, social norms, and comparisons with others. Individuals with a positive self-perceived attractiveness typically exhibit high levels of self-confidence and self-esteem regarding their appearance, while those with a negative self perceived attractiveness may experience feelings of insecurity or dissatisfaction with their looks.

Self perceived attractiveness and compulsive buying on cosmetics The link between self-perceived attractiveness and compulsive buying behaviour concerning cosmetics is noteworthy. Individuals who view themselves as less attractive may compulsively buy cosmetics to enhance their appearance and improve their self-image, believing that these products will increase their attractiveness and confidence. On the other hand, those who see themselves as attractive might also engage in compulsive buying to maintain their appearance and meet beauty standards they feel obligated to uphold. In both cases, the desire to improve or sustain self-perceived attractiveness can result in excessive cosmetic purchases. Understanding this relationship is crucial for addressing compulsive buying tendencies, as it highlights the need to foster a healthy self image and encourage a balanced approach to beauty and self-care.

5. Normative Conformity

Normative conformity refers to the psychological tendency for individuals to adjust their behaviour, attitudes, or beliefs to match the norms of a social group or society, with the intention of fitting in or gaining social acceptance. This form

of conformity occurs when individuals conform to group expectations, even if they hold differing personal opinions. It typically arises from a desire to avoid social rejection or conflict and can lead individuals to modify their behaviour or views in public settings to align with perceived societal or group standards, even if they do not genuinely share those beliefs.

Normative conformity and compulsive buying on cosmetics

Normative conformity plays a role in compulsive buying, as individuals conform to societal consumption standards to belong. Within cosmetics, individuals often feel compelled to purchase and use specific beauty products to fit in with their peers or adhere to societal beauty norms. This pressure can lead to compulsive buying, as people continually acquire cosmetics to keep up with trends and preserve their social status, often going beyond their personal needs or financial means. Advertisements and social media enhance this effect by promoting idealized beauty standards, further encouraging conformity. Understanding the impact of normative conformity on CB is vital for addressing this behaviour. It emphasizes the significance of fostering self-acceptance and promoting diverse beauty standards to alleviate conformity pressure.

3.4.4 Advantages of compulsive buying behaviour on cosmetic products

1. Enhanced Self-Perception

Acquiring cosmetic items compulsively may briefly elevate self-esteem or self image by imparting a sense of attractiveness or confidence.

2. Emotional Regulation

Engaging in compulsive buying may serve as a way to manage negative emotions or stress, offering a temporary mood lift or diversion.

3. Social Approval

Purchasing cosmetic products can fulfil societal standards related to appearance, potentially garnering increased social acceptance or approval.

4. Creative Outlet

Experimenting with various cosmetic products allows individuals to express creativity and personal style, cultivating a feeling of empowerment and self

expression.

5. Enjoyment and Pleasure

Shopping for cosmetics can be enjoyable and satisfying, providing excitement, novelty, and sensory pleasure.

6. Self-Care and Wellness

Some individuals view buying and using cosmetics as a type of self-care, contributing to their overall well-being and relaxation.

3.4.5 Disadvantages of compulsive buying behaviour on cosmetic products

1. Financial Pressure

Overspending on cosmetics can strain finances, leading to debt and insecurity. **2. Clutter and Waste**

Excessive purchases often result in unused or expired products, cluttering spaces and contributing to environmental issues.

3. Negative Emotions

Feelings of guilt or regret commonly follow impulsive buying, especially if deemed unnecessary.

4. Relationship Strain

Concerns about spending habits may strain relationships with loved ones. **Emotional Distress**

Compulsive buying can worsen mental health issues like anxiety or low self esteem.

6. Health Concerns

Misuse of cosmetics due to impulse buying may pose health risks like allergies or skin irritation.

5. Ethical Dilemmas

Prioritizing consumption may overlook ethical considerations within the cosmetics industry, such as labour exploitation or environmental harm.

Table 4.1

Age wise classification of respondents

Age	No of respondents	Percentage
18–25	70	70%
25-32	18	18%

32-40	7	7%
Above 40	5	5%
Total	**100**	**100%**

Source: Primary data

Chart 4.1

Age wise classification of respondents

70%

18%

7% 5%

18–25 25-32 32-40 Above 40
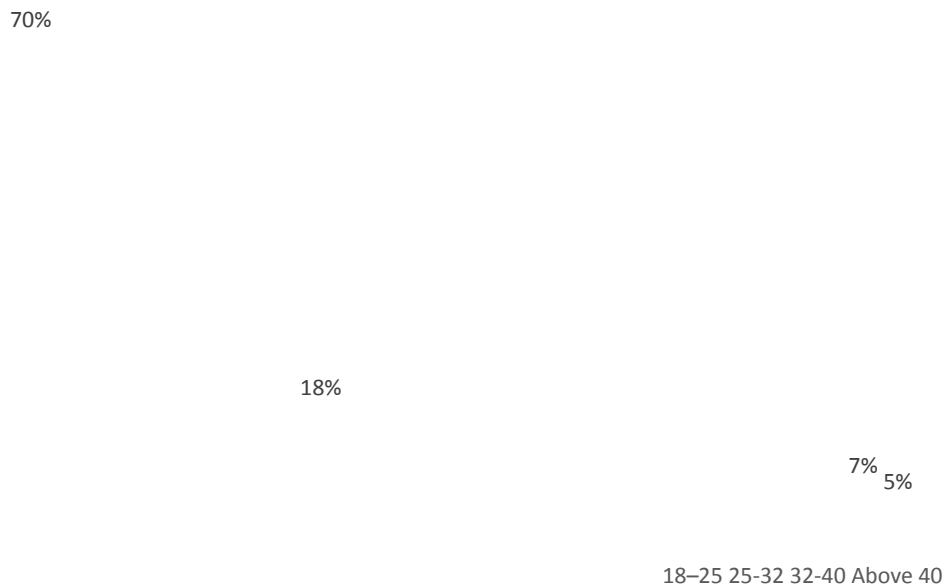
Interpretation:

Table 4.1 shows that 70% of the respondents comes under the age group 18-25 years, followed by 18% of the respondents are in the age of 25-32 years, 7% of the respondents are in the age of 32-40 years and 5% of respondents are above 40 years.

Table 4.2

Gender wise classification of respondents

Gender	No of respondents	Percentage
Male	46	46%
Female	54	54%
Prefer not to say	-	-
Total	**100**	**100%**

Source: Primary data

Chart 4.2

Gender wise classification of respondents

Male Female Prefer not to say

0%

46%

54%
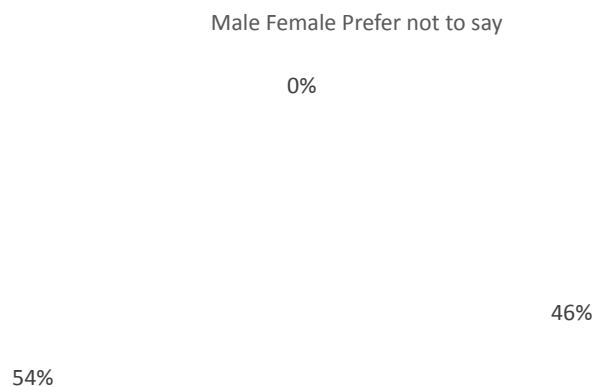
Interpretation:

The table shows that 54% of the respondents are female and 46% of the respondents are male.

Table 4.3

Education wise classification of respondents

Education	No of respondents	Percentage
Under Graduate	50	50%
Post Graduate	40	40%
Diploma	4	4%
Other	6	6%
Total	**100**	**100%**

Source: Primary data

Chart 4.3

Education wise classification of respondents

Interpretation:

The table 4.3 shows that 50% of the respondents are under graduate, 40% of the respondents are post graduate, 4% of the respondents are diploma and 6% are other educational qualification.

Table 4.4

Profession wise classification of respondents

Profession	No of respondents	Percentage
Student	59	59%
Self Employed	10	10%
Job Holder	21	21%
Business	3	3%
Others	7	7%
Total	**100**	**100%**

Source: Primary data

Chart 4.4

Profession wise classification of respondents

59%

21%

7%

10%   3%

Student Self Employed Job Holder Business Others
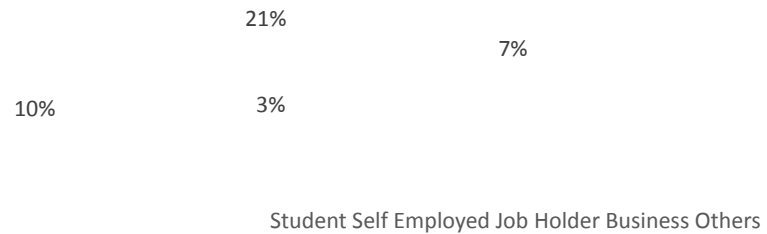
Interpretation:

The table 4.4 shows that 59% of the respondents are students followed by 21% of the respondents are job holders, 10% of the respondents are self-employed, 3% of the respondent's profession is business and 7% of the respondents with other profession.

Table 4.5

Income wise classification of respondents

Income	No of respondents	Percentage
Less than 30000	66	66%
30001-60000	15	15%
60001-90000	10	10%
Above 90000	9	9%
Total	**100**	**100%**

Source: Primary data

Chart 4.5

Income wise classification of respondents

66%

Interpretation:

The table 4.5 shows that 60% of the respondent's income is less than 30000, 15% of the respondent's income is 30001-60000, 10% of the respondents are with income of 60001-90000 and 9% of the respondents have income above 90000.

H1: Self esteem has a positive influence on compulsive buying behaviour.

Test : Simple Linear Regression

Results

Descriptive Statistics			
	Mean	Std. Deviation	N
Compulsive buying	29.5062	8.92007	100
Self-esteem	15.1950	4.61899	100

Table 4.6

The data indicates that, on average, individuals in the sample had a compulsive buying score of roughly 29.5, with a standard deviation of about 8.92. For self-esteem, the average score was around 15.2, with a standard deviation of approximately 4.62.

Model Summary[b]					
Mo	R	R	Adjusted	Std. Error	Durbin

de l		Square	R Square	of the Estimate	Watson
1	.678ᵃ	.459	.454	6.59165	2.114
a. Predictors: (Constant), self-esteem					
b. Dependent Variable: Compulsive buying					

Table 4.7

The R value of 0.678 indicates a moderate to strong positive correlation between self esteem and compulsive buying. The R Square value of 0.459 implies that approximately 45.9% of the variance in compulsive buying can be explained by self-esteem. The Adjusted R Square (0.454) adjusts this value for the number of predictors in the model, providing a more accurate estimate.

The standard error of the estimate (6.59165) Indicates the average distance that the observed values fall from the regression line. The Durbin-Watson statistic (2.114) tests for the presence of autocorrelation in the residuals. A value close to 2 suggests there is no significant autocorrelation.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3619.109	1	3619.109	83.294	.000ᵇ
	Residual	4258.089	98	43.450		
	Total	7877.197	99			
a. Dependent Variable: Compulsive buying						
b. Predictors: (Constant), self-esteem						

Table 4.8

Interpretation

The F-statistic of 83.294 is highly significant ($p < 0.001$), indicating that the model is a good fit and that self-esteem is a significant indicator of compulsive buying. The

analysis demonstrates a significant negative relationship between self-esteem and compulsive buying. As self-esteem increases, compulsive buying tends to decrease.

H2: Materialism has a positive influence on compulsive buying behaviour.

Test : Simple Linear Regression

Results

Descriptive Statistics			
	Mean	Std. Deviation	N
Compulsive buying	29.5062	8.92007	100
Materialism	11.4620	4.09648	100

Table 4.9

These values suggest that, on average, individuals in the sample scored approximately 29.5 on compulsive buying with a variability of about 8.92 units around the mean. Materialism scores average 11.4620 with a standard deviation of 4.09648 suggesting low variability.

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	.579[a]	.335	.328	7.31010	1.984
a. Predictors: (Constant), materialism					
b. Dependent Variable: Compulsive buying					

Table 4.10

The R value of 0.379 indicates a moderate positive correlation between materialism and compulsive buying. The R Square value of 0.335 means that materialism accounts for about 33.5% of the variance in compulsive buying. The Adjusted R Square (0.328) refines this estimate by considering the number of predictors in the model, providing a

more precise measure.

The standard error of the estimate (7.31010) represents the average distance between the observed values and the regression line. The Durbin-Watson statistic (1.984) checks for autocorrelation in the residuals, and a value close to 2 suggests there is no significant autocorrelation.

ANOVA[a]		Sum of Squares	df	Mean Square	F	Sig.
Model						
1	Regression	2640.314	1	2640.314	49.409	.000[b]
	Residual	5236.883	98	53.438		
	Total	7877.197	99			
a. Dependent Variable: Compulsive buying						
b. Predictors: (Constant), materialism						

Table 4.11

Interpretation

The F-statistic of 49.409 is highly significant ($p < 0.001$), indicating that the model fits well and that materialism is a significant indicator of compulsive buying. The analysis shows a significant positive relationship between materialism and compulsive buying, meaning that as materialism increases, compulsive buying tends to increase as well.

H3: Consumer's motivation has positive influence on compulsive buying behaviour.

Test: Simple Linear Regression

Results

Descriptive Statistics	Mean	Std. Deviation	N
Compulsive buying	29.5062	8.92007	100
Motivation	14.875	4.18654	100

		0		

Table 4.12

The data indicates that, on average, individuals in the sample had a compulsive buying score of around 29.5, with a variability of about 8.92 units. For motivation, the average score was approximately 14.9, with a variability of about 4.19 units.

Model Summary[b]					
Mo de l	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	.533[a]	.284	.277	7.58505	1.691
a. Predictors: (Constant), motivation					
b. Dependent Variable: Compulsive buying					

Table 4.13

The R value of 0.533 indicates a moderate positive correlation between motivation and compulsive buying. The R Square value of 0.284 means that motivation accounts for about 28.4% of the variance in compulsive buying. The Adjusted R Square (0.277) refines this estimate by considering the number of predictors in the model, offering a more precise measure.

The standard error of the estimate (7.58505) represents the average distance between the observed values and the regression line. The Durbin-Watson statistic (1.691) checks for autocorrelation in the residuals. A value near 2 suggests no significant autocorrelation, although a value of 1.691 may indicate a slight positive autocorrelation.

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regressio n	2238.961	1	2238.961	38.916	.000[b]
	Residual	5638.236	98	57.533		

	Total	7877.197	99			
a. Dependent Variable: Compulsive buying						
b. Predictors: (Constant), motivation						

Table 4.14

Interpretation

The F-statistic of 38.916 is highly significant ($p < 0.001$), indicating that the model fits well and that motivation is a significant indicator of compulsive buying. The analysis shows a significant positive relationship between motivation and compulsive buying, meaning that as motivation increases, compulsive buying tends to increase as well.

H4: Self perceived attractiveness have a positive influence on compulsive buying behaviour.

Test: Simple Linear Regression

Results

Descriptive Statistics			
	Mean	Std. Deviation	N
Compulsive buying	29.5062	8.92007	100
Self perceived attractiveness	6.5933	2.14857	100

Table 4.15

The average score for compulsive buying is 29.5062 with a standard deviation of 8.92007, indicating variability among participants' compulsive buying scores. The average self-perceived attractiveness score is 6.5933 with a standard deviation of 2.14857, suggesting some variability in participants' perceptions of their own attractiveness.

Model Summary[b]					
Mo	R	R	Adjusted	Std. Error	Durbin

de l		Square	R Square	of the Estimate	Watson
1	.524ᵃ	.274	.267	7.63679	1.836
a. Predictors: (Constant), self perceived attractiveness					
b. Dependent Variable: Compulsive buying					

Table 4.16

The model summary indicates a correlation ® of 0.524 between observed and predicted values of compulsive buying, showing a moderate positive correlation. The R Square value is 0.274, meaning that 27.4% of the variance in compulsive buying can be attributed to self-perceived attractiveness. The Adjusted R Square, considering the number of predictors, is 0.267, indicating that 26.7% of the variance is explained by the model.

The standard error of the estimate Is 7.636759, representing the average distance between observed values and the regression line. The Durbin-Watson statistic is 1.836, indicating little to no autocorrelation in the residuals.

ANOVAᵃ						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2161.782	1	2161.782	37.067	.000ᵇ
	Residual	5715.415	98	58.321		
	Total	7877.197	99			
a. Dependent Variable: Compulsive buying						
b. Predictors: (Constant), self perceived attractiveness						

Table 4.17

Interpretation

The regression model is statistically significant ($p < 0.001$), showing that self-perceived attractiveness significantly predicts compulsive buying behaviour. The

F-statistic of 37.067 indicates that the regression model fits the data well and that the relationship between self-perceived attractiveness and compulsive buying is unlikely to be attributed to random chance. People who perceive themselves as more attractive tend to engage in higher levels of compulsive buying behaviour.

H5: Normative Conformity has a positive impact on compulsive buying behaviour.

Test: Simple Linear Regression

Results

Descriptive Statistics			
	Mean	Std. Deviation	N
Compulsive buying	29.5062	8.92007	100
Normative conformity	14.0300	5.25588	100

Table 4.18

The average scores for "compulsive buying" and "normative conformity" are 29.5062 and 14.0300, respectively, with standard deviations of 8.92007 and 5.25588. These figures are derived from a sample size of 100 for both variables, offering insights into how the responses are distributed.

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	.684[a]	.468	.463	6.53650	2.114
a. Predictors: (Constant), normative conformity					
b. Dependent Variable: Compulsive buying					

Table 4.19

The model's R Square value of .468 indicates that about 46.8% of the variability in

"compulsive buying" scores can be accounted for by the predictor variable. The adjusted R Square value (.463) considers the number of predictors in the model. The standard error of the estimate (6.53650) reflects the average difference between observed scores and those predicted by the model. The Durbin-Watson statistic (2.114) checks for autocorrelation in the residuals, with a value near 2 suggesting no significant autocorrelation.

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3690.064	1	3690.064	86.366	.000[b]
	Residual	4187.134	98	42.726		
	Total	7877.197	99			
a. Dependent Variable: Compulsive buying						
b. Predictors: (Constant), normative conformity						

Table 4.20

Interpretation

The regression model accounts for a substantial portion of the variance, with a sum of squares of 3690.064. The residual sum of squares, which signifies unexplained variance, is 4187.134. The F-statistic ($F = 86.366$) is significant ($p < .0001$), indicating that "normative conformity" plays an substantial role in explaining "compulsive buying" behavior. Elevated levels of "normative conformity" are linked to increased levels of "compulsive buying" behavior.

CHAPTER- 5
FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

Findings related to socio demographic profile of respondents

o Majority of respondents come under the age group of 18-25 which is 70% out of 100 respondents.

o From the sample of 100 respondents, majority of them were female which is 54% and 46% are male.

o Among 100 respondents 50% of respondents are under graduate followed by 40% post graduates.

o Most of the respondents are students which is 59%.

o Majority of respondents have an income which is lower than 30000.

Findings related to the influence of self esteem on compulsive buying behaviour of respondents

o The study indicates a significant negative relationship between self-esteem and compulsive buying (as indicated by the significant F-statistic, $p < 0.001$). o Majority of the respondents have lower level of self esteem.

o It shows that self-esteem explains approximately 45.9% of the variance in compulsive buying behaviour, indicating a strong predictive power. o Findings shows that lower self-esteem is associated with higher levels of compulsive buying behaviour.

o The findings support the hypothesis that self-esteem can be a predictor of compulsive buying behaviour.

Findings related to the influence of materialism on compulsive buying behaviour of respondents

o The model indicates a significant positive relationship between materialism and compulsive buying (as indicated by the significant F-statistic, $p < 0.001$). o Majority of respondents have higher materialistic values.

o Findings show that materialism explains approximately 33.5% of the variance in compulsive buying can be attributed to materialism.

o Study shows that higher levels of materialism are significantly associated with higher levels of compulsive buying.

o The findings support the hypothesis that materialism can be a predictor of compulsive buying behaviour.

Findings related to the influence of motivation on compulsive buying behaviour of respondents

- o The model indicates a significant positive relationship between motivation and compulsive buying (as indicated by the significant F-statistic, $p < 0.001$). o It shows that motivation explains approximately 28.4% of the variance in compulsive buying can be interpreted by motivation.
- o Study shows that higher levels of motivation are significantly associated with higher levels of compulsive buying.
- o The findings support the hypothesis that motivation can be a predictor of compulsive buying behaviour.

Findings related to the influence of self perceived attractiveness on compulsive buying behaviour of respondents

- o The model indicates a significant positive relationship between self-perceived attractiveness and compulsive buying (as indicated by the significant F-statistic, $p < 0.001$).
- o It is found that self perceived attractiveness explains approximately 27.4% of the variance in compulsive buying can be attributed to self-perceived attractiveness. o Findings show that higher levels of self-perceived attractiveness are strongly linked with higher levels of compulsive buying.
- o The findings support the hypothesis that self-perceived attractiveness can be a predictor of compulsive buying behaviour.

Findings related to the influence of normative conformity on compulsive buying behaviour of respondents

- o The model indicates a significant positive relationship between normative conformity and compulsive buying (as indicated by the significant F-statistic, $p < 0.001$).
- o Findings show that normative conformity explains approximately 46.8% of the variance in compulsive buying can be interpreted by normative conformity. o Study shows that higher levels of normative conformity are strongly linked with higher levels of compulsive buying.
- o The findings support the hypothesis that normative conformity can be a

predictor of compulsive buying behaviour.

5.2 SUGGESTIONS AND ITS JUSTIFICATIONS

Based on the findings of the study, here are specific suggestions along with justifications rooted in the study's results:

1. Develop Targeted Marketing Strategies
Suggestion:

- Implement marketing strategies that target groups exhibiting high levels of normative conformity by using social proof, influencer endorsements, and peer group testimonials.

Justification:

- The study shows a significant positive relationship between normative conformity and compulsive buying. By targeting marketing efforts at groups prone to normative conformity, businesses can leverage social influences to drive sales, as higher levels of normative conformity are linked with higher levels of compulsive buying.

2. Consumer Education Programs
Suggestion:

- Launch consumer education programs to raise awareness about the influence of normative conformity on purchasing decisions and promote more mindful consumption habits.

Justification:

- Since normative conformity explains approximately 46.8% of the variance in compulsive buying, educating consumers about this influence can help them recognize and resist social pressures, potentially reducing compulsive buying tendencies.

3. Responsible Marketing Practices
Suggestion:
- Encourage retailers to adopt responsible marketing practices, ensuring that advertisements do not exploit consumers' susceptibility to social influence unduly.

Justification:

- o The significant positive relationship between normative conformity and compulsive buying suggests that irresponsible marketing exploiting social influence can lead to higher levels of compulsive buying. Responsible marketing can help mitigate these effects.

4. Financial Literacy Workshops

Suggestion:

- o Conduct financial literacy workshops that include modules on recognizing and managing compulsive buying behaviours influenced by social norms.

Justification:

- o Given that normative conformity is a predictor of compulsive buying behaviour, enhancing financial literacy can empower consumers to make more rational financial decisions, thus potentially reducing the impact of normative conformity on their purchasing behaviour.

5. Establish Support Systems

Suggestion:

- o Create support systems within organizations, such as counseling services or peer support groups, to help individuals manage compulsive buying tendencies.

Justification:

- o Higher levels of normative conformity are strongly linked with higher levels of compulsive buying. Providing support systems can help individuals understand and manage their susceptibility to social pressures, reducing compulsive buying behaviour.

6. Encourage Ethical Influencer Practices

Suggestion:

- o Implement guidelines for influencers to promote products ethically and transparently, avoiding undue pressure on their followers.

Justification:

- The study's findings indicate that social influence (normative conformity) significantly affects compulsive buying. Ethical practices by influencers can help mitigate the impact of social pressure on consumers.

7. Enhance Employee Training Programs

Suggestion:

- Train employees, especially those in sales and marketing, to understand the impact of normative conformity and use this knowledge ethically in their interactions with customers.

Justification:

- Since normative conformity can significantly predict compulsive buying behaviour, training employees to recognize and address these influences can help create a more ethical and customer-centric sales approach. **8. Promote Sustainable Consumption**

Suggestion:

- Advocate for sustainable consumption practices through campaigns that encourage consumers to question social norms and make more conscious purchasing decisions.

Justification:

- By highlighting the link between normative conformity and compulsive buying, campaigns can help consumers become aware of the social influences on their buying behaviour and promote more sustainable consumption patterns.

9. Conduct Further Research on Social Influence

Suggestion:

- Support further research to explore other factors that might interact with normative conformity to influence compulsive buying, such as cultural differences or personality traits.

Justification:

- While normative conformity explains a significant portion of the variance

in compulsive buying, further research can provide a more comprehensive understanding of this behaviour and identify additional factors that could be addressed to reduce compulsive buying.

10. Policy Development for Consumer Protection

Suggestion:

- Develop policies aimed at protecting consumers from aggressive marketing practices that exploit normative conformity, ensuring advertisements are fair and not misleading.

Justification:

- The study's findings support the hypothesis that normative conformity is a predictor of compulsive buying behaviour. Policies that protect consumers from aggressive marketing can help reduce the incidence of compulsive buying driven by social pressures.

5.3 CONCLUSION

The study reveals that various psychological and social factors play a significant role in influencing compulsive buying behaviour among respondents. Notably, lower self esteem correlates with higher compulsive buying, and higher levels of materialism, motivation, self-perceived attractiveness, and normative conformity are also strong predictors. These insights underline the intricate interaction between personal traits and social pressures in driving compulsive purchasing habits. Recognizing these connections points to potential areas for intervention and support for individuals susceptible to compulsive buying. Strategies could focus on boosting self-esteem, controlling materialistic tendencies, balancing motivation levels, cultivating a positive self-image, and alleviating normative conformity pressures. Addressing these elements can help design interventions that curb compulsive buying behaviours and encourage healthier shopping practices, offering more effective support to those at risk of problematic purchasing.

BIBLIOGRAPHY
REFERENCES

Journals

o Ali, A., Li, C., Hussain, A., & Bakhtawar. (2020). Hedonic shopping motivations and obsessive–compulsive buying on the internet. Global Business Review, 25(1), 198-215. https://doi.org/10.1177/0972150920937535

o Auf, M. A., Meddour, H., Saoula, O., & Majid, A. H. (2018). Consumer buying behaviour: The roles of price, motivation, perceived culture importance, and religious orientation. Journal of Business & Retail Management Research, 12(04). https://doi.org/10.24052/jbrmr/v12is04/art-18

o BALTACI, A. (2020). Concept of self-esteem in consumer behaviour: A literature review. Bucak İşletme Fakültesi Dergisi, 3(2), 257- 269. https://doi.org/10.38057/bifd.735694

o Biolcati, R. (2017). The role of self-esteem and fear of negative evaluation in compulsive buying. Frontiers in Psychiatry, 8. https://doi.org/10.3389/fpsyt.2017.00074

o Challet-Bouju, G., Mariez, J., Perrot, B., Grall-Bronnec, M., & Chauchard, E. (2020). A typology of buyers grounded in psychological risk factors for compulsive buying (Impulsivity, self-esteem, and buying motives): Latent class analysis approach Ina community sample. Frontiers in Psychiatry, 11. https://doi.org/10.3389/fpsyt.2020.00277

o Consiglio, I., & Van Osselaer, S. M. (2022). The effects of consumption on self esteem. Current Opinion in Psychology, 46, 101341. https://doi.org/10.1016/j.copsyc.2022.

o Dittmar, H. (2005). Compulsive buying – a growing concern? An examination of gender, age, and endorsement of materialistic values as predictors. British Journal of Psychology, 96(4), 467- 491. https://doi.org/10.1348/000712605x53533

o Edwards, E. A. (1993). Edwards compulsive buying scale. PsycTESTS Dataset. https://doi.org/10.1037/t22901-000

o Howard, C. (2016). Understanding college students' compulsive buying tendencies across shopping channels: psychological, affective, and social perspectives (Doctoral dissertation, Colorado State University. Libraries).

o Japutra, A., & Song, Z. (2020). Consumer mindsets, shopping motivations, and compulsive buying--model. PsycTESTS Dataset. https://doi.org/10.1037/t84948-000

o Jiang, Z., Xu, J., Gorlin, M., & Dhar, R. (2021). Beautiful and confident: How boosting self-perceived attractiveness reduces preference uncertainty in context dependent choices. Journal of Marketing Research, 58(5), 908- 924. https://doi.org/10.1177/00222437211033179

o Jose, A. (2023). A Study on the Effects of Compulsive Buying Behavior and Shopping Addiction on the Self-Esteem of College-Going Female Students. International Journal of Indian Psychology, 11(4).

o Kemal Budi Mulyono, & Rusdarti Rusdarti. (2019). Author response for "How psychological factors boost compulsive buying behaviour in Digital Era". https://doi.org/10.1108/ijse-10-2019-0652/v2/response1

o Kernis, M. H., & Paradise, A. W. (2002). Distinguishing between secure and fragile forms of high self-esteem.

o Kler, R., Prasad, S., Prasad, A. B., Goswami, R., & Mitra, G. S. (2022). Factors affecting consumer buying motivations: An empirical study in the behavioural economics perspectives. Journal of Positive School Psychology, 6(2), 711-717.

o Mohan Raj, P. (2017). Consumers' Compulsive Buying Behaviour–An Empirical Study. Great Lakes Herald, 11(1).

o Nimra Iqbal, & Naeem Aslam. (2016). Materialism, depression, and compulsive buying among University students. International Journal of Indian Psychology, 3(2). https://doi.org/10.25215/0302.104

o Nolan, J. M., Schultz, P. W., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2008). Normative social influence is Under detected. Personality and Social Psychology Bulletin, 34(7), 913- 923. https://doi.org/10.1177/0146167208316691

o Oberoi, P., & Oberoi, P. (2018). Consumer behaviour towards cosmetic products: a case of Delhi NCR. J. Emerg. Technol. Innov. Res, 5(11), 10-31.

o O'Guinn, T. C., & Faber, R. J. (1989). Compulsive buying: A phenomenological exploration. Journal of Consumer Research, 16(2), 147. https://doi.org/10.1086/209204

o Pandya, P., & Pandya, K. (2020). An empirical study of compulsive buying behaviour of consumers. Alochana Chakra Journal, 9(6), 4102-4114.

o Richins, M. L. (2004). Material values scale--short form. PsycTESTS Dataset. https://doi.org/10.1037/t22715-000

o Richins, M. L. (2010). Consumer materialism. Wiley International Encyclopedia of Marketing. https://doi.org/10.1002/9781444316568

o ROBERTS, J. A. (1998). Compulsive buying among college students: An investigation of its Antedecents, consequences, and implications for public policy. Journal of Consumer Affairs, 32(2), 295- 319. https://doi.org/10.1111/j.1745-6606.1998.tb00411.x

o Roberts, J. A., Manolis, C., & Pullig, C. (2014). Contingent self‑esteem, self‑presentational concerns, and compulsive buying. Psychology & Marketing, 31(2), 147-160. https://doi.org/10.1002/mar.20683

o Sanaria, A. (2004). Conformity & Norms: The Individual Perspective. Rochester, NY: Social Science Research Network.

o Simamora, B. (2021). Toward a general theory of consumer motivation. Journal

of Business Studies and Mangement Review, 4(2), 72- 81. https://doi.org/10.22437/jbsmr.v4i2.12264

o Tarka, P. (2019). Influence of materialism on compulsive buying behaviour: General similarities and differences related to studies on young adult consumers in Poland and US. Journal of International Consumer Marketing, 32(3), 243-267. https://doi.org/10.1080/08961530.2019.1695240

o Vij, S., & Singla, B. B. (2023). FACTORS AFFECTING THE COMPULSIVE BUYING BEHAVIOR AMONG CONSUMERS DURING ONLINE SHOPPING. Journal of Informatics Education and Research, 3(2).

o Yurchisin, J., & Johnson, K. K. (2004). Compulsive buying behavior and its relationship to perceived social status associated with buying, materialism, self‑esteem, and apparel‑product involvement. Family and Consumer Sciences Research Journal, 32(3), 291-314. https://doi.org/10.1177/1077727x03261178

Websites

o https://mountainscholar.org/ o

https://scholar.google.com/ o

https://www.semanticscholar.org/ o

https://www.researchgate.net/ o

https://www.sciencedirect.com/ o

https://www.jier.org/

o https://www.emerald.com/insight/

o https://journals.sagepub.com/ o

https://www.ijip.in

o   https://www.nih.gov/

o   https://www.frontiersin.org/

o   https://jbrmr.com/

APPENDIX
QUESTIONNAIRE

INVESTIGATING THE PSYCHOLOGICAL LANDSCAPE OF COMPULSIVE BUYING IN THE COMETICS INDUSTRY

1. Age

o   18-25

o   25-32

o   32-40

o   Above 40

2. Gender

o   Male

o   Female

o   Prefer not to say

3. Educational Qualification

o   Under graduate

o   Post graduate

o   Diploma

o   Others

4. Profession

o   Student

o   Self employed

o   Job holders

o   Business

o   Others

5. Income

- o Less than 30000
- o 30001-60000
- o 60001-90000
- o Above 90000

6. Following statements are to measure the level of SELF ESTEEM of the consumer.

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
My overall feelings about myself are influenced by how much other people like and accept me.	o	o	o	o	o
An important measure of my worth is how well I performed up to the standards that other people have set for me.	o	o	o	o	o
My overall feelings about myself are influenced by what I believe other people say or think about me.	o	o	o	o	o
If I get along well with somebody, I feel better about	o	o	o	o	o

myself					
My overall feelings about myself are heavily influenced by how good I look	○	○	○	○	○

If I'm told I look good, I feel better about myself in general					

7. Following statements are to measure the MATERIALISTIC need of the consumer.

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
My life would be better if I own certain things I don't have.	○	○	○	○	○
I admire people who owns expensive home, cars, and clothes.	○	○	○	○	○
I like a lot of luxury in my life.	○	○	○	○	○
I like to own things that impress people.	○	○	○	○	○

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I wouldn't be happier if I owned nicer things	○	○	○	○	○

8. Following statements are to measure the level of MOTIVATION of the consumer.

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Making a purchase totally absorb me.	○	○	○	○	○
Making a purchase truly feels like "an escape"	○	○	○	○	○
Making a purchase "gets me away from it all"	○	○	○	○	○
I enjoy buying products that come with free gift.	○	○	○	○	○
When I use coupons, I feel that I'm getting a good deal.	○	○	○	○	○

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
When I get advantage of "buy one get one free" offer I feel good.	○	○	○	○	○

9. Following statements are to measure the NORMATIVE CONFIRMITY of the consumer.

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
It is important that others like the products and brand I buy.	○	○	○	○	○
I like to know what brand and products make good impression on others	○	○	○	○	○
If I want to be like someone I often buy the same brands that they buy.	○	○	○	○	○

If other people can see me using a product, I often purchase the brand they expect me to buy.	○	○	○	○	○
When buying products I generally purchase brand	○	○	○	○	○