

Clothing Consumption Addictive Motives

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Abstract

The study aims to investigate the clothing consumption addictive motives. The study convenience sample consists of 1000 customers. 827 questionnaires were collected (319 from Amman and 508 from Guangzhou), which represent 82.7% of the total sample. This study uses descriptive and analytical. The study found significant effect for motives on addictive consumption for clothing. It also found that addictive consumption for clothing tends to increase in Amman more than Guangzhou.

Keywords: Clothing consumption, Addictive, Morives

Introduction

Few studies handled motives of addictive clothing consumption, fewer compared between two cities Amman (in Jordan) and Guangzhou (in China). Despite the differences between the two cities, i.e. Amman is the capital, largest city in Jordan with estimated population about 3 million citizens, while Guangzhou is the third largest city in China, with estimated population about 13 million citizens. The differences are much deeper between the two cities. They differentiate in cost of living, interest rates, income, clothes prices and so on. Motives are hidden reasons for human beings to act in a certain way; therefore, the economic differences between the two cities were not taken into consideration while exploring the motives of addictive clothes consumption within their citizens.

Addiction is a term that is usually combine with a negative outcome, where addicted people's actions are caused by factors they have no control of. Types of addiction are world wide spread such as the addiction to drugs, alcohol, cigarettes, video games, technology, etc. beside new kinds of addiction explored recently such as addiction to shopping and addiction to consumption. Many studies tried to find the reasons for the new phenomenon called addiction to consumption. They studied the indicators, reasons, or factors to frame this phenomenon in order to have control over it, direct it, and predict it. Addictive consumption of clothing is one of these appearances that need to be studied in order to understand the dealing methods that marketers need to follow to take the positive side of this phenomenon without invading the consumer rights. In order to go farther of previous studies, we will try to figure out the factors and compare them between two different cultures (Jordanian and Chinese) to understand the effect of culture on the consumption addiction and if factors vary between different cultures.

Study Objectives

The study aims to investigate the clothing consumption addictive motives, in addition to the following

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- To find out the clothing consumption addictive motives in Amman
- To find out the clothing consumption addictive motives in Guangzhou
- To compare the clothing consumption addictive motives between the two cities.

Literature Review

Many previous studies discussed the reasons of shopping addiction and the factors that influence on this habit. Each study followed different way, according to its research objective, problem, and the case study. Where, some of them discussed the forecasting addictive consumer behavior, and other measured the factors affect compulsive purchasing behavior. In addition, some of these studies debated addiction of online shopping and purchasing decisions. In this review, sample of previous studies which interested in this area are viewed and summarized.

Oxford (2013) discussed the key empirical issues on forecasting deviant consumer behavior in Vietnam in relation to aspects of cosmetic surgery. There is several factors effect on addictive consumer behavior, including self-image, self-esteem, demography, and psychological aspects, but the most significant factors are self-image and self-esteem. These results carried strategic implications for plastic surgery marketing for measuring factors that affect compulsive purchasing behavior. According to Rose & Dhandayutham (2014), theoretical study provided a theoretical review of the literature relevant to Online Shopping Addiction (OSA) and review current thinking on problematic, and specifically addictive, behavior in relation to online shopping. The researcher revealed that a conceptual model of OSA is formulated with theoretical support supplied for the inclusion of seven predictor factors: low self-regulation, female gender, cognitive overload, low self-esteem, enjoyment, social anonymity.

Also, pointed that current Internet based shopping experiences may trigger problematic behaviors, which can be sorted on a spectrum at the extreme end incorporates the online shopping addiction. On the other hand, Lo & Harvey (2012) explored the decision processes underlying compulsive purchase which exposed that compulsive shoppers differ from general shoppers in: choice characteristics, emotional responses to overspending, budget-consciousness, searching behavior, effects of credit card availability, and overspending. Also, concluded that compulsive buying, like other behavioral addictions, develops due to the cognitive system under predicts the extent of post-addiction craving generated through emotional and visceral processes. On this point, Quoquab, Yasin & Banu (2013) conducted a survey to investigate the influence of perceived social image and materialism on young consumers' compulsive buying behavior, as well as to examine the mediating role of materialism between perceived social image and compulsive buying and showed that perceived social image and materialism directly affect compulsive buying. Additionally, materialism partially mediates the relationship between perceived social image and compulsive buying.

Furthermore, Workman (2010) tried to offer an integrated framework by adding together various conceptions/information themes from previous research of the areas of psychiatry, sociology, marketing, and psychology toward an improved general understanding of the compulsive buying addictive disease. It was found that compulsive shoppers might derive some positive outcomes from purchasing, such as reduction of stress, tension temporary restoration of a positive self-concept, and enhanced interpersonal relations. However, it was indicated also, that these positive outcomes are ephemeral, and that long-term compulsive consumption has adverse consequences for most individuals in the forms of excessive personal debt, legal difficulties, as well as low self-esteem and guilt associated with these issues.

Also, MacAuley (2014) examined that empirically by conducting a discursive analysis study to analyze the recovery television by choosing seven programs, which were talking about shopping addiction, what was found that the hypostatization of addiction into televisual commodity is complete. Addiction is decreased to an easily replicable pattern, and the concept of addiction turns almost unrecognizably. The image of addiction is now undistinguishable from the other commodities in the society of the spectacle. On the other side, it concluded that the recovery television programs tap into the collective cultural anxiousness concerning addiction and the thin line between normal and deviant consumption.

On the other side, Reith (2004) defined the impression of addictive consumption as a group of discussions that are embedded inside wider socio-historical processes of control and governance through knowing the relation between practices of consumption and notions of addiction, in terms the discursive convergences and conflicts.

The researcher stated that the oppositional categories of self-control vs. compulsion and freedom vs. determinism. Additionally, the research showed that the impression of 'addiction' has specific valence in progressed liberal societies, where new focus on the values of autonomy freedom and selection not just promote the conditions for its development into ever broader fields of social life, but as well expose deep tensions inside the ideology of consumerism itself. Moreover, Mikołajczak-Degrauwe et al. (2012) confirmed the utility of the personality approach to comprehend consumer behavior and extend understanding of compulsive buying behavior. In addition, the results provided a strong empirical support that personality does have an effect on Compulsive Buying (CB).

Furthermore, Krych (1989) stated that the addictions are characterized through repetitive loss of certain control of the addictive behavior, which leads in adverse effects for the individual and in many cases for the family members and friends of that individual. In addition, addictive behavior needs an individual who employs in such behavior that he or she discovers enjoyable and rewarding with a raise in engrossment with the addictive activity or behavior. Also, an individual may demonstrate sensitivity as an early expression of the psychological mechanism of denial, which stays until the addict gets a major life trouble which draws the matter into the open. Back to Ergin (2010) the compulsive buying is a chronic failure to control the urge to purchase products and services. However, the shopping has a strong emotional role for women by help them to deal with a number of factors including boredom, stress, low self-esteem, and even depression. Additionally, the younger consumers are more prone to compulsive buying in general, also, harmful effects of compulsive buying behavior disorder not only affect the consumer but also his family, friends and colleagues.

Moreover, Irani & Hanzae (2011) investigated the effects of Iranian consumers' buying tendencies including compulsive and impulsive buying tendencies, variety-seeking and price sensitivity on utilitarian and hedonic value as influencing factors on shopping experience for Manto and Shirt shoppers in the Iranian market. It was found that there are two critical factors of shopping values for Manto and Shirt shoppers, which are variety-seeking and compulsive buying tendencies. Otherwise, there was a negative relationship between hedonic value and price sensitivity. It was also found that there were no positive relationships between impulsive shopping values and buying tendency. Moreover, there was no positive relationship between price sensitivity and utilitarian value. It concluded that utilitarian and hedonic value positively influenced the shopping satisfaction.

Also, Shafii & Idayu (2008) investigated the factors contributing to compulsive purchase tendency between shoppers in Penang – Malaysia in Sain Malaysia and Queens by Mall Penang University. Where some factors were proposed, such as: price, sales promotion, credit card use, and self-esteem, and social/life style. The results contributed to the knowledge, customers, marketers besides to the policy maker, which help consumer, marketers, and the government as a whole, and can help the consumer to better understand the internal and external factors that leads to compulsive buying. In addition, Mallalieu (2000) realized that on the effects of consumer motivation during an interpersonal sales encounter, and proposed that a consumer's motivational mind-set affects the consumer's cognitive appraisal of the salesperson and the consumer's subsequent emotional responses. Cognitive appraisals concerning goal facilitation will arise that would subsequently trigger specific emotional responses and behavioral outcomes.

Moreover, Tamboli (2008) struggled to gain deeper understandings of different factors, which are significantly related to the fashion, clothe buying behavior of young female students in Denmark. Information, which can benefit fashion companies to understand young female student consumers and their lifestyle to gain success in the domestic market, which found that the different outlook of design, price, and information medium are main factors that influence purchase of clothes for female students. The advertising and more specific print advertising is one of the most important influential factors for the female. Price, comfort, good design, and good quality are four of the most important factors among the purchasing criteria, and the brand name was not the important factor when buying clothes. Moreover, female tend to choose designs which showcase their personality and not so much their status, the uniqueness in design is a prime motivation for students.

Besides that, Eccles (2005) found that the causes of the Shopping addiction were varied, including living with an over-dominant partner, being unemployed or under-employed, marital breakdown, or long-term illness.

Also, there are four patterns or sub-groups of addictive consumers emerge, which are the existential addict, the revenge addict, the mood repair addict and the serial addict, where all respondents showed one pattern dominated.

Furthermore, Tovikkai & Jirawattananukool (2010) concluded that there were two indicators, which are significant to purchase intentions of Thai female students on luxury fashion brands. Social status is one of the significant indicators of social recognition variable. In addition, there was a strong level of relationship on Thai female students toward luxury fashion products. Personal Value indicators can be utilized on Thai female students as the following: materialism, the need for uniqueness, conformity, and vanity. All of them have strong levels of significance. On the other side, Jalees (2007) aimed to ascertain the determinants of compulsive buying behavior and their relationship in reference to perceived social status associated with buying, materialism, and self-esteem and apparel product involvement. The intensity of the compulsive buying behavior was found to be high (4 on a scale of 5 to 1). The rating on determinants of compulsive buying behavior were as high as 3.92 for materialism, and as low as 2.93 for self-esteem. Respondents' opinions varied from one determinant to another. It was highest for social status and lowest for tend to spend. The skewness results for all the determinants of compulsive buying behavior were negative except self-esteem indicating that the most of the respondents' opinions were below the respective means.

On the impulsivity facets, wears Billieux et al.(2008) revealed that the compulsive buying is positively correlated with three facets of impulsivity (urgency, lack of perseverance, and lack of premeditation). In addition, the results revealed that the (urgency) was the only significant predictor of compulsive buying tendencies when gender, age, educational level, and depression were controlled. On this issues also, Yau (2011) investigated the henderdonic shopping motivation for fashion clothing in Hong Kong, the psychological aspect of the consumers during a shopping trip cannot be ignored because the hedonic shopping motivations significantly explain consumption behavior. The study was ascertained that the six hedonic motivations (adventure, social, gratification, idea, role, and value) were not produced-specific but they were applicable to hedonic products such as fashion clothing. It was found that the consumers in Hong Kong were found to have all of the attributes of the six hedonic shopping motivations in the context of fashion clothing.

Moreover, it was found that they must provide greater choices and ambience from fashion retailers in order to compete with online retailers. Moreover, to find the personality model that effect of the compulsive buying, Degrauwe et al. (2012) investigated on the effects of the Big Five personality Model on compulsive purchasing. In the sample of 1522 respondents, 93 (6.1%) were classified as compulsive buyers. The study was confirmed the utility of the personality approach to comprehend consumer behavior and extended the understanding of compulsive buying behavior. It also confirmed that outgoing, sociable, and the active people were more prone to buy compulsively. On the other hand, Panwar (2008) attempted to develop scales to measure compulsive buying, however, there was a lack of specific scale measuring compulsive fashion, shopping behavior, thus, the researcher attempted to construct and validate 'Fascale', which was specially designed to measure compulsive shopping behavior with reference to Fashion products. The scale was validated by empirical research conducted through survey on 200 respondents. The cross tabulation of data was done and found that the scale can be used as directional estimate of measuring compulsive buying behavior but there were needs to be validated with support of clinical data. Besides that, Ridgway, Kukar-Kinney & Monroe (2008) developed an expanded conceptualization and new measure of consumers' proclivity to buy compulsively, by including dimensions of both obsessive-compulsive and impulse-control disorders, through measuring income dependent items or consequences of compulsive buying separately from the compulsive buying scale. A measure was developed with a strong theoretical foundation, psychometric properties documented, and an ability to be applied to general consumer populations. The result was found a larger percentage of consumers who exhibit a compulsive-buying tendency.

Also, Woodruffe-Burton, Eccles & Elliott (2002) examined the issues relating to gender and consumption, with a particular focus on addictive consumption and the nature of consumption meaning, by focused on shopping behavior as their primary field of inquiry and examined the experiences of both male and female consumers. In contrast to descriptions in the literature of characteristics associated with both compulsive and addictive shopping, the men did not lose interest in the items once purchased; on the contrary, of paramount importance to them is the acquisition and subsequent display of particular goods.

Men frequently describe their addiction to consumption in terms of being a collector or expert in books, videos, music, fine arts, etc. In addition, the study suggested that further research be directed at gender differences and the role of consumption in people's lives. In addition, Michon et al. (2015), researched to know how female fashion shoppers respond to the shopping center environment and commit to mall patronage, then explored female fashion shoppers' perception and response to the mall environment, from several aspects incorporating fashion orientation, store personality, shopping mall perception, shopping value, and patronage intentions.

That was found that shoppers' fashion orientation hypothesized to be a personality trait is not an antecedent to the perception of the mall environment. The fashion orientation moderates the perception of product and service quality, hedonic shoppers' response, and patronage intentions. In addition, Britsman & Sjolander (2011) intended to identify and gain a deep understanding of the factors that drive teenage girls' impulse consumption of clothes, and how companies can use this information to satisfy the teenage girls' needs and make them make more purchases. Also, the researcher found that the main influences on teenage (aged 13 to 15 years old) girls' impulse consumption of clothes were their closest environment, their group of girlfriends, and the school. Whereas, the media and fashion blogs were not as important a factor as one might expect. The store environment and the staff were confirmed to be of great importance for their impulse consumption; as well as the impulse purchases were most often a satisfying experience for the segment and a strong desire to fit in and to be accepted.

Millan & Howard (2007) explored if the level of hedonic shopping value derived by consumers was less pronounced than in more developed market economies, and to develop a taxonomy of patterns of shopping behavior which may establish a baseline for future research in the country, which found that the Hungarian consumers tended to approach shopping as work, despite the rapid development of the retail industry in the country. Moreover, it identified the shoppers' segments as a relaxed utilitarian's, strict utilitarian's, committed shoppers, and browsers. On the other side, Zuraigat (2012) showed that the Shopaholics are associated with an increased emotional response to shopping related stimuli than non-Shopaholics. The Shopaholics have a shorter response time performance of cognitive tests than healthy people. In addition, it was found that the test result does' support the hypothesis that Shopaholics associated with reduced behavior control, which a new discovery in consumer was purchasing behavior of mania. Overall, it can be concluded from the experiments that Shopaholics primarily driven by impulses and not by a lack of executive control. These results provide a better understanding of what happens in the brain when people make decisions.

Using Neuro marketing methods illustrated also specify factors that underlie what consumers generally will pay for a product based on emotional reactions. Moreover, according to Koparal & Calik (2015) consumer traits as brand loyalty, innovativeness, and opinion, leadership is closely related with all levels of fashion involvement, and the innovativeness is the key factor that explains fashion involvement. Moreover, compulsive buying behavior elements such as impatience, excitement, and impression lead to materialistic buying behavior. Also, the demographic factors, high income level was unanimously the best determinant of hedonic consumption behavior, young adults gets pleasure to buy high-priced clothes and other fashion items, and the females are less sensitive to price than males as far as fashion goods purchases are concerned.

Finally, Theng So, Parsons, & Yap (2013) explored the impact of corporate branding on customer emotional attachment and brand loyalty in the luxury fashion market has limited effect Between the six corporate branding dimensions examined. Only corporate association, functional benefits, and symbolic benefits were found to have a significant impact on emotional attachment, and the impact of corporate branding on brand loyalty was only evident through functional benefits and corporate associations. Moreover, Finally, Jantararat, Laisawat & Shannon (2010) investigated on the effect of fashion involvement on shopping behaviors on the Thai consumers and found that the fashion involvement was positively correlated to the enjoyment of mingling, browsing, bargaining, sensory stimulation, kinesthetic experience, and being pampered. It seems from previous studies that most of them investigated on the effect of motivation and consumers' demographic on shopping, and determining the factors that effects on the consumers when they go shopping, and determining the factors that affect compulsive purchasing behavior. Many also investigated the effect of personality Model on compulsive buying, whether the impulsivity facets related to self-reported compulsive buying behavior, and the consumer behavior toward purchasing luxury fashion brands. Some

investigated factors contributing to compulsive purchase tendency between shoppers.

Others concentrated on studying the relationship between the compulsive buying and the emotions, and the motivation for addictive shopping, and the relationship between the compulsive buying and self-esteem, materialism, and apparel product involvement. In addition, some of the studies defined the addiction and impression of addictive. Likewise, many studies attempted to find the factors that effect on compulsive and impulsive buying. However, few of the studies were about the motives of additive consumption of clothing and that what current study is trying to do.

Hypotheses of the Research Study

Generally speaking, the research will focus on the following hypothesis:

There is no statistical difference of clothing consumption addictive motives between the two cities

Methodology

In this study, the researchers used mixed approach qualitative and quantitative approaches.

Data Collection Methods

The data the forms the paper will consist of two sources as follows:

1 – **Primary source:** a questionnaire was designed and distributed to sample subjects. The variables were measured by using Likert scale for the variables (Promotion, Social Image, Self Esteem and Life-style) where as a categorical scale is used for addictive consumption Scale (0 = not addictive, 1= addictive)

2 – **Secondary sources:** books, references, previous studies on that handle study topic.

Population and Sampling

The study population includes all the shoppers within Amman (Jordan) malls and Guangzhou (China). The study sample consists of customers in clothing shopping malls. Convenience sample was selected from customers who were visiting malls and shops in different time of the day. The study depends on a convenience sample that consisted of 1000 customers. 827 questionnaires were collected (319 from Amman and 508 from Guangzhou), which represent 82.7% of the total sample.

Reliability Test:

A reliability test was carried out using Cronbachs' alpha, to measure the internal consistency of a construct. The recommended minimum acceptable limit of reliability (alpha) for this measure is (0.60). (Sekaran, 2003) The value was = 0.713 for the questionnaire. All values are accepted since they are more than 0.60.

Factor Analysis

Prior to applying Principal factor analysis with Varimax Rotation, the data were tested to ascertain whether it meets the requirements. Final results are summarized in Table 2.

Table 1: Summarized Results of Exploratory Factor Analysis

	Original items	KaiserMeyer Olkin	Barley Test of Sphercity	Cumulative Factor loading	Items Retained
Promotion	6	0.546	1369.082	62.98%	4
Social Image	3	0.553	118.337	47.527%	3
Self Esteem	5	0.531	846.733	41.581%	3
Life_style	2	0.50	34.001	60.05%	2
addictive consumption	13	0.599	2039.484	63.952%	7

Table (1) indicates the number of items at initial stage, and the retained items after Exploratory Factor Analysis (EFA) stage. Table also indicated that KMO's values ranged between (0.50-0.599), The KMO's test varies between 0 and 1 which indicates that factor analysis is relevant for our study

Hypothesis Testing:

Logistic regression is used to test the main hypothesis of the study and following results are found for each sample:

A- Amman Sample:

Table 2: Logistic regression for Amman sample

Variables in the Equation		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	-.348	.114	9.387	1	.002	.706

Variables not in the Equation		Score	df	Sig.
Step 0	Promotion	3.821	1	.051
	Social Image	18.640	1	.000
	Self Esteem	1.831	1	.176
	Life_style	57.856	1	.000
	gender(1)	.333	1	.564
Overall Statistics		59.238	5	.000

The first model in the output is a null model, that is, a model with no predictors.

Also it is found that (Social Image and Life_style) variables are significant at 0.05 level , that means (Social Image and Life_style) variables are expected to improve the fit of the model.

Omnibus Tests of Model Coefficients

	Chi-square	df	Sig.
Step	65.160	5	.000
Step 1 Block	65.160	5	.000
Model	65.160	5	.000

The chi-square value of 65.16 with a p-value of less than 0.05 tells us that our model as a whole fits significantly better than an empty model.

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)	
Step 1a	Promotion	-.099	.163	.371	1	.543	.906
	Social Image	.070	.228	.095	1	.758	1.073
	Self Esteem	-.103	.154	.447	1	.504	.902
	Life_style	1.028	.173	35.382	1	.000	2.797
	gender(1)	.215	.257	.703	1	.402	1.240
	Constant	-3.265	.952	11.753	1	.001	.038

a. Variable(s) entered on step 1: promotion, social, self, style, gender.

In the table labeled Variables in the Equation, we see the coefficients, their standard errors, the Wald test statistic with associated degrees of freedom and p-values, and the exponentiated coefficient (also known as an odds ratio). Only Life_style is statistically significant. This means that Life_style has a significant effect on addictive consumption of clothing in Amman.

B- Guangzhou Sample:

Table 3: Logistic regression for Guangzhou sample

Variables in the Equation							
	B	S.E.	Wald	df	Sig.	Exp(B)	
Step 0	Constant	-.741	.095	60.941	1	.000	.477

Variables not in the Equation				
		Score	df	Sig.
Step 0	Promotion	6.691	1	.010
	Social Image	72.106	1	.000
	Self Esteem	100.141	1	.000
	Life_style	.838	1	.360
	gender(1)	30.381	1	.000
Overall Statistics		196.567	5	.000

The first model in the output is a null model, that is, a model with no predictors.

Also it is found that (Promotion, Social Image and Self Esteem) variables are significant at 0.05 level, that means (Promotion, Social Image, Self Esteem and Gender) variables are expected to improve the fit of the model.

Omnibus Tests of Model Coefficients

	Chi-square	df	Sig.	
Step	278.385	5	.000	
Step 1	Block	278.385	5	.000
	Model	278.385	5	.000

The chi-square value of 278.385 with a p-value of less than 0.05 tells us that our model as a whole fits significantly better than an empty model.

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)	
Step 1a	Promotion	-1.469	.339	18.759	1	.000	.230
	Social Image	.420	.369	1.293	1	.256	1.522
	Self Esteem	5.350	.599	79.824	1	.000	210.605
	Life_style	-3.322	.465	51.076	1	.000	.036
	gender(1)	2.557	.388	43.334	1	.000	12.892
	Constant	-5.355	1.522	12.372	1	.000	.005

a. Variable(s) entered on step 1: promotion, social, self, style, gender.

In the table labeled Variables in the Equation, we see the coefficients, their standard errors, the Wald test statistic with associated degrees of freedom and p-values, and the exponentiated coefficient (also known as an odds ratio). It is found that (Promotion, Self Esteem, Life_style and gender) have significant effect on addictive consumption of clothing in Guangzhou. Also it was found that T test for independent sample is used to test differences in addictive consumption of clothing between the two samples, it is found that calculated t value = 2.632 is significant at 0.01 level so that reflects statistical difference in addictive consumption of clothing and it tends to increase in Amman more than Guangzhou.

Conclusion

While motives of addictive shopping are still uncertain, many researches tried to explore these motives and explain it. Their efforts and results made a well structured knowledge base for this research.

Researchers here try to enrich the field of motives for addiction in general and addiction of clothes consumption in particular by the results reached by this research represented in:

- 1- Lifestyle has an effect on addictive consumption of clothing in Amman.
- 2- Promotion, Self Esteem, Lifestyle, and gender have effect on addictive consumption of clothing in Guangzhou.
- 3- Addictive consumption of clothing tends to increase in Amman more than Guangzhou.

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