



***THE INFLUENCE OF MATERIALISTIC VALUES AND
HEDONIC VALUES ON COMPULSIVE BUYING BEHAVIOUR:
STUDY ON PAKISTANI SHOPPERS***

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Abstract

The following study is aimed at examination and analysis of the influence of hedonic and materialistic values on compulsive buying behaviour among Pakistani shoppers. The study has followed a mixed design for research combining both qualitative and quantitative methods. The data has been collected through primary and secondary means but the core focus has been primary data for purpose of analysis and presentation of results. Furthermore, the study is a causal study which is cross-sectional conducted through survey questionnaire and interviews as part of mixed design. 200 subjects have been selected for questionnaire while 100 interviews have been conducted from shoppers in Pakistan through simple random and stratified sampling respectively. Data is analysed through SPSS using reliability, frequency, correlation and regression analysis while qualitative data is analysed through thematic analysis. The results revealed that influence of hedonic and materialistic values on compulsive buying behaviour is significant through quantitative analysis and qualitative analysis revealed that hedonic and materialistic values are major influencers for compulsive buying behaviour because people that tend to adopt these behaviour are either triggered by hedonic values that are related to internal satisfaction, culture or pleasure seeking or either by materialistic values such as possession of wealth, possessions of materialistic and valuable items, societal image or societal status.

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THE INFLUENCE OF COMPULSIVE BUYING BEHAVIOUR THROUGH HEDONIC AND MATERIALISTIC VALUES AMONG PAKISTANI SHOPPERS

CHAPTER 1: INTRODUCTION

1.1. Research Background

During the last decade, and especially in the last five years, a fast-growing change in the retail marketplace has been witnessed, especially in the upcoming markets within the developing world, including Pakistan. New shopping malls have been opened, which ultimately led to a massive rise in the availability of foreign brands and an extensive variety in the retail supermarkets (Ismail, Masood, and Tawab, 2012). Furthermore, these new and upcoming markets in the developing countries have also seen a sharp increase in the consumer's buying or spending power. Such revolutionary changes in Pakistan and across the world might lead the consumers, living in urban areas, to become more and more engaged in shopping and spending more money which is based on hedonistic and materialistic values, this may also result in a sharp rise in the occurrence of Compulsive Buying Behaviour (CBB) among the Pakistani consumers as well as among the developing countries (Shahjehan et al., 2012).

Typically, CBB is considered a strong, uncontrollable long-lasting tendency to purchase beyond the needs and wants or financial limits uncontrolled are a new buying fact from which consumers and even the entire nation have been going through because of its terrible consequences (Claes et al., 2010). However, constructive feedback on persistent and excessive purchasing behaviour has made the compulsive consumers feel psychologically satisfied and plays a pivotal role in reinforcing this behavioural pattern. A variety of buying behaviours are reflected by the consumers because they have a variety of needs and

expectations. These various behavioural patterns are shaped and in this process the role of a blend of their socio-cultural, psychological, economic, and environmental determinants is pivotal (Claes et al., 2010). During shopping, whether directly or indirectly a person has make decision and thus such a person has to undergo some decision-making processes, with the aim of buying something. In this process, internal and external factors contribute to all major decisions made by a shopper.

It has been acknowledged in the literature of consumer behaviour that buying behaviour of people hardly ever follows the economic theory, because their purchases frequently seem to be yearning, temperament, or emotion driven (Hameed, and Soomro, 2014). Shopping for these individuals is the cultural norm and status as their key motivation instead of the anticipated utility of consuming goods (Luomala, 1998). There are many psychological desires that encourage individuals, such as to enjoy, to reveal an identity, to increase self-confidence and self-esteem, or to overcome some adverse feelings, instead of only getting specific products as per their needs.

These are called the ‘non-rational’ or intuitive buying behaviours which are also recognised as impulsive and compulsive behavioural patterns (Husnain and Akhtar, 2016). Unexpected changes in consumer buying behaviour are made because the humans often act on impulse (a sudden urge). Urges have been found as powerful motivational factors that have the strong potential to make impacts on humans to act in some particular ways. As far as the reactions are concerned, they involve impulsive responses towards prompt situations. The impulses have some crucial characteristic including abrupt, powerful and lasting a very short time and evaporates when the reaction to a stressor or threat is processed (Telci, 2013).

On the other hand, the compulsions have been found in the literature as comparatively firm and stable factors through which an individual’s reactions are directed. The bases of both the impulsive and compulsive reactions are desires and incline to intensify in case of no

reaction. It has been studied and confirmed by the researchers that typically individuals may have a tendency to avoid reactions that are provoked by the urges towards. However, as urges are strong and influential forces that ultimately drive them towards impractical and maybe clumsy outcomes. Further, primary urges of humans are basically the crucial physiological urges, and the secondary urges take much impact hence shaped by our social atmosphere and pressures, as an example, buying those goods that are looked-for or taken as social status in a society (Kang and Park-Poaps, 2010). The role of social media is also big as it influences individual by shaping their shopping motives while creating the concept of materialism in their mind (Weaver, Moschis, and Davis, 2011). On the basis of these, the individuals consciously develop other urges, such as addiction is developed by urges for fast food or substance abuse. Humans' behaviours also reflect these urges such as impulsive and compulsive buying.

As far as the unconscious urges are concerned, the process of its development commences with conscious patterns of human behaviours, like an established custom or a most common habit becomes unconscious when they are deeply rooted in the human brain and start to direct their behaviours devoid of their conscious control over their behavioural approaches. It might be displayed in situations of socially dysfunctional behaviours to some extent. By the same token, any type of disorders, mental or physical, such as Obsessive Compulsive Disorder (OCD) (Zheng, 2015), is frequently taken by strong urges into consideration to specifically.

Nevertheless, there are different effects of urges and they also vary from one individual to another. There are some who have low urges and lack the capability of resisting and simply indulging into action that would gratify that urge. However, there are others who may have the competence to refuse to comply with even the influential urges and control or manage their behavioural patterns. People having fragile controlling ability have more chance to indulge into uncontrollable behaviours and it is CBB. No matter weak or strong ability of people, there are good and socially recognised urges along with bad urges that are socially criticised, but the

humans' evolutionary past that has planned their unconscious behavioural patterns is still working and which at times may be detrimental to the social fabric (demographics of an area).

The belief of some researchers is that when buying is concerned unconscious impacts are the fundamental forces of choice. Majority of the choices and decision are made without awareness and are influenced by the surrounding environment (Attiq, 2013). Therefore, consumer choice and decision are significantly affected by unconscious factors (Bargh, 2014). Moreover, even though some researchers such as Priilaid and Horwitz (2016) consider habitual responses as non-conscious, Workman (2010) supported that the consumer's emotional state is the basis of the relative salience of decision criteria.

Moreover, the phenomena of consumer buying process is considered in this study as the consumer choices and decisions which are ascertained by conscious, strong-minded information processing, inputs associated with task (Waroquier et al., 2010). Most of the times, choice and decision environments of consumer involve the options of purchase, along with a variety of other stimulations and information is consciously processed by them before coming to a decision as to what to purchase. Put simply, conscious processing of task-associated inputs is used to ascertain choices. In point of fact, the focus of choices and decisions of consumer is logically on substitutes which should be assessed; hence, behaviours based on conscious choice have an immense benefit over unconscious influences.

Broadly, it has been established that consumers as the decision makers frequently form their predisposition while buying something, through which they are made susceptible to more than a few influences (Aboujaoude, 2014). In general, even though how and what generated the idea would not be identified by the consumers, a set of typically conscious processes would be integrated into the choice. The choice elements and beliefs related to their preferences are consciously perceived by the consumers.

As far as the conscious perspective is concerned, the factor of consciousness facilitates consumers by developing their capability of logically refusing a choice in case it does not seem right on the basis of their overall experiences. Impulses and emotional factors driving consumers need to be permitted rationally with the aim of doing act (Wong et al., 2012). For this very reason, consumers as the decision makers have the awareness about a variety of influential forces that have impacts on their behavioural pattern. In their neuro-research, Joung (2013) studied and analysed the associations between logical and illogical behavioural approaches by making connection between ‘time’ and the buying process, while shedding light on how time influences consumers to act in inconsistent manner, because of the perceived factors of risk and, rewards and natural loss-aversion (feeling of intense dislike) of humans.

As far as the product perspective is concerned, it has been indicated in the research studies, such as Waroquier et al. (2010), that conscious approach of thinking is the dictating mode for some within specific products. However, it has also been pointed out that it is unconscious for other products. For this very reason, it would not be significant to consider behavioural patterns, decisions and judgments as being naturally non-conscious instead of conscious (Waroquier et al., 2010). Overall, turning away from the question whether a role is played by conscious or unconscious facets in consumer’s choice and they can illustrate well their decision making process, future studies is more expected to explore the aspect of influence and process between them (Waroquier et al., 2010).

According to an economic theory of the “time-inconsistent preferences”, CBB considered as the consumer’s conscious behavioural patterns are conceived due either failure of self-control or robust urges (Hameed and Soomro, 2014). The major aspects of CBB, motivated by strong desires, are the self-enhancing, rewarding, and low self-control. Sometimes, dispossession, stimulated by alteration meaning projecting possession of the object, has the strong potential to enhance desire and the stimulation to make a purchase and

reason behind occurrence of compulsive buying is the desire reference point alteration provoked by adverse occasions and social comparisons orientation (Mermillod, 2012). For this very reason, negative outcomes in terms of undue buying and habit disorders are due to impulse control. This research work uses the terms ‘impulse’ and ‘impulsive’ in an interchangeable manner. Compulsive buyers refer to the consumers who frequently following the intense urge while purchasing excessively and their standards of living involve wide-ranging shopping sprees (Zheng, 2015). There is a prime criterion which helps in ascertaining the softness or possible disorder of compulsive buying, such as does buying behaviour of a person causes problem in his/her normal life span or not (Mueller et al., 2010). Likewise, this thought was also advocated by Workman (2010) by considering this purchasing behaviour of consumers as problematic which points out the factor of abnormality, through which the other areas of a person’s life, such as family and friends relations or employment matters, are hampered, hence complicating the natural functioning.

Consumer Buying Behaviour (CBB) is defined by Shahjehan et al. (2012) as an out of control impulse to purchase, activated by an abnormality due to mental stress driven by some internal forces, along with a feeling of respite and also by a feeling of annoyance akin to that motivated by an addictive habit. CBB has also been described as an addictive inclination or compulsive trait by Workman (2010), which persistently emerging from rushing, insistent and frequent purchasing motive(s) that might or might not be resistless, satisfying but certainly it is causing distress to natural functioning. The marketers consider consumer’s CBB as a perplexing game, and advocates of behaviourism, marketing researchers, and economic experts have pragmatic and theoretical interests in it. CBB has been established as an irrepressible urge to purchase, typically for unnecessary things and people are also different with one another in why they buy something in a compulsive manner.

There are many people who purchase primarily for some of their psychological motives, as an example, to improve self-esteem level or to minimise their self-discrepancies level, etc. Others buy goods primarily for some social reasons with the aim of, for example, enhancing their social individuality or increasing their overall perceived status in the society, through upward social evaluation (materialism concept). Despite anything to the contrary, over an extended period, immense trouble may be encountered by consumers when they come to regulate their purchasing behaviour because of suffering from harsh negative effects (Claes et al., 2010). At the end, CBB of the consumer becomes an unfavourable and even harmful behaviour for his or her and the society's overall wellbeing. Hence, it is necessary to comprehend this tricky nature of consumer's purchasing behaviour in order to facilitate buyers by providing support and also to benefit the society as a whole.

In most cases, the reason behind CBB of the consumer is a variety of mixtures consisting of some social and psychological determinants (Black, 2007; Mueller et al., 2010; Claes et al., 2010). For this very reason, comprehensive investigative study on CBB is necessary so that the major elements of these influences are explored and analysed. Nevertheless, the role of psychological influences is indeed pivotal that they play in the compulsive buying, and this research study focus on exploration of their contributing role. Thus, this research study explores the influence of CBB through hedonic and materialistic values among Pakistani shoppers and how they make buying choices and decisions, why their buying choices and decisions frequently lead to compulsive buying and what the motivating forces are that can have strong impacts on their tendency to display their compulsiveness.

It has been revealed by this brief review of the research background and context that CBB of consumer has been investigated, analysed and discussed very actively across the world over the last three decades. Consequently, the proper direction of research on CBB has explored by interacting with a variety of factors including sociological, psychological, and genetic

determinants (Black, 2007; Mueller et al., 2010). In the same way there are some other theorists and scholars who determined that there is great impact of psychographic, socio-environmental and demographic factors on consumer's CBB (Ismail, Masood and Tawab, 2012). Typically, CBB is well-defined within the framework of socio-environment or considered simply in psychological framework, but the influential factors that can have immense impacts on CBB belong to both of these. Despite anything to the contrary, there is no any previous research study that has explored and analysed the overall influence of these two frameworks and has examined their contribution to the process triggering CBB.

External and internal are two categories of the factors affecting CBB of the consumer. As far as the external influential factors are concerned, they indicate the stimulating factors which are associated with social, situational, and environmental variables that have the strong potential to encourage consumers towards excessive purchasing. On the other hand, the internal factors mean psychological factors of a buyer, which include an individual's motives, aspirations, needs, personality characteristics, and so on. Majority of the studies studying CBB relating to external influences did not recognise even a single cause or chosen them indiscriminately to explore and analyse their overall effects on CBB containing susceptibility of consumer to social factors (socialisation) (Claes et al., 2010), illogical usage of credit card or money as mental attitude (Aday, and Yener, 2014), and the context specific to product (Johnson and Attmann, 2009).

The research evidence shows that consumer spending escalates because of using credit cards. The consumers using credit cards on regular basis has an inclination to spend more money than those who do not use plastic money, an optimistic link of unintended buying by using credit cards has been found in several studies, the use of these cards has the potential to minimise the need for real money and escalates the likelihood for unintended purchasing, and this issue of unintended buying has been recognised to have extensively increased because of

the massive growth in the credit cards' marketing by the banking sector. It is assumed by the discounting model that compulsive consumer discount the future at a very high rate, consequently, the present advantages of purchasing goods becomes highly crucial in comparison to the prospective issue of paying bills, and during the payment, these preferences modify, as the purchase made in impulsive or impetuous way is regretted by the consumer (Srikant, 2013).

In the same way, the researches on the subject of CBB in relation to internal influences involving a mix research methods (qualitative and quantitative) also explored the impact made by a single factor or a randomly chosen multitude to recognise and analyse their impact on consumer's CBB. For example, Black's (1996) low self-confidence study, Pinto's Parente's and Palmer's (2000) study in indulging in fantasies and materialism, Zhou and Wong (2004) study looking for stimulation, Black's (2007) study on impulsivity, Maccarrone Eaglen's and Schofield's 2017 compulsivity study.

It has also been found that mostly studies comprehensive investigated CBB of consumer integrating aspects related to a person's personality characteristics (Mueller et al., 2010), behaviours' and perceptions' forecaster Thompson and Prendergast, (2015), psychological roots and psychological result of perception and learning and reasoning in compulsive purchasing (Waroquier et al., 2010), interpersonal and social factors' impacts (Roberts et al., 2008) and chronic state of consumer (Hamouda and Vel, 2009), but it is clear that the findings they produces were inconclusive because of theoretical exploration and hence lacked quantification. Moreover, there were only a few studies through which various antecedents and impacts of CBB were enumerated through theoretical methods. However, some research studies examined psychological impacts of CBB.

1.2 Research Context

During the last decade, high level of societal developments has resulted in an intense shift and transformation comprising the consumers' buying decisions, behaviours, activities, and consumption in their routine lives. The norms of consumers' consumption differ from one society and cultural pattern to another and change with the passage of time (Haq, Khan and Ghouri, 2014). The consumption norms seem to be shifting because of everyday developments and progression in the technology area; increasingly more marketplaces at the global level where people's purchasing decision, behaviour, choice and process persists to become fast growing and social norms and values are easily shifted (Khorrami, Esfidani and Delavari, 2015). Attitudinal patterns toward dysfunctional behavioural approaches of the consumer are converting into more indulgent and recent stigmatic approaches have become fragile.

At present, Pakistani consumers as the decision makers and buyers are confined on all sides by plentiful marketing and advertisement campaigns because the mass media have been exceptionally expanded during the last two decades through which people's shopping behaviour is encouraged and strengthened, and they believe that shopping is their desire which enhances their pleasure and fulfils their satisfaction (Ahmed, Farooq and Iqbal, 2014). As Pakistan has seen a massive growth in the number of mega malls and larger-scale shopping, the Pakistanis as the consumers are unceasingly appealed to spend more. Hence, this trend has really transformed the mega malls into socialisation places.

As this research study is in the context of Pakistani consumers, the above discussion as the research background and context raises the need to recognise and critically analyse the past research studies on CBB with regards to hedonic values and materialistic values. Thus, there is the need to evaluate the level of hedonic and materialistic CBB in Pakistani consumers. For this, it is necessary to comprehensively examine the impact made by hedonic and materialistic values factors on consumer purchasing decisions and behaviour on the basis of age, gender,

geographic boundaries, and races across the nation (Haq, Khan and Ghouri, 2014). This study will help in understanding the consumer's decision process related to CBB and the overall impact of both internal and external factors on the consumer's CBB. This study also provides a helpful framework which will assist in comprehending how the external variables play a role in stimulating internal variables in shaping CBB of the Pakistani consumers.

1.3. Problem Statement

It has been made evident from the research background carried out for this research that there are several issues which are associated with the compulsive buying behaviour of the consumers. These are mainly inferred from social influences, cognitive decision processes which are the major part of one's materialistic and hedonic values (Quoquab et al., 2015). Moreover, the explanation regarding the influence of compulsive buying behaviour of the consumers through their hedonic and materialistic values still lacks at the quantitative and qualitative explanation which requires further a comprehensive explanation. However, it is worth realising that the factors which are mentioned above need to be further investigated to provide an understanding of the compulsive buying behaviour of the consumer from a different perspective.

In addition to the problem statement, it is also apparent that the consumer buying patterns are constantly fluctuating in the present business situation. According to Ismail, Priilaid and Horwitz (2016) the hedonic values envisage the behaviour of the consumers; however, their values exert a significant impact on their buying behaviours. For instance, the behaviour of the consumers is largely affected by the internal or external stimuli (Ahmed, Farooq, and Iqbal, 2015). In the theoretical perspective, the problem pertains to the fact that motives and values are considered as the two constructs which are interrelated to each other

with respect to values and faith of the individuals that moves beyond specific situations and affect the behaviour within different states.

Due to sudden changes in the globalisation, the buying behaviour of the consumers has also shifted from traditional buying styles towards the trend which is going in the society (Palinkas et al., 2015). Moreover, the purchasing trend of the consumers also poses a picture which has changed the perception of consumers where they have moved towards the culture that eagerly pursue, use and desire products and services that are esteemed for their pleasure and envy. However, the culture of the consumers facilitates their spread of materialistic and hedonic values within a society. The consumers having a compulsive buying behaviour, the product appearance is highly important for the consumers because they often associated materialism and status consumption with their purchases.

Consumers often associate the personal happiness with the material values of the products because of the compulsive buying behaviour which is related to capitalism. However, because of an upsurge in the globalisation and widespread utilisation of technology, compulsive buying behaviour has geographically expanded; an example of it can also be observed among the Pakistani shoppers who have recently engaged in the compulsive buying behaviour. It has been notified by Badgaiyan and Verma (2015) that there is a prevalence of compulsive buying behaviour of the consumers which is more likely to increase in the upcoming decades of the developing countries.

Such concerns in the form of the status display have been regarded as the significant value in the developing countries like Pakistan, where the huge emphasis is placed on the interpersonal relationships. Moreover, the consumers of Pakistan have been revealed to a large number of foreign brands which provides them with high quality, unique designs and matchless shopping experience. Therefore, this study has been focused towards understanding the

influence of compulsive buying behaviour in terms of materialistic and hedonic values among Pakistan Shoppers.

1.4. Research Aim and Objectives

From the past conducted literature reviews, it has been revealed that the compulsive buying behaviour of the consumers has been explored by a number of researchers within the past few decades. This has also resulted in understanding the hedonic and materialistic values of the consumers. Therefore, after comprehending the background of the research, the researcher has aimed towards understanding the influence of hedonic and materialistic values on compulsive buying behaviour. The aim is also supplemented with the following objectives.

- To critically analyse the available literature on compulsive buying behaviour, hedonic values and materialistic values
- To assess the extent of hedonic and materialistic consumer buying behaviour in Pakistani shoppers
- To analyse the influence of hedonic and materialistic values factors on consumer buying behaviour based on age, gender, geographic boundaries and cross – national races
- To develop a regression model that shows the relative influence of the identified factors i.e. Hedonic values and materialistic values on consumer buying behaviour

1.5. Research Questions

Following are the research questions that has been answered throughout the research, RQ1. What is the concept of compulsive buying behaviour and how it is associated with the hedonic and materialistic values of the consumers?

RQ2. How the hedonic and materialistic value of the consumers develops the compulsive buying behaviour of the consumers?

RQ3. What is the influence of hedonic and materialistic values factors on consumer buying behaviour based on age, gender, geographic boundaries and cross – national races?

1.6. Rationale of Research

As previously discussed in the research background and the problem, there is a significant increase in the globalisation which has subjected towards changes in the buying patterns of the consumers along with the overall culture of the consumers within Pakistan. Moreover, it has brought some negative aspects to the society in the context of materialistic and hedonic values of the consumers which generated the compulsive buying behaviour of the consumers (Zheng, 2015). This effect has also generated a negative perception of the consumers with respect to financial loss and regrets because consumers spend huge amounts for buying foreign brands. However, from the western perspective, this has already transpired and is likely to spread all over the globe within the developing countries.

As noted earlier, the consumers in the emerging countries are influenced by the hedonic and materialistic values which have shaped the consumer culture and also strongly associated with the compulsive buying behaviour (Rafi et al., 2012, p. 136). Moreover, the negative impacts on the society within the developing countries are also influenced by the product appearances which are displayed in the new markets. Also, the transition in the e-commerce and technological factors has brought great opportunity to the Pakistani consumers because it largely influences the compulsive buying behaviour of the consumers (Mihic and Kursan, 2010, p. 66). The researchers have attempted towards describing the concepts which are associated with the compulsive buying behaviour of the consumers within the context of

hedonic and materialistic values. But the literature and studies in this field is still lacking and requires further improvement.

This study is designed for addressing the gaps existing in the previous literature and studies and is also intended towards providing an insight into the consumer values associated with the compulsive buying behaviour of Pakistani shoppers. The Pakistani shoppers have not been reviewed from this perspective extensively, which motivated the researcher to carry out the research in this area. The communities and societies in Pakistan are becoming influenced by different values including materialistic and hedonic values which are directly associated with the compulsive buying behaviour of the consumers. However, these values can be detrimental for the communities and societies in Pakistan as a whole.

It is vital for carrying out research on the compulsive buying behaviour of the consumers within the context of Pakistan in order to identify whether the compulsive buying behaviour instances are present currently in Pakistan or not, and if it is present, then how it has a spread over the large scales and effect the consumers living style either in a positive or negative direction (Bindah and Othman, 2012). The research model which has been used in this research has not been utilised previously in other research within the context of Pakistan, so it will provide a different perspective and direction towards compulsive buying behaviour and its consequences on the consumers.

The results of the present study will not be only important for the Pakistan shoppers but also for the companies because of which they can predict the compulsive buying behaviour of the consumers. Moreover, this research study will make necessary contributions from the theoretical and practical perspectives. In addition, by the data analysis, the study has endeavoured towards testing the regression which will identify the impact of compulsive buying behaviour on the hedonic and materialistic values of the Pakistani shoppers. The research has filled the gap in the existing studies by means of narrowing down the nature of

the research where the consideration of compulsive buying behaviour will lead to cognitive and emotional responses of the consumers.

The present study also takes into account the impact of hedonic and materialistic values within the factors involving consumer buying behaviour including age, geographical boundaries, cross-national races and gender of the consumers. These factors will also be cross-checked in this study on the basis of materialistic and hedonic values which will be relevant to the shoppers in Pakistan and also to their compulsive buying behaviour. This research will also help the companies in understanding the economic and societal conditions of the country which is essential to understand for the purpose of formulating marketing strategies of the products and services. The consequences of the society in the context of compulsive buying behaviour will also help the retailers and other business for dealing with different consumers.

This research has developed an understanding of the factors associated with the generation of compulsive buying behaviour of the consumers which is necessary to understand for the marketers and decision makers in the company. Moreover, the previous researches lack at the critical assessment of the factors pertaining to the compulsive buying behaviour which have been highlighted in this study. Recently, the ubiquity of the compulsive buying in the context of hedonic and materialistic values has gathered a lot of interest of the researchers and scholars. Therefore, the major contribution of this research involves the use of different theoretical approaches which are driven for clearing ambiguities present in the previous research. The quantitative side of this study will help in filling the gaps in the existing studies as it involves the survey research on the women consumers in Pakistan who are largely influenced by the compulsive buying behaviour.

This research has shed light upon on different theories associated with the compulsive buying behaviour of the consumers including the psychological theories and the theories which are related to the hedonic and materialistic values of the consumers. This will assist the public

officials and retail researchers for understanding the Pakistani shopper motivation associated with the compulsive buying behaviour of the consumers. Hence, the retailers can get benefitted by this research for the purpose of formulating effective marketing strategies for the consumers. The main aim of the present research is to understand the influence of compulsive buying and the current trends of the consumer purchases of Pakistan with respect to materialistic and hedonic values.

1.7. Significance of the Research

The development of the research on consumer behaviour has brought a tremendous shift in the formulating of marketing activities for the purchasers. Moreover, it has also shaped the consumption pattern of the individuals because of the continuous changes in the trends and norms of the society which has led to create a shift in the consumption and buying behaviour of the consumers. According to Donnelly, Ksendzova and Howell (2013, p.125), it was opined that the consumption pattern varies from community to community and also changes over the time. In addition, the values of consumption seems to be changing because of the technological advancements and increasing global practices of the companies where the buying decision continues to become more recurrent and influenced by the social values.

It is stated by Reeves, Baker and Truluck (2012, p. 674), that dysfunctional behaviour of the consumers has become more lenient and the disgraces have become nibble. Moreover, the consumers are surrounded by the repetitive and abundant campaign messages which are subjected towards the expansion of mass media that influences and strengthens the shopping pleasure and other activities for the consumers. However, the increase in the market places and shopping places in Pakistan have attracted the consumers to purchase more, hence, transform those shopping malls into socialisation centres. These situations has subjected towards increase in some thought-provoking questions which are also focused towards consumers. In the light

of Mihic and Kursan (2010), it was supported that the compulsive buying is regarded as the dark side of the buying behaviour of the consumers. Moreover, it showed a concern that the compulsive buying behaviour has suggested some detrimental practices for individual and the society.

Most of the studies carried out previously were in the favour of individualistic cultures of the consumers which are supplemented by their needs and desires and also determines their choices by means of purchase decisions. On the other hand, the purchase decisions of the consumers are often associated with the collectivist culture which is determined by the social environment (Telci, 2013). The implication of compulsive buying behaviour in the recent years among the Pakistani consumers seems to be increased by the stride of transforming the county into volumetric consumption society. The extensive literatures carried out on the CBB have revealed that flimsy studies for the Pakistani shopper have considered the materialistic and cognitive value of the consumers.

The social influences pertaining to the substantial impact on the buying behaviour of the consumers has been studied from the collectivist culture such as Pakistan. Logically, there is a need to generate a research which should incorporate the hedonic and materialistic value influences for investigating the impact on the consumers' compulsive buying behaviour in Pakistan. The present study will facilitate the future research, companies, and marketers for identifying the values and factors related to compulsive buying behaviour of the consumers that can be benefitted by exposing the relationship of external factors with the characteristics of compulsive buying behaviour. Also, the research takes into consideration existing literature and theories which provides concrete configuration and establishment of the consumers' taxonomy related to the compulsive buying behaviour.

This research has also contributed towards the identification of relationship importance between hedonic and materialistic values and the attention to the social information which is

mostly influenced by the compulsive buying behaviour of the consumers (Amiri et al., 2012). In addition, the authentication of the relationship of hedonic and materialistic values will help in understanding the significant relationship with the compulsive buying behaviour. However, the conceptual framework designed for this research will assist the future researchers in comprehending every aspect of the compulsive buying behaviour of the consumers.

The findings of the current study will also help the future researchers in alleviating the constructs associated with the compulsive buying behaviour of the consumers. Preferably, the consumer welfare groups of policy making officials can use these findings for developing the guidelines for retailers and marketers for the purpose of restraining them by indulging into complex buying situation of the consumers. Furthermore, this research will be useful for generating appropriate marketing interventions such as counselling and guidance to curb the rising issues of compulsive buying behaviour.

1.8. Nature and Scope of Study

In recent times, due to increase in number of shopping choices, options and brands, there has been a significant number of increase in the buyers and shoppers who shop according to their needs and desires (Kukar-Kinney, Scheinbaum and Schaefer, 2016). This research study has been carried out by taking into consideration the emergence of new and global brands which have been significantly influencing the materialistic needs and values of the individuals; consequently giving a rise to the compulsive buying behaviours of within the customers. Number of studies have been carried out, underpinning the fact and concepts of compulsive buying behaviours via hedonic and materialistic values of the customers; however there has been less evidences regarding the compulsive buying behaviours of Pakistani customers. This study plays a vital role in highlighting some of the major internal and external factors of compulsive buying behaviours of the customers while taking into account the materialistic and

hedonic values. This particular study is based on quantitative evidences and proofs, aims to provide variety of directions for the future investigators and marketers of the companies in order to create number of opportunities to attract more audiences based upon their materialistic needs.

The following study has modified the Eren's model. The Eren's model sheds light on compulsive buying tendencies through materialistic and hedonistic values. It is necessary to measure compulsive buying tendencies because it helps in understanding the current consumer market dynamics and how they approach products. Compulsive buying has been considered as the new "normal" way of making better purchase decisions.

The model proposed by Eren has focused on the elements of compulsive buying where consumers instantly make decisions without considering their budget or limits. The marketers take advantage of this use different tactics such as smart shelving, product packaging and placement to trigger compulsive buying behaviour in consumers. However, since the model is used for this study, it is modified slightly as explained in section 3.2 in more detailed manner. The Eren's model was extended by adding some important variables such as cultural values and material possessions. Cultural influence on consumers plays a vital role and often their decisions are based on their cultural backgrounds and associations. On the other hand, material possessions were also added because material things are no longer a luxury but a necessity for current generation therefore, they do impulse buying when it comes to material products. As shown in detailed way in section 3.2, the model has slightly been modified with the inclusion of the above mentioned factors whereas, rest all factors remain same. This study becomes more authentic and reliable after the inclusion of these variables as they impact the consumer directly.

This study is aimed to explore compulsive buying behaviours via hedonic and materialistic values amongst Pakistani customers. The changing dynamics of shopping and

increase in number of new and global companies has regulated the materialistic needs of the Pakistani customers which shifted their shopping experiences in accordance with their hedonic needs and social class (Adnan, 2014). This quantitative study entails numerous evidences and analysis of what is being preferred by Pakistani shoppers and what influences them to engage in compulsive buying. Compulsive buying has been an area of interest of most of the researcher these days because of a shift in shopping trends of the customers. The scope of this study is not just limited to Pakistani society but also embodies several new aspects and global trends of shopping and the influencers of compulsive buying behaviour which may impact the materialistic and hedonic values of global consumers. From a theoretical point of view, this particular study revolves around the social, psychological and marketing aspects which increased the overall significance of the study. The scope of this study is broadened with the use of larger sampling size.

The scope of this study is widen with the use of larger sampling size which past researcher failed to incorporating thus this particular research has been playing a significant role in explicating why compulsive buying behaviours are being regulated through materialistic and hedonic values of the buyers. The topic of compulsive buying behaviour in the context of materialistic views and values has been under consideration of most of the researchers in the past due to the emergence and shift in shopping trends and experiences (Dittmar, 2005; Eren, Eroğlu, and Hacıoglu, 2012; Raab et al., 2011).

However, this particular study has been playing its part while incorporating variety of responses of the participants which helped the researcher to conduct a more comprehensive study explaining the materialistic and hedonic values to be the key influencers of compulsive buying behaviours. The nature of this research is quantitative, embodying quantifiable data which assisted the researcher to explicate the phenomenon of CBB in materialistic and hedonic point of view of the Pakistani Shoppers.

1.9. Structure of Study

This particular study is composed of total five chapters. Each chapter entails adequate knowledge and information regarding compulsive buying behaviour through hedonic and materialistic values amongst the Pakistani shoppers. Each chapter is intertwined with the preceding one while entailing the concepts and understanding of the research topic. This section encompasses a brief outline of the research and the way this research is conducted.

1.9.1. Introduction

Chapter one is the introduction in which the researcher has mentioned the brief introduction of the research as well as the introduction of the research topic. In this chapter, investigator has added the background of compulsive buying behaviour and hedonic and materialistic values of Pakistani shoppers. Further, the researcher has mentioned the problem statement, aims and objectives, research questions, rationale and the significance of the study. The assessor has defined some key terms of the study and the chapter is then concluded by stating the outline of the study. This chapter also encompasses research hypothesis which are formulated based upon the nature of study and the research questions formulated.

1.9.2. Literature Review

Chapter two is the literature review in which the researcher has added past conducted studies, theories, reviews, conclusions, and opinions of the respondents addressed in the past. This chapter included the literature work done by the past authors related to compulsive buying behaviours and hedonic and materialistic values of buyers. This chapter also mentioned the main factors which influence compulsive buying behaviour along with the explication why materialistic and hedonic value influence young buyers to make their purchases. This particular

chapter incorporated the details and findings obtained from the previous conducted studies relevant to the research topic. In addition to this, the researcher has highlighted the theoretical and conceptual framework of the study by underpinning the factors of compulsive buying behaviour and their influence upon materialistic values of the shoppers.

1.9.3. Methodology

Chapter three is the research methodology. In this chapter the examiner has emphasised on the methods, techniques and strategies used in order to collect data from the respondents in order to determine the impact of compulsive buying behaviours on via hedonic and materialistic values of Pakistani shoppers and buyers. This chapter comprises of research philosophy, research design, data analysis plan, methods of sampling and data collection and research instruments selected in order to determine the impact. Furthermore, research methodology also contains the ethical considerations and limitations of this research. This chapter provides an outline of the ways used for the collection and arrangement of the data which is necessary to be highlighted in accordance with the nature and scope of the study.

1.9.4. Findings and Discussion

Chapter four is Analysis and discussion. In this chapter the researcher has analysed and discussed the data obtained from the previous chapter. In this chapter, the investigator has analysed the data collected by using SPSS software since this study is of quantitative in nature. Later on, the findings of the analysis of this study conducted by the researcher are positioned with the findings obtained via literature review and are then briefly discussed in the same chapter.

1.9.5. Conclusion and Recommendation

Chapter five is composed of the conclusion of overall study. In this chapter, the researcher has also proposed recommendations to the companies in order to bring more customers on board via regulating their buying intentions through materialistic beliefs.

1.10. Summary

This chapter was focused towards providing the basic understanding of the research which is aimed towards understanding the influence of hedonic and materialistic values on compulsive buying behaviour within the context of Pakistani shoppers. This chapter helped in analysing the main crux of the study in the light of past research, as from the few decades, the scholars have been interested in analysing the main rationale of compulsive buying behaviour and how it is associated with the hedonic and materialistic values of the consumers from all over the world. Impulsive buying which is generally known as compulsive buying behaviour has been viewed from the perspective of hedonic and materialistic values in the developing countries specifically in Pakistan. However, there have been limited researches available on the topic of compulsive buying behaviour.

This chapter also highlighted the aim and objectives of this study which is formulated in the favour of compulsive buying behaviour and directed towards critically analysing the available literature on compulsive buying behaviour, hedonic values, and materialistic values. In addition, the chapter also includes rationale of the research which discusses the gaps in the existing literature related to the compulsive buying behaviour and how it was overcome in the particular study. Moreover, the chapter also highlighted the significance of the research which is intended towards highlighting how it benefitted the marketers and the ultimate authorities who are responsible for understanding the compulsive buying behaviour of the customers within an organisation.

CHAPTER 2: A REVIEW OF THE LITERATURE ON CONSUMER BUYING BEHAVIOUR, HEDONIC BUYING AND MATERIALISTIC BUYING

2.1. Introduction of Chapter

The following chapter provides a comprehensive literature review for this study which has been carried out in the light of previous theories and concepts as discussed by the research philosophers and authors. Moreover, this chapter incorporates the theoretical approaches related to the compulsive buying behaviour of the shoppers along with the explanation of the influences of materialistic and hedonic values. Understanding the concept of compulsive buying behaviour of the consumers has also been explained in the following chapter. However, the core objective of this chapter was to determine all related concepts and factors which are related to the compulsive buying behaviour and hedonic and materialistic values are explained in this chapter so as to provide insights to the readers before moving onto the next chapters.

This chapter is composed of two different segments; one if focused on the general discussion of the concepts related to the compulsive buying behaviour, hedonic and materialistic values; whereas the second part is designed for the conceptual framework and hypotheses development of the research which is developed on the basis of the concepts and theories discussed in this chapter. The conceptual framework will help the readers of this research for understanding the clear direction of the research as it has been formulated on the basis of the factors which are associated with the hedonic and materialistic values.

Hence the present chapter explains the phenomenon of compulsive buying behaviour and its diverse constructs along with extensive literature review with respect to the variables associated with the research objectives and the literature of compulsive buying behaviour. Also, the theories explained in the chapter such as Symbolic self-completion theory, Social learning theory and Social cognitive theory explains the compulsive buying behaviour of the

consumers. This research has been carried out within the context of Pakistani shoppers who have different compulsive buying behaviour and hence associated with the hedonic and materialistic values. Therefore, this chapter has contributed towards an overall understanding of the concept of compulsive buying behaviour within the context of Hedonic and Materialistic values of the shoppers.

2.2 Conceptualizing Compulsive Buying

According to Aboujaoude (2014), the phenomenon of compulsion has been explained by various researchers and philosophers as an apparently decisive and repetitive behaviour of the consumers in accordance with the pre-set procedure. Moreover, Leite et al. (2014) explained that there are several characteristics of compulsive buying behaviour which can be explained from the compulsive phenomenon; for instance, impulse, presence of a drive, engaging in a behaviour which is uncontrollable. In the initial explanation of compulsive buying behaviour, the compulsive consumer behaviour is recognized as the mental state of an individual which can be derived from the buying obsession or addiction of some specific products and services which defined an impulsive disorder of the consumers.

The study conducted by Muruganantham and Bhakat (2013) indicated that compulsive consumer behaviour is explained as a broader category of the compulsive buying behaviour which includes the activities such as alcoholism, drug addiction, eating disorders and conceptually, the compulsive buying is the major part of such activities. However, these behaviours can occur simultaneously within some individuals, while for other individuals, it can develop successively from the preliminary disorders and hence controlled by their previous behaviours. Therefore, this representation of the simultaneous behaviour has been reviewed by various researchers and philosophers within the field of consumer behaviour.

There has been a diversification in the concepts and explanations related to the compulsive buying behaviour. In the psychiatric collected works, Lo and Harvey (2011) used the word “onimania” for describing the compulsive buying behaviour, where Mueller et al. (2011) used the word “buying mania.” The compulsive buying behaviour received a lot of attention in the late 1980s where the researchers have elaborated this concept by understanding and measuring this phenomenon in their studies. The compulsive buying behaviour is defined as the response of an individual towards an uncontrollable desire and drives to obtain something with an exceptional experience and feeling that may lead to repetition in the customer’s behaviour.

Previously, researchers and authors have discussed the concept of compulsive buying behaviour of the consumers with respect to their personality traits, family structure, demographic variables, and patterns pertaining to the compulsive and non-compulsive buying behaviours of the people. In the light of Palan et al. (2011), the compulsive buying is explained as a normal shopping behaviour of the individuals which is observed in the recent consumption culture. The topic of compulsion was viewed from the psychology and psychiatry as an obsessive compulsive disorder for a great number of years. However, with the evolution of the consumer behaviour and marketing fields, it was made a crucial issue for the authors because the compulsive buying behaviour of the consumers gradually increased as the passage of time and yet it was crucial for the marketers to understand the compulsive buying behaviour of the consumers.

The compulsive buying behaviour is also regarded as a remarkable situation where people have experienced their own symptoms for compulsion during shopping according to the consumption culture of the people so that it becomes a normal shopping experience of the customers (Muruganantham and Bhakat, 2013). The previous researchers have highlighted that there are approximately 10% of the population, all over the world, which is suffering from the

compulsive buying behaviour particularly in the industrialised countries. This is primarily because of the fact that compulsive buyers cannot control their behaviour as it exceeds the limits with respect to budget or amounts, then they often face trouble in terms of both societal and financial considerations.

The compulsive buying behaviour is more intended towards increasing the debts of the consumers as people cannot recognise the long-term painful outcomes of over budgeting (Lo and Harvey, 2011). On the contrary side, the compulsive buying behaviour can also be studied from the pathological perspective such as gambling. However, because of the addictive structure of the compulsive buying behaviour, some researchers also name this phenomenon as the “addictive buying” by underlying the difference amid addiction and compulsion (Muruganantham and Bhakat, 2013). In this essence, the feeling has been suppressed to doing something repeatedly against the will of others; whereas, the addiction implies that the experiences of the individual with irresistible urge to do something which is possessed by a person according to their needs and desires. Therefore, the measure function of the compulsive buying behaviour is mainly associated with the getting a socially desirable aspect or the behaviour which is focused towards repairing the mood.

Among gender based compulsive buying, the study conducted by Park (2012) showed that regarding some products that are categorised as luxury goods involves fashion brands and cosmetics, females exhibit higher tendencies to get involved in compulsive buying, while males also have same tendencies regarding other products such as cars and watches. However, the tendency of both genders with respect to apparel was found equivalent because people are likely to involve in compulsive buying with relation to apparel. The branding phenomena was discussed by Lee and Workman (2015) with its association to compulsive buying behaviour indicating that people that have higher tendencies of compulsive buying behaviour have higher

brand attachment and brand loyalty, yet they tend to score lower on brand awareness scale; whereas the score for perceived brand quality as indifferent and tend to exhibit a similar score.

2.2.1. Compulsive Buying Behaviour Diverse Constructs

Previous researches have contributed towards the postulating the literature on compulsive buying behaviour, which not only offers quantifiable statistics but with qualitative data as well for future researchers. There are three common features between the compulsive phenomenon and addiction explaining the existence of strong urge to engage in the behaviour, which is of repetitive nature. Moreover, the recurrent failure in this essence has been explained as an effort to regulate the modification and refutation of the behaviour consequences, which are considered to be destructive in nature (Sheth, 2011).

It was assessed by Thompson, and Prendergast (2015), that the compulsive buying behaviour of the individuals acts as an addictive behaviour and is also defined as the particular behaviour which is regarded as the response of the overwhelming desire and desire to acquire, feel or experience a material, movement, and sensation of the products which urges the consumer to involve in a repetitive buying process. Furthermore, the authors also redefined the notion of compulsive buying behaviour that it is related to the irresistible, chronic, and pleasurable repetitive purchasing behaviour of the customers which is developed from the adverse impact of happening that can ultimately prove to have negative consequences.

The authors further provided a noteworthy explanation to the compulsive buying behaviour as it suffices the non-purchase consumption of the consumers; for instance, gambling. The compulsive spending and compulsive buying can be conveniently differentiated by means of constructs presented by the authors in the above mentioned statements (Thompson and Prendergast, 2015). The authors have detailed out the compulsive buying behaviour as a tendency which is motivated by the wishes and desires; whereas the compulsive spending is

related to an urge for dispossessing. The early work carried out by different authors and researchers for the compulsive buying behaviour further highlighted by the development of compulsive buying behaviour scales.

The authors has developed a four dimensional scale in order to facilitate the excessive consumption buyers identification, based upon earlier concept of the compulsive buying behaviour, which can be discussed under the motivational perspective in contrast to the non-compulsive buyers. However, the spending tendency, post-purchase guilt, reactive aspect, and family environment were the four dimensions which are related to the compulsive buying behaviour of the consumers. On the contrary side, Donnelly, Ksendzova, and Howell (2013), explained the compulsive buying as an uncontrolled urge and desire of the consumer to buy a product which is activated by the psychological strain and is also caused by the internal stimuli or influences which is also followed by the relief that is similar to the pattern of frustration generated for the prevention of addiction.

2.2.2. Non-Essential Spending Drivers for Compulsive Buying Behaviour

It was made evident in the discussion carried out above on the compulsive buying behaviour of the shoppers, there had been an extensive literature review carried out by different authors and researchers who have identified different drivers that functions for the psychological and social factors resulting in compulsive buying behaviour. However, the variation in the buying behaviour of the consumers is determined as a result of various drivers who are moving towards a certain continuum for instance, from low to high level of product involvement, planned or unplanned buying or degree of self-control, which is also accompanied by the degree of emotional appeal made for the consumers by the products and services offered by the organisations, reasoned to unreasoned need arousal and the time taken for the process of purchase decision and lastly the duration of the response behaviour.

The duration within these variations and amongst the drivers, the purchases of the consumers eventually transformed three phases of buying behaviour i.e. rational buying, impulsive disorder, and impulsive buying. Among these phases, the compulsive and impulsive buying behaviour leads to be more problematic for the consumers and the individuals. Moreover, the impulsive buying behaviour also exhibits certain features such as spontaneous urge to buy, psychological disequilibrium, and psychological conflict (Donnelly, Ksendzova, and Howell, 2013). In addition to the above statement, the impulsive buying can result into different impulse control disorder and can also result into the negative consequences of the compulsive buying behaviour development.

Chaplin and John (2010) stated that intentions of the person can serve as the prime cause of changes in the behaviour; therefore the buying intention may lead to impulsive buying intention and can be reshaped by the compulsive buying behaviour of the shoppers. According to Bindah and Othman (2012), it has been suggested that the buying pattern continuums can be assessed and summarised by the compulsive buying behaviour of the customers which can be generated from the impulsive buying intention and also their behaviour. Basically, the impulsive buying intention of the consumers is mainly influenced by the uncontrollable desire for spending money mostly on the non-essential product purchases where the money spend by the consumer is considered apart from their affordability level.

2.2.3. Self-Esteem and Compulsive Buying Behaviour

Self-esteem of the individuals is referred as the reflection of his/her attitude which can be directed towards the abilities and skills possessed by the person. According to Dittmar et al., (2014), the self-concepts and self-esteem of the individuals are utilised interchangeably but they are different in nature. Moreover, the self-concept is a broader term which can be regarded as the cognitive beliefs a person has towards occupation, values, name, skills, and beliefs. On

the contrary side, self-esteem of the people is also more specific and is also related to the evaluation of the self-worthiness. In the light of Chaplin and John (2010) the compulsive buyers generally possess low esteem as they are focused towards compensating it by means of shopping spree.

The compulsive buyers generally have different levels of self-awareness; whereas the people with low level of self-esteem can try to compensate with the process of purchasing the prestige goods rather than focusing on the self-competencies. Therefore, the compulsive buying and the impulsive buying can be significantly different from the common perspectives which are found to be vulnerable for the impulse control. The literature also suggested that there are some traits which can related to the compulsive buyers having higher tendency to fantasize, anxiety and depression. Moreover, the compulsive buyers are also concerned with the body image which comes under the physical appearance and physical attributes of the individuals. In addition, the traits of the person along with the body image are highly concerned with making the people vulnerable towards the unending tendencies of purchases.

The compulsive buyers are also prone towards making the deliberate efforts for bridging the gap between desirable and actual appearance by means of excessive purchases. It is also illustrated that shopping to the compulsive buyers is nether focused towards acquiring necessary or desired products or the financial transaction, but it is actually regarded as the source of fulfilling the social and personal motives. In addition, the compulsive buyers also feel that if they return home without purchasing anything, this would lead to an adverse impact on their self-esteem and the people may also be impression that they incapable of keeping pace with the expectations and demands of the contemporary society.

2.3. Factors Affecting Compulsive Buying Behaviour

The compulsive buying is termed as more of a disorder and less of consumer behaviour and has been linked continuously to the psychological well-being of individuals. This has been seen that people tend to involve excessively in buying and tend to spend money on thing that not in actual need of individuals and thus, this is termed as compulsive buying behaviour which is opposed to impulsive buying behaviour where unplanned purchases and consumption takes place in consumer behaviour. People search for valuables and for pleasure providing products and service and tends to get attracted towards it as part of compulsive buying behaviour and are likely to end up facing certain consequences. Nonetheless, the emerging trend of compulsive buying has taken the world by storm where a number of orientations such as hedonism and materialism play an important role in determination of consumer behaviour by marketers and advertisers. The study conducted by Fayeze and Labib (2016) in Egypt showed that according to the culture and nationalities of consumers, the factors that encourage the compulsive buying behaviour among consumers are likely to differ. In this study, author identified four factors that affect consumer buying behaviour in Egypt that were anxiety, openness, self-control and self-image. All of these factors contribute to compulsive buying behaviour because in consideration of these factors, consumers tend to develop compulsive buying behaviour and are likely to get involved in obsession to shopping.

According to Raudsepp and Parts (2014), certain challenges are faced by compulsive buying and thus, people are faced with difficulties in their lives such as increasing financial debt, monetary problems, disturbed relationship with friends and families and even cause eating disorders in some rare cases. Considering the consequences arising from compulsive buying behaviour, it is of vital important to investigate the factors that lead to compulsive buying behaviour in order to identify some root causes for such behaviours and hence, this study has shed light upon some important factors that tend to motivate the emergence of

compulsive buying behaviour of consumers. The study conducted by Chinomona (2013) indicated the brand's persona from the perspective of compulsive buying disorder where it was found that brand experience is not related to compulsive buying intention while on the other hand, brand satisfaction, brand trust and brand attachment are predictors of compulsive buying intention. Following is the discussion on the factors affecting the compulsive buying behaviour;

2.3.1. Social Factors

It is stated that the compulsive buying behaviour is mainly associated with two buying channels which are mainly utilised by the consumers in the business situation; brick and mortar structure and online buying. However, the trend of the online buying has been evolving continuously in the present business situation as most of the companies have digitally transformed their business operations from the traditional modes of purchasing the products and services. In the advanced and developed countries, the technological systems are positioned in the place effectively so that there are complaints made by the customers of the company.

According to Bindah and Othman (2012), online buying facilitate the compulsive buyers with the quick source of achieving satisfaction along with an ease of buying the products and services repeatedly at any time without getting noticed. It is mainly anticipated that the compulsive buyers also fears about getting noticed by the people around them as they wanted to remain unnoticed during their repeat purchases. However, with the continuous evolution in the internet facilities and online purchases, there is a significant increase in the compulsive buying behaviour of the shoppers. Therefore, the relationship between the compulsive buying behaviour and online buying in the cultures can be examined by the needs and desires of the consumers.

It has also been observed in the study of Bindah and Othman (2011), the compulsive buyers often feel guilt and shame due to their frequent purchases of the same products and services from the companies. This can lead to the resentment of the buying methods that could leave them unnoticed by the people around them; even they want to remain unnoticed by their friends and families for observing about the things they buy and the frequency of buying it from the stores. Such compulsive buyers also remain conscious and are also afraid from the fact that they can be quickly be identified as the buyers by the store keepers because of the frequent to the stores and purchasing the same products from the similar store.

As a consequence, these buyers like to get hid from the process of frequent buying of the products and services and look for the buying methods where they can remain hidden and unobserved by other people (Amos, Holmes, and Keneson, 2014). However, such people can be benefitted by the process of online buying as it offers an available solution to the compulsive buyers because through the online purchases their identity will not be disclosed to the potential store keepers or their family or friends. Therefore, the rapid changes subjected towards the increase in the internet buying process can be linked with the compulsive buying process that enables the consumers to indulge in the online buying and get their wish fulfilled quickly and frequently while staying unobserved. Also, they are expected to be get benefitted by the internet channel because they are regarded as the preferred source of buying.

2.3.2. Cultural Factors

Culture has a significant influence on the individuals; whereas the culture is termed as the things people hear on the daily basis which is a multifaceted concept. In the light of Aboujaoude (2014), multidimensional idea is mainly focused towards the art, rules, regulation, and faith which are confirmed by the individuals who are part of the society. It has been stated that culture has been explained as the system in which all the members of society has some

shared beliefs, traditions, artefacts and the behaviours among different group of members. Moreover, it has also been declared that the culture is a set of values, norms, standards and beliefs which is formed on the group behaviour and individuals.

According to Hameed and Soomro, (2014), it has been further discussed that the components of culture is a phenomenon which drives value in the religion, attitudes and traditional motivations largely influences the compulsive buyers as it is more intended towards translating into the behaviours which is the part of the culture. The previous literature in this scenario has identified that there are certain beliefs with respect to the society which explains the inclination towards the dislikes and likes as it recommends the improper and varieties of proper behaviours.

According to Chaplin and John (2010), cultural factors have a social context which has an element of problem solving in it. Moreover, it is also stated that the culture is defined as something which is focused towards the values, traditions and structure of cognitive responses of the individuals. In simpler words, the culture is explained as the ultimate reason which is defined by the desires and behaviour formation of an individual. The cultural factors are also associated with the individualistic cultures of the people as it serves as the mean of social interaction and visiting markets which is also regarded as the entertainment in itself.

Moreover, the social beings also wanted to socialise and boost the images and also judging others by means of using on the basis of the knowledge about the products and services, trendy shopping places and the current trends. People who belong to the collectivist culture often go to the markets for the purpose of shopping and availing the opportunity for the purpose of socialisation and feeling for becoming the part of the community. Moreover, the market socialisations are often associated with the people who are more fashionable and are also regarded as the frequent visitors for the shopping places and also the people who follow the styles by means of indulging into the compulsive buying behaviour at different stages.

2.3.3. Social Environment and Values

It is asserted that the values are a social construct which determines the socially desirable phenomenon. Moreover, the values of the person are also recognised as the social environment products and also support the individuals within the context of the goal accomplishment with guiding the efforts and resources (Moschis et al, 2011). However, the social forces have a strong focus on the behaviour of the individuals. In addition, the studies which have validated the significant relationship between different concepts and values for instance the behavioural and affective responses.

Many studies have validated the significant relationship with the evaluations and choices with respect to ideas and objects, career success and the job satisfaction factors. Furthermore, they have a direct influence on the behaviour of the individuals as they motivate people for performing certain actions which are according to situation and times. According to Shrum, Burrough and Rindfleisch, A. (2005), values which are related to the explanation of the person's behaviour is also concerned as legitimising function. In another words, the values have a significant impact in the outcomes of the individuals which can directly affect the degree to which the society regard the values as an important factor.

2.4. Conceptualisation of Consumer Shopping Values

In the light of Sherrell, Burns, and Phillips (2015), value has been proved as an enduring term for the researchers and philosophers as they continue to seek a complete understanding of the perceived value of the customers. In this regard, an extensive literature has been carried out on the comprehension of customer value. The literature which has been carried out by the authors and researchers previously has established that value of the consumers is focused towards the overall evaluation of the products and services they receive to which the consumers compare it against the perception of that purchased product or service.

According to Allen (2001), the perceived value has been regarded as the most significant concept for understanding the consumer's experience of shopping. The existing theories and literatures suggested that the perceived value of the customers can be comprehended from different constructs such as functional, epistemic or conditional values. On the other hand, Amiri et al. (2012) stated that the perceived value of the consumers can be viewed from emotional and cognitive dimensions. In addition, Argo, Dahl and Manchanda (2005) stated that there are three dimensions of the customer values which are of high importance mainly include social dimension, functional dimension and emotional dimension.

Among the various discussions on the values of the customers, the most commonly utilised concepts related to the consumer values in the current marketing literature are hedonic and materialistic values. Babin, Darden and Griffin (1994) introduced two types of shopping values of the customers by developing a scale incorporating hedonic and materialistic values which are obtained from the pervasive consumption experience of the shoppers. The philosophers and researchers concluded that there are distinct hedonic and materialistic shopping values of the customers that exist and are often associated with the consumption variables.

The researchers and philosophers in the previous research have granted a significant attention to the shopping hedonic and materialistic values. On the other hand, the marketers currently are focusing on the hedonic values of the shoppers for meeting the desires of the customers in terms of entertainment; however, the academic research is still lacking at investigation the hedonic values of the shoppers from the perspective of consumer's evaluation. According to Bridges and Florsheim (2008), it was made evident that the evaluation of the consumers for their shopping experience can be comprehended from the hedonic and materialistic values because it maintains a basic presence across the consumption phenomenon. Taken together, these dimensions of the shopping experience of the customers indicate the overall assessment of consumption activity which represents a comprehensive picture of the consumer values.

The first dimension of materialistic values is explained from the aspects of personal happiness and satisfaction of the shoppers, and the second aspect is explained from the fun perspective (Babin et al., 1994). Also, the traditional product acquisition conceptualisation has reflected the total value for the consumption experience of the customers. It is assumed that the consumption activities of the consumers are evaluated on the basis of benefits of products and services received by the customer. In this regard, many of the researchers failed to recognise the factors such as emotional or economic cost which could be examined from the consumption experience of the shoppers. Bargh (2002) identified that the consumers can either be problem solvers or it can be the consumers who seek fun, arousal, and enjoyment while shopping. This contradiction has been represented at different books of consumer behaviour.

2.4.1. Hedonic Values of Shoppers

The word “Hedonic” has been derived from the ancient Greek concept “pleasure.” It is also concerned with the motivational and psychological hedonism claims that only pain and pleasure can motivate us. However, from the evaluative or ethical hedonism claims, it is stated that only pleasure has a certain value or worth for the customers; whereas the displeasure can be subjected towards pain and is also regarded as the opposite of worth. It has been argued by Allen (2001) that both ethical and psychological hedonism can be studied from the feelings of pain and pleasure. It is also stated by Han and Ryu (2007); hedonic values of the consumers are associated with the gratification of the consumers which comes from their shopping experience. Moreover, the people with the higher hedonic values cannot be satisfied with the functional dimension of buying behaviour of the customers as they seek enjoyment and pleasurable aspects in their shopping experience.

According to the study conducted by Schwartz (2013) people are influenced largely by their cultural values that further impact their shopping behaviour. However, argued by Brown (2013) cultural values are difficult to analyse from a regional perspective as the shoppers at different places share different cultural values. The study has further opined that consumer culture is often shaped by their shopping experience where value for money is an important notion while making purchases. Another study conducted by Gong, Stump and Maddox (2013) stated that consumers adopt shopping habits by being influenced by the brands available in the market; however, their shopping behaviour often hinders by the cultural values. For instance, people living in Middle Eastern countries do not prefer Western clothing or fashion brands.

According to another study undertaken by Alba and Williams (2013) cultural influences are more evident in the consumer preferences where individuals consider engaging in hedonic consumption and purchasing only what has been allowed by their culture. However, Kushwaha and Shankar (2013) argued that hedonic purchases are also occurred amongst customers when

they are prone to buy a product or service that can offer higher level of satisfaction and gratification. However, contingent with the cultural values rendered by individuals, they are likely to specify different behaviours concerning the society in which they live (Floh and Madlberger, 2013). For instance, Nwankwo, Hamelin and Khaled (2014) stated that people living in differing societies might also have spiritual values which can forbid them to buy certain products and services however they would still indulge in hedonic shopping behaviour for seeking satisfaction. One of the major contributions in the field of hedonic purchasing behaviour has been made by Amos, Holmes and Keneson (2014) who stated that relationships and age impact individual hedonic purchase behaviour. On the contrary, the study of Mohan, Sivakumaran and Sharma (2013) emphasised more on cultural values as a major notion of hedonic purchase behaviour amongst customers. This further indicates that cultural values have largely been influencing the hedonic values of customers inclining them to make higher purchases.

According to the study of Hsiao, Chang and Tang (2016) another factor that can develop the habit of hedonic purchase behaviour amongst customers is the pleasure seeking and enjoyment. The study further explained that entertainment collection with respect to hedonic consumption is to not only pursue pleasure but also for truth seeking purposes due to which, consumers implement a behaviour that is in association with hedonic consumption. It has been further identified in the study conducted by Kelemen, Nagy and Kemény (2016) that due to what is portrayed on media purchase and entertainment people tend to adopt a compulsive buying behaviour related to hedonic values for the purpose of satisfying the internal needs such as pleasure, fun and enjoyment.

According to the study of Xiao and Nicholson (2013) the consumers often prefer the products that can provide them happiness and pleasure and it is considered as one of the major hedonic aspect of compulsive buying behaviour. This indicates that enjoyment and pleasure

pursuing is another major part of hedonic values (Horváth and Birgelen, 2015) because people incline to advance hedonic values for the purpose of enjoyment (Retief, Erasmus and Petzer, 2018) and thus, compulsive buying behaviour develops where people tend to shop exceptionally and needlessly just for the purpose of enjoyment and pleasure seeking (Wang, 2016). In the research of Blázquez (2014), it has been identified that hedonic values plays a significant role in the fashion apparel industry as it is largely associated with enjoyment and entertainment and thus likely to impact the buying behaviour of customers as well. This led towards the notion that luxury oriented goods tend to be purchased by consumers as a part of their compulsive buying behaviour where pleasure and entertainment play a major role.

According to Chiu et al. (2014) satisfaction has been playing a major role in the fulfilment of expectation of individual with regards to a particular product or services that person consumes or experiences. It is due to the fact that as Hsiao, Chang and Tang (2016) identified satisfaction plays an significant role in relation to hedonic values because pleasure seeking, fun and enjoyment is all achieved for the purpose of gaining internal satisfaction from the product or service use. On the other hand, Hennig-Thurau and Hansen (2013) stated that customers are prone to buy the products that can offer promised value and that can ensure higher possibility of gaining satisfaction through its consumption. In this way, satisfaction has been playing a major role in engaging customers into compulsive buying behaviour.

In the light of Bridges and Florsheim (2008), the hedonic values are presumed to be related with the gratification of the consumers by means of playfulness, enjoyment, fantasy, and fun. The people who have higher hedonic values are modern consumers which tend to use their surplus income for their continuous increasing desires in the context of buying behaviour of the customers. From the identification of the values, it is stated that consumers with the high level of hedonic values are intended towards enjoying their life and yet it is important to have a good time for the shopping experience. It is argued by Day and Crask (2000), the people who

consider gratification and pleasure more than the materialistic values of the products during the shopping process in the consumer culture, the hedonic values in this essence has attracted many philosophers and researchers attention. It has a direct relation with the variables related to utilitarian values, responsiveness to promotion stimuli, novelty seeking, and preference of the foreign brand.

According to Ottar Olsen and Skallerud (2011), consumers satisfy their needs by means of two distinct types of benefits; hedonic and utilitarian. The buyers who have hedonic values are not satisfied with the utilitarian value of the products but yet they are satisfied with the hedonic and emotional value of the products such as design, appearance, and brand rather than the quality and price of the products. Additionally, the hedonic buyers are also expected to be variety driven and novelty seeking consumers as they tend to become the ambassadors of the innovations. In a research conducted by Han and Ryu (2007), it was stated that the buyers having hedonic values are considered as more responsive to the promotional influences with respect to their product choices and are also more brand-conscious which may be concerned with the symbolic value.

According to Babin et al. (1994), it has presented that the buying behaviour of the consumers are combined with the hedonic and utilitarian attributes. However, the recent traditional behaviour of shopping of product control cannot explain the buying behaviour of the consumers. The previous researches have reflected that the hedonic values are the major players in the shopping experience of the consumers. On the other hand, the managers in the shopping centres try their places to be more entertaining and enhance the shopping experience of the customers. Also, the compulsive buyers who use to buy things with irresistible desires are expected to be the most influential segment because of the amusing and enjoyable experience which can trigger the hedonic values.

2.4.2. Materialistic Values of Shoppers

The materialistic values of the individuals have been often associated with the compulsive buying behaviour of the consumers which has been researched previously by a large number of researchers and philosophers. According to Hurst et al. (2013), the materialistic values are identified as the expression of important material things and their ownership for an individual along with seeking happiness, contentment and gratification in their lives because of the material things and the tendency of an individual to judge their own achievement with others by means of possession of material things. It has been identified by Kasser (2016); materialistic values have three dimensions which have acquired the material possession as a sign of placing material objects and indication of success as the central point in life and acquiring material things for becoming happy through satisfaction and wellbeing.

As far as the above mentioned perspective is concerned, the compulsive buyers may obtain happiness from material things because it can lead to satisfaction and enjoyment of the individuals. In the light of Norris et al. (2012) it was identified that materialism can be positively related to the individual values and in another research, it was represented that the materialistic buyers are also associated with the compulsive buyers. It was investigated by Kim et al. (2012) that the association amid the compulsive buying tendencies can be directed towards the utilisation of specific considerations related to buying, the symbolic-self of purchased goods strategy, and lastly the amount of the self-discrepancy between the ideal and actual self.

According to Huang and Benyoucef (2013) status is one of the major component due to which customers engage in purchase of certain products in order to achieve a certain position in the society. This has further been defined in the study of Shrum et al. (2013) that status consumption which means that product consumption and service usage is directly related to materialistic values in the society which improves the status of individual in a society and is

further associated with compulsive buying behaviour illustrated by customers. It has been further identified that people lean towards getting obsessed with their shopping and inclines to shop unreasonably if it allows them to showcase their specific status amongst the society. Hence, the features of materialism urges the consumers to indulge in compulsive buying because of being status conscious and developing their identity through status (Omar et al., 2014).

Another materialistic value has been identified by Nwankwo, Hamelin and Khaled (2014) that stated that self-image of individual from the society's point of view is an essential element for materialism regarding compulsive buying behaviour amongst customers. According to the study of Manley (2013) self-esteem of consumers defines the self-respect and image in eyes of public and it is considered as a significant determinant of materialism in the society. It has been further identified that self-esteem has also tended to cultivate the compulsive buying behaviour among customers as they want to get recognized within the society and this fact inspires consumers to implement a compulsive buying behaviour. Chan, To and Chu (2015) stated that customers that are connected with materialism are frequently associated with valuable properties which improve their image within the eyes of public. According to Caprariello and Reis (2013) materialistic values are the form of stating the significance of material things in one's life and obtaining those things in order to get gratification. This behaviour inclines to cultivate the compulsive buying behaviour among customers and tends to show that people would spend excessive amount for acquiring material things and valuable assets. Achievement of material possessions for increasing and developing a public image and social acknowledgment is what inspires customers to indulge into a compulsive buying behaviour.

In addition to this, the study of Lee et al. (2014) provided that wealth can be labelled as the financial possession of individual and is an essential factor that establishes the materialistic

values. According to the study of Wang (2016), materialism includes the accretion of wealth for an individual is where the materialistic consumption occurs and wealth is associated with status, social recognition and extrinsic rewards for the consumer. The study conducted by Zsolnai (2015), indicated that people that are convoluted in materialism are likely to follow wealth and material possessions at cost of other things are they are likely to deliberate themselves above average people and also do not donate to charities but involve in compulsive buying to spend on things that are unwanted.

It has been indicated in the previous researches that the compulsive buyers possess high materialistic tendencies as compared to the non-compulsive buyers. However, the materialism can be associated with the compulsive buying patterns of the shoppers because it regarded as the help for identity development and mood repairer. Therefore, it is significant for understanding the buying tendencies because it is found to be increasing in the college students and young all over the world.

In the field of marketing, the concept of materialistic values of the individual has gained a lot of importance as its understanding is highly important for the marketers and researchers because of two conflicting reasons; (1) for promoting materialism which helps in enhancing the social and economic wealth along with the material possessions and (2) the negative consequences and a thorough understanding of materialism (for ex. Consumer ethics). Therefore, it is evident that the consumer culture has been evolved from the past few years as it focused towards affecting the society and people (Ottar Olsen and Skallerud, 2011). Moreover, the consumer culture is also influenced by the way of life of an individual where most of the consumers broaden their wishes, desires and strive for more products and services.

According to Palan et al. (2011), the culture of the consumers exhibits that products and services are highly viewed from the context of non-utilitarian reasons such as increase of hatred, comfort seeking and enhancing the status which is considered as the culture of the

consumers. Moreover, it can be taken into consideration that emotional realities in the present days are concerned as the comparative behaviour of the individuals which can be determined from the social power, freedom, quality, and control. In addition, the materialistic values are often presented as an idea which focuses on the ownership and gaining wealth for the personal satisfaction, pleasure, and social betterment.

In the light of Kim (2012), materialistic values are also explained as the attitude of the consumers towards the materialistic things and belongings. However, these belongings can be pretended as the core part of the one's life and also considered as the source of releasing distress and gratification when the consumers are at the peak of materialism. It was also argued by Kasser (2016) materialistic values gains the attention of the consumers and expanding their choices with respect to products and services which ultimately represents the perception of the consumers about the goods and services with the chances of others involvement.

The materialistic values of the consumers were further explored by Lim and Ang (2008), which stated that it is the central tenet which is related to the loyalty of the person, need of tangible assets and living style based on the luxury goods. It is also explained further that materialistic values is a set of core beliefs with respect to importance of assets in an individual's life. It was also added by the authors that it is a principle which governs the preferences of the people and their behaviour in different situations along with the expenditure grounds.

2.6 Compulsive Buying Behaviour in Pakistani Market

Compulsive buying behaviour, as discussed above, is the buying behaviour of consumers where the mental health condition of buyer is questioned because the purchases arising from compulsive buying behaviour are the result of uncontrollable and excessive buying. The trend of compulsive buying behaviour within the Pakistani market has been increasing in recent years and not only buyers but marketers and advertisers have been moving

to target the individuals in such a way that drives the need for compulsive buying from the individual (Attig, 2015). This shows that people are moving towards more excessive buying rather than buying products based on their needs and usefulness. In the context of Pakistan, the emergence of compulsive buying behaviour is on an increasing trend yet, the study conducted by Jalees and Raza (2017), the compulsive buying has become more of a problem rather than a trend due to being chronic, repetitive and uncontrollable that has made compulsive buying an issue not only in Pakistan but all over the world. The buying behaviour in the Pakistani market is heavily influenced by the advertisements that individuals experience on television and thus, tend to buy those things that are frequently and extensively advertised on television especially in Southern Part of Punjab (Awan et al., 2016). This shows that buying behaviour in the Pakistani region is heavily influenced through the advertisements aired on television and they are likely to get attracted towards products being pushed towards consumers through ads.

The study conducted by Javed and Albani (2009), reported that compulsive buying among consumers in Pakistan has been on the verge of increasing since the trend of using credit and debit cards has become common. The author highlighted some of the statistics in market regarding this phenomenon that outstanding credit card payments in Pakistan increased from \$275 in 2002 to \$367 in 2006 that makes an increase of 34% in the span of 4 years. It was also opined by the author that in Pakistan, half of credit and debit card users in Pakistan are from Karachi alone. The research furthermore opined that young generation in Pakistan is more involved in compulsive buying, and men are more into compulsive buying rather than women because in a collectivist society such as Pakistan, men are the bread earners. Marital status was also considered in compulsive buying showing that single individuals are more likely to exhibit a compulsive buying behaviour. The study conducted by Bushra and Bilal (2014), studied the compulsive buying behaviour with its relation to post purchase regret within the Pakistani market. The author indicated that post purchase regret is a resultant of buying from the drive

emerged from internal feelings termed as compulsive buying behaviour in this case. The compulsive buying behaviour is characterised by two variables in this case that are materialistic and status values that leads to post purchase regret of individuals in Pakistan with all having a significant impact as analysed through regression model. However, there were other factors that were determined as driving force for compulsive buying behaviour that are sales promotion and payment from bank's credit and debit cards. The author further opined that increasing trend of compulsive buying behaviour is to availability of shopping malls, global brands, and options in retail shelves that are also determinants of compulsive buying behaviour.

According to Jalees, Amen and Kazmi (2014), compulsive buying in Pakistan is determined through a number of factors which are also applicable in other parts of the world yet, in Pakistani market, the materialistic values and interpersonal influences have been determines as the most significant factors affecting the compulsive buying behaviour of consumers in Pakistan. However, the author analysed that material does not have a relationship with compulsive buying behaviour while influence of others and self-esteem had a significant relationship with compulsive buying behaviour. This indicated that people adopt a compulsive buying behaviour due to self-esteem and under other's influence to buy a product purely for satisfaction purposes. In the context of Pakistan, it was opined by Khare (2013), that most of the people adopting the compulsive buying behaviour in Pakistan is due to the characteristics of public consciousness that contributes to their public image and self-identity in public where materialistic values and lower self-esteem among consumers were significant factors determining consumers compulsive buying for products within the market. This tends to conformity of the fact that there are factors for compulsive buying behaviour that are all over the world but the significance of one factor in one culture while other factors in other culture is dependent upon the country's culture from where subjects of study are selected. In the context of Pakistani market, the compulsive buying among consumers is determined as the

continuous and eccentric phenomenon in consumer lifestyle that consumers cannot refrain from in their lifestyles where this phenomenon occurs at least once in their life span.

According to Shahjehan et al. (2012), there are three factors broadly categorised that might have an impact on compulsive buying behaviour of individuals in Pakistan and other sub factors fall under these factors that helps in explaining compulsive buying behaviour among individuals. These factors are internal state of consumer, the mood of consumer, personality trait of consumer and environmental factors surrounding the consumers that affect the intention to compulsively buy a product or refrain from buying it. The study conducted by Moon, Rasool and Attiq (2015), investigated the effect of marketing campaigns on compulsive buying behaviour among consumers in Pakistan. The study highlights that marketing campaigns play a vital role in development of rampant and irrational consumer buying behaviour that is also often called compulsive buying behaviour. The compulsive buying behaviour has been continuously linked with stimulus-response theory of classical conditioning where marketing campaigns and other factors act as stimulus that derive the response of customers termed as response in classical conditioning. This tends to show that marketing campaigns urges the customers to buy a product even if they are not needed and thus, customers end up purchasing that product as part of response for the stimulus presented by marketers and organisations.

2.6.1 Hedonic Values and Compulsive Buying in Pakistani Market

The hedonic values, as discussed in literature above, are the values that drive internal satisfaction of consumers and are consumed for luxury purposes. It allows the consumers to enjoy the feeling of pleasure, fun, and enjoyment through the purchase and consumption of product. It is opposed to utilitarian goods that are purchased for the basic needs of customers and practical uses. One of the major hedonic values that are identified in the literature is cultural value which Moon, Chadee and Tikoo (2008) defined as an important aspect of a shopper and

might differ from country to country depending upon the culture that is incorporated in a particular society. However, Pavlou and Chai (2002) stated that cultural values play a significant role in decision making of people living specially in collectivist society because the purchase and consumption choice are based on the taste that is developed through growing up in a collectivist society. Therefore, culture plays a significant role in terms of hedonic values.

According to Ahmed, Farooq and Iqbal (2014), the customer values are important in the context of service industry and product consumption which arises through experience after using the product and relative satisfaction derived from it. The hedonic values in the terms of compulsive buying behaviour encourages the consumer to adopt a task oriented approach for the purpose of fun, excitement and enjoyment through purchase and consumption of product. Another main hedonic value that leads towards the compulsive buying behaviour in Pakistan is enjoyment and pleasure seeking. According to Li, Unger and Bi (2014), the globalised consumer culture around the world has led to significant changes in buying pattern of consumers and trend of compulsive buying in industrial countries that fall in developing countries category such as China and Pakistan where the researcher's focus has shifted towards studying the compulsive buying behaviour of consumers. Oliver (2014) stated that entertainment selection in the sense of hedonic consumption is to not only to seek pleasure but also for truth seeking purpose due to which consumers adopt a behaviour that is in alignment to hedonic consumption. In the context of Asian countries, the study conducted by Byun and Sternquist (2010), hedonic motivation for the purpose of getting pleasure was a significant factor of compulsive buying showing that motivation to use luxury goods such as pleasure seeking from consumption of a product or for the purpose of getting something exciting work as the factors that drive compulsive buying behaviour out of consumers for shopping in whatever context related to products and services both. This further indicated by Kim and Forsythe (2007) that individuals that tend to have higher hedonic motivation for consuming

products for the purpose of obtaining pleasure is likely to adopt a compulsive buying behaviour. Yet, it is being classified as a disorder in most of the countries and termed as shopping for unnecessary needs and for luxury purpose just for fun and excitement for shopping or purchase and consumption of luxury goods.

This shows that hedonic values play a significant role in compulsive buying behaviour of shoppers in the Pakistani market because of classifying the luxury goods as status symbol is likely to result in compulsive buying behaviour of respondents. According to Saleem and Salaria (2010), hedonic values also play a significant role in buying behaviour of youth in Pakistani market because young people tend to gain pleasure and fun from the purchase of product which is not needed which becomes the driver for compulsive buying behaviour of young shoppers in Pakistan. For instance, another variable of hedonic values identified in the literature was satisfaction which Ryu, Han and Jang (2010) defined as one that plays an important role in terms of hedonic values because pleasure seeking, fun and enjoyment is all done for the purpose of gaining internal satisfaction from the product or service used. The study conducted by Bukhari et al. (2015) indicated that use of credit card is one of the most significant example of compulsive buying behaviour because apart from the benefits provided by use of credit and debit card, people involve in habitual shopping termed as compulsive buying where the customers are in pursuit of excessive purchases on their credit card which not only increases unnecessary debt but also become addicted to shopping which leads to burden the customers from compulsive buying. Here, hedonic values play an important role because wanting to show off, excitement from shopping and purchase under influence of others lead to compulsive buying behaviour from respondents and it is an emerging trend in Pakistani market.

2.6.2 Materialistic Values and Compulsive Buying in Pakistani Market

As studied and examined earlier in this section, materialistic values are something that are related to wealth, possession, image and status of individual or things that gives a sense of pride and honour in a society from the societal perspective. In this context of Pakistan, the compulsive buying through materialistic values can be seen through the fact that people tend to involve in compulsive buying for enhancing their public image and to show off wealth or have valuable assets within their possession that defines them in a society are all part of materialistic values and leads to compulsive buying behaviour (Hameed and Soomro, 2014). For the purpose of conceptual framework, wealth has been considered as an important factor of materialistic values. Hudders and Pandelaere (2012) stated that the accumulation of wealth for an individual is where the materialistic consumption occurs and wealth is associated with status, social recognition and extrinsic rewards for the consumer. A study conducted by Rasool et al. (2012) indicated that in a male dominant or masculine society, such as Pakistan, men are more materialistic successes than women and are generally tend to adopt materialistic approach that tends to drive their compulsive buying behaviour as part of self-image, status symbol and exhibition of wealth to own expensive things and things that are not necessarily required are the resultant of compulsive buying behaviour. In Pakistan, the materialistic values hold a significant position above all other factors having a direct as well as indirect impact on compulsive buying behaviour of Pakistani shoppers through the involvement of purchase decision (Attiq and Azam, 2014). This shows that purchase decision is dependent upon materialistic approach in Pakistan because people tend to develop relationship with one another based on materialistic things owned by them.

In the context of Pakistan, it has been determined that materialistic values indicates a significant relationship with the luxury goods that are part of status symbol in the Pakistani society where people judge each other on the basis of number of servants, the loads of

jewellery, business size and expansions, in terms of property and money possessed by the people that indicates their status and thus, people tend to acquire the luxury goods for showing off their status symbol as part of compulsive buying behaviour (Sabir, Naeem and Amin, 2016). Due to this, materialistic possessions have been identified as another main variable of materialistic values. Tatzel (2002) stated that materialistic values are the form of expressing the importance of material things in one's life and acquiring those things in order to get satisfaction. The study by Ahmad et al. (2013) indicated that in Pakistan, self-consciousness has a strong and significant impact on compulsive buying behaviour especially for young consumers where materialism plays the role of mediator. It is one of the reasons why image has been selected as another main variable of the study leading towards conceptual framework. Kropp, Lavack and Silvera (2005) stated that image and self-esteem of consumers determines the self-respect and image in eyes of public is a significant determinant of materialism in the society.

This shows that for people in Pakistan, the materialistic values that are determined through physical comfort and materialistic possessions by individuals are given more important than spiritual values thus, materialism is considered as the major driving force behind compulsive buying behaviour of shoppers in Pakistan. Lastly, the conceptual framework has been developed by considering status as one of the materialistic value. O'cass and McEwen (2004) professed that status consumption which means that product consumption and service usage is directly related to materialistic values in the society which enhances the status of individual in a society. However, a critical view of compulsive buying behaviour has been provided by Badgaiyan, Verma and Dixit (2016) that the model of compulsive buying behaviour and scales used to measure the terms in developed countries might not be applicable in developing countries of Pakistan and India because most of population living is middle class and might exhibit different buying behaviour than middle class population in developed

countries. This indicates that compulsive buying behaviour is certainly an emerging trend in Pakistan market. Yet, there are limitations and an extensive study would provide better insights to compulsive buying behaviour among Pakistani shoppers to provide a comprehensive view regarding materialistic and hedonic values. It has also been analysed that materialistic values are weighted more than hedonic values in Pakistan due to number of reasons that have been discussed above in this particular section.

2.5 Impact of Hedonic Values on Compulsive Buying Behaviour

The phenomenon of compulsive behaviour is not new as many researchers have incorporated number of studies to analyse what factors purport impulsive buying behaviour in consumers. According to Nwankwo, Hamelin and Khaled (2014) the concept of personal influence and impulsive buying behaviour are two closely linked together due to the susceptibility in change in consumer behaviour due to hedonic values. Consumers might be motivated to buy on two different terms. One could be associated with the functional and the other could be related to the emotional terms. Eisenberg (2014) stated that emotional motives are more closely inclined towards the affective states or emotions. This might have incurred that consume buying behaviour can be altered due to the feelings aroused by the hedonic values. However, El Hedhli, Chebat and Sirgy (2013) professed that the consumer lies under the category of utilitarian motives, if the durability, reliability and other factors are the matter of concerns. In this sense, consumers might be inclined towards making purchases in timely manner which provide minimum of irritation in shopping experience.

According to Muruganantham and Bhakat (2013) hedonic values are referred to emotional and social facets of shopping in which the motives are being reflected in the potential of the consumers to shop for the sake of enjoyment and entertainment. This might lead towards the fact the hedonic values are the expectations of the consumers to get after making purchases.

As explained by Xiao and Nicholson (2013) that in this way the hedonistic behaviour of the consumer have a huge impact on compulsive buying behaviour. He further stated that the feeling of fun and play experienced by making purchases might also effect the aesthetically environment due to the appealing effect of shopping on consumer behaviour especially in terms of entertaining features. According to Donnelly, Ksendzova and Howell (2013) the hedonic features of consumer motivation to shop have been discovered through the consumer experience of shopping phenomenon related to enjoyment, excitement and arousal from shopping. In this respect, the sense of escapism might be felt by the consumers while making purchases for which there would be more places to explore under the notion of making purchases and hence profoundly affect the consumer buying behaviour.

According to one study conducted by Bashir et al. (2013) the hedonistic consumers have a tendency to enjoy in situations of sheer haggling and bargaining which further lift up their mood by the factors like amusement, sensory stimulation and fun while making shopping which turn into compulsive buying behaviour. However, Kukar-Kinney, Scheinbaum and Schaefer (2016) suggested that despite the predominant reasons for making purchases under the utilitarian motives, the hedonic values have still been the major factor for evaluating consumer compulsive buying behaviour. The comprehension of antecedents of values related to hedonic behaviour, Amos, Holmes and Keneson (2014) stated that shopping motivations have primarily influenced by the hedonic values due the impulsive and compulsive buying behaviour and variety seeking characteristics of the consumers. This might lead to the fact the compulsive buying behaviour has been the chronic and repetitive buying behaviour which occur due to the primary response of consumers towards negative and positive feelings or events.

According to Telci (2013) compulsive buying behaviour is the incarnation of increased gratification which leads towards the alleviation of anxiety in many consumers. Thus, the

hedonic aspect has been aligned with the shopping motivations for the matter of achieving self-esteem and self-reliance. Many researchers have conducted research on behavioural dimensions of compulsive buying behaviour only to find out that impulse buying behaviour include an affective or hedonic component. As defined by Bashar, Ahmad and Wasiq (2013) compulsive buying behaviour has been impacted by the emotional reactions and active spontaneous effect which can be the result of tempting stimuli. These reactions might be resulted in high level shopping satisfaction and enjoyment as well as magnification of hedonic values in the consumers.

One empirical survey conducted by Kim, Lee and Park (2014) suggested that shopping compulsive behaviour can be affected by the hedonic value of price sensitivity in consumers. The extent to which the prices of the product changes in the market, the consumer might also be inclined towards the bargaining for the products and services available in the market. Pchelin and Howell (2014) suggested that the consumer make compulsive purchase decisions in the situations in which the prices of the products are being low. This might be due to the fact that hedonic values which have been related to price sensitivity have been the characteristic for influencing compulsive buying behaviour. However, Haq, Khan, and Ghouri (2014) stated that hedonic shopping motivations are sometimes being influenced by the propensity of taking risk by the consumers. This might imply that hedonic values increase a willingness of the consumers to make impulse purchases of the products. The willingness of consumers to take risk in making purchases can be the greater reward towards the attractiveness of making purchases impulsively. As defined by Adomaviciute (2014) successful engagements of the hedonic values of the consumers may simply lead towards the pleasurable experience in terms of contribution of product attributes in the consumer preference which lead towards the compulsive buying behaviour. Given that, the hedonic values of the consumers have been

related to the psychological manner for which the cognitive responses of the consumers might usually be in terms of affective responses towards making purchases.

Number of researches has been conducted on the notion that utilitarian experience of shopping has been interrelated with the task-related experience and rationality in making purchases. However, Horváth, van Herk and Adigüzel (2013) suggested that shopping experience can be completed if the consumers acquire their needs and consider shopping as a work to be done. Nevertheless, in the sense of hedonic values pertaining in the consumers, the totality of shopping experience has been redirected towards the hedonistic feeling. This has been explained by Dhurup (2014) that hedonic aspect of shopping has been the recognition of emotional worth and recreational value which impact the compulsive consumer buying behaviour. In this respect, the interactive nature of the product attributes in today's markets might have been the amalgamation of consumer satisfaction and availability of information about products as well direct comparison of costs and entertainment opportunities in the market.

The empirical analysis conducted by Richins (2013) suggested that hedonic values have been related the elements of fantasy, emotive aspects and multisensory aspects of consumptions. This view of the study professed that people might consider engaging in the practices which give them feeling of fun as well as hedonic fulfilment and emotional benefit. In this sense, the compulsive buying behaviour gets affected by the hedonic values due to the fact that the excitement of winning the unobvious over the usual stimulation is the major result purported by the hedonic motivation of making purchases. According to Badgaiyan and Verma (2015) hedonic shopping motivations differ in different areas of market. For this matter, some product attributes provide high level satisfaction which lead towards the high level of motivation on the part of consumers to make higher purchases.

According to Rose and Dhandayudham (2014) the hedonic values is related with the attitude of the consumers in terms of adventure shopping. The study further suggested that hedonic values have been used as the antecedents for the shopping values professed by the adventurous buyers. In this respect, amongst the various dimensions of shopping motivations, the main is the consumer preference to shop alone for which the adventuresome hedonic value leads towards the compulsive buying behaviour. Millan and Reynolds (2014) stated that the consumers who want to shop alone are the ones who do not use shopping as a way of socialising with others. This value might be effective for the consumer satisfaction leading towards making impulse purchases in the market. According to Badrinarayanan, Becerra and Madhavaram (2014) adventurous buyer are more inclined towards the task-related motivation than fun and enjoyment. This might be considered as the achievements of the individual associated with the hedonic values which affects the adventure shopping behaviour of the consumers in the market. This suggested the hedonic values have a great impact on compulsive buying behaviour which can be for the matter of satisfaction or emotional stimulation.

According to Chang and Cheng (2015), compulsive buying behaviour includes the feelings of belonging and adventure on the part of consumers. For this matter, the consumers might seek enjoyment at the shopping trip as well as the feeling of thrill with exciting sights, sounds, and smells. These stimulations might be considered as the hedonic values of the consumers. As suggested by Jung Chang, Yan and Eckman (2014) the stimulation theory of consumer behaviour has been the reiteration of the values purported by the consumer in terms of hedonic values. The inclination might lead towards the personal shopping motives which have the aesthetic stimulation and sensory closely connected with enjoyment experienced through shopping. According to one study conducted by Büttner et al. (2014), the shopping experiences, which lead towards the enjoyment, has been the important factor for evaluating compulsive buying behaviour. Moreover, he further explained that in some situations the

consumers want some diversion from the monotonous attitude towards making purchases. The diversion from daily routines could be an important factor in altering consumer buying behaviour which might also be considered as a hedonic value impacting compulsive purchase behaviour.

According to Martos-Partal and González-Benito (2013) some consumers have a tendency to develop the feeling of exploration when making purchases. This feeling might also be referred to the hedonic value of the consumers which led towards the compulsive purchase behaviour. Hedonic shopping has been considered as the desire to achieve satisfaction, entertainment, and fun through making purchases. Khorrami, Esfidani and Delavari (2015) stated that hedonic values are the sense of giving the self-gratification and pleasure to the consumers because of their tendency to give pleasant stimuli to the process of shopping. This has led towards the notion of perceived pleasure and fun. The perceived pleasure which the consumers perceive about the purchases led towards the compulsive purchase decision. Horváth and Birgelen (2015) stated that the perceived pleasure would also provide self-gratification to the consumers. For this matter, the consumers might feel the urge to make purchase in timely manner in order to achieve perceived pleasure from the product attributes.

According to one meta-analysis conducted by Bearden, Netemeyer and Mobley (2013) on the consumer buying behaviour, the individuals sometimes attain the feeling of escape from all the pertaining problems at their surroundings for which hedonic shopping is considered to be the best fit mechanism. The proposition that the consumers who make compulsive purchases lead towards the notion that in some situations shopping might be considered to be a stress reliever. As defined by Brici, Hodgkinson and Sullivan-Mort (2013) indulgence is the element which the consumers use for the purpose of enhancing hedonic value which can be used as a level of motivation for consumers to make impulse purchases. The rising involvement might lead towards the hedonically rewarding experience which could be the reason for the increased

encouragement during the search for the right product and the last resort for making impulse decision for making purchases. Sherrell, Burns and Phillips (2015) identified this notion that the increased influence of the product and the searching process are the reasons for high involvement of the consumers to make purchase choices which ultimately lead towards the satisfaction, fun and enjoyment at the end of the products purchase.

According to Bratko, Butkovic and Bosnjak (2013) the consumers are more inclined towards making impulse purchases if the hedonic benefits are combined with the use of technology and consumer interaction with the product attributes and marketers in the market. The heightened consumer interaction might impact consumer compulsive buying behaviour. This has been explained by Jack and Powers (2013) that the consumer buying behaviour has been affected by the certain level of entertainment which has been one of the reasons that in times of shopping evaluations the hedonic values are being considered to be the most important factors making a significant position of consumer behaviour in terms of high level purchases and compulsive buying decision making. According to Kutucuoglu et al. (2013) the main impact of hedonic values on consumer buying behaviour would be the inclination of hedonistic consumers towards the new product and services as well as innovative and new fashion trends. This might imply that making purchases does not necessarily mean the precursor of value of shopping however some consumers have a tendency of roaming and browsing a market place for finding innovative fashion. Aday and Yener (2014) defined this notion that keeping up with new trends is considered to be an important factor for having a personal shopping motive. This emerged as a hedonic value of the consumers who have a desire to explore the market place and make impulsive purchase decisions.

Kim and Jang (2013) suggested that the idea of shopping is related with hedonic values because it gives motivation to the consumers to make purchase decisions. This aspect might demand for gathering information about the consumer behaviour. Many researchers such as

Lins et al. (2013) conducted the research on this aspect suggested that the need for gathering information on the market trends would be recreational and pleasurable for the consumers. This might imply that recreation and pleasure are the main concerns for the hedonistic consumers which effect consumer behaviour in the market. Hu and Jasper (2015) professed that the compulsive buying behaviour would be affected by the consumer engagement in the product or service which provides intrinsic consummation and pleasure as well hedonic satisfaction by consumption of product. This would be resulted in repurchase of the product by the consumer despite of the fact that the product would not be needed by the consumers.

According to Šeinauskienė, Maščinskienė and Jucaitytė (2015) the hedonic values of the consumers are primarily based on the experiential, extrinsic, and non-instrumental aspects of making purchases. These values derive from the subjective playfulness and personal fun of the consumers. The compulsive buying behaviour might be impacted by the certain level of emotional benefit and entertainment provided by the hedonic values of the consumers. Chen et al. (2015) stated that the hedonic elements have been considered to be the active role of the consumers in the exploration of the market place where the product presence can be resulted in compulsive buying behaviour. The major aspect of variety of the product which the consumers experience in the level of certainty provided by the hedonic values might be resulted in consumer purchase decisions. According to San-Martin and López-Catalán (2013) the variety of products gives the hedonic value to the consumers due to which the buyers enjoy the opportunity of exploring and searching for the products and actively play a part in compulsive purchases. As per this aspect, the consumers might feel the urge to seek the variety of products in the market which would ultimately impact compulsive buying behaviour.

2.6 Impact of Materialistic Values on Compulsive Buying Behaviour

According to Cleveland (2015) compulsive buying behaviour and materialism are the two underscore phenomena for researchers and marketers due to the fact that materialism is the underlying factor of compulsive buying behaviour which further influences the purchase intentions of consumers. Researchers have determined that materialism in consumers is the main cause of compulsive buying behaviour. However, according to one study conducted by Donnelly, Ksendzova and Howell (2013) materialistic attitude and compulsive buying behaviour put an aggrieved person into a position where the financial and social difficulties lie ahead. In this sense, materialism is a factor which distinguishes consumers from each other. It has been referred as a personality trait. Dittmar et al. (2014) explained that materialism is sometimes a source of satisfaction for consumer which is often inherent in cultures and is also a rudimentary part of human personality and nature. For this matter, materialism might be considered as a conceptualization of human behaviour which influences compulsive buying behaviour in consumers.

One of the empirical analysis conducted by Baker et al. (2013) suggested that people try to find pleasure by possessing materialistic things more than non-materialistic things for instance personal incidents, personal attainment and personal associations. The materialistic consumer values worldly possessions and material things more than social obligations, relations and commitments. The achievements and experiences of people would be less important than objects which are why many consumers engage in impulse buying for achieving the satisfaction of having worldly possessions. According to Müller, Mitchell and de Zwaan (2015) materialism is measured by the number of acquisitions the consumers have and what would be required in future which further incorporate the level of happiness and success. Studies have shown that well-being and materialism have an inverse relationship. Joung (2013) stated that materialism and compulsive buying behaviour are the determinants which have been

entrenched in a person during childhood which is the reason why materialism is considered to be the stronger anticipator for impulsive buying. The values which are associated with materialism can be determined by the significance of ownership an individual has with the possession of material object.

According to Gupta (2013) the tendencies related to compulsive buying behaviour incline people to buy objects in order to covenant with personality and individuality. There could be a high correlation with compulsive buying and materialism which has been the reason why materialistic consumers are prone to incorporate compulsive buying behaviour. As defined by Nye and Hillyard (2013) young generation is considered to be more vulnerable with regard to materialistic tendencies due to the increasing exposure to globalism. Studies have also shown that generation Y has shown compulsive buying behaviour due to their peers and adaptability towards such changing environment. Kyrios, McQueen and Moulding (2013) stated that age is one of the factors which purport materialistic behaviour in consumer which diminishes with time. This might imply that materialism has an impact on compulsive buying behaviour with respect to age, adaptability and the attitude of peers.

According to Schiffman et al. (2013) consumer culture has been evolving throughout the years as a strongest force which also have been affecting society and people. This culture has also created an inclination in consumers for striving for more which has further led towards the products and services which are highly regarded as materialistic and non-utilitarian objects. As defined by Richins (2013) money is a common language for the cultures today where people are comfort seeking and for that matter the consumers make impulsive decision for making purchases. It might be due to the fact that this aspect has been taken as emotional reality for worthwhile which creates involvement of money in an individual's live and impel their comparative behaviour between concerns like control, freedom, social power, quality and liberty. Otero-López and Pol (2013) explained that the idea of materialistic values have been

the ownership of wealth and material things which have a huge impact on compulsive buying behaviour. In simple words, materialism is the consumer's concerns for worldly and materialistic belongings.

A research conducted by Kim and Jang (2014) suggested that materialistic belongings are becoming a core part of individual's life which can be the source of either distress or gratification at the peak point of materialism. Materialistic values have been considered as the intentions of consumers to expand and gain consumer's perception for attaining large number of goods and services. This aspect has also been explored by Harnish and Bridges (2015) that consumer's personal interest and loyalty towards the particular product is a central principle of materialism which further has shown a divine interest for the basis of materialistic values. Further the study explained that materialistic values have been regarding as the core beliefs for which compulsive buying behaviour gets affected for the matter of achieving material belongings and values. As defined by Roberts, Manolis and Pullig (2014) materialistic values govern people for making preferences in the market in terms of behaviour on expenditure grounds. The underlying concept of this perspective has been associated with procurement and ownership of material stuff through which the consumers obtain an ambition for way of life and with respect to this notion the consumers make compulsive buying decisions in the market.

As defined by Tsang et al. (2014) the established and practiced scale to measure materialism in consumers can be through three main dimensions such as success, centrality, and happiness. The compulsive buying behaviour of the consumers has been the main reason for achieving happiness through centrality measures and by the ownership of material goods. Aboujaoude (2014) explained that the degree of importance have been the reason why consumers make compulsive buying decisions. This might imply that buying decisions have incorporated with consumer's perception about the importance of achieving a certain amount of goods. According to Maraz, Griffiths and Demetrovics (2016) materialism is the significant

attribute for the control of goods and their possessions for the purpose of high level satisfaction from the worldly means. For this matter, the consumers are often inclined towards making compulsive purchase decisions for the sake of materialistic values. The compulsive buying behaviour of the consumer has been impacted by the material values due to the fact that consumers usually have a desire to obtain material goods for the attainment of high level of satisfaction.

According to Grougiou and Moschis (2015) consumer materialism has a great impact on the wishes related to the material belongings which further affects the desire of accomplishing the consumption of goods and services. This might be considered as a material value of the consumers for which they make compulsive buying decisions. Jung Chang, Yan and Eckman (2014) gave a peculiarity between the association about the product and achievement of material products. He explained that materialistic consumers judge the achievement of property and wealth by focusing on prosperity and pleasure. This aspect reiterates that materialistic values purports compulsive buying behaviour which give a view of materialistic foundations. According to Muruganantham and Bhakat (2013), the one view about consumer materialism is that it is an association amongst consumers, cheerfulness, and tangible objects. However, the critics of materialism pose a great stress upon the comparison between the idealised images and social constructs. Telci (2013) stated that materialism also provokes frustration, individual discomfort, and sense of deprivation which would also increase the struggle for having right amount of material ownership. Nevertheless, the materialistic values in various societies influence compulsive buying behaviour.

According to the meta-analysis conducted by Nepomuceno and Laroche (2015) the materialistic values of consumers incline them to obtain more goods and extend the use of such goods in accordance with the desires. Some marketers use this aspect to motivate consumers to make buying decisions. Alemis and Yap (2013) explained that idealising images is one of

the materialistic values of the consumer which plays a crucial role in social comparisons of consumers. The high level consumer association would be the result of idealising the images which further increase the desire to make compulsive spending on the desired products. Moreover, promoting a media icon with the product increase the material value of goods as well which upsurge the culture of material consumption in the society. According to Khare (2014) individuals learn from the behaviours of others whose demonstration and offerings are being stimulated and idealised by highly fascinating life. The society's materialistic values might be the manifestation of idealised consumers and icons which offers unrealistic possessions which might lead towards more expenses and accumulation of wealth. According to Maraz et al. (2015) compulsive buying behaviour of the consumers alters due to exposure of icons and their behaviour in the society. The materialistic attitude of the consumers has been the reason why consumers make impulse purchases for achieving satisfaction by comparing themselves with other people in the society.

According to Horváth, van Herk and Adigüzel (2013) people often have distinguished materialistic values which make them vulnerable towards the normative influence. In this way the purchasing patterns of the consumers get affected by the willingness and assumptions that other people would also make purchases of the same product they have desired. Usually, the increase in the achievement of wealth might lead towards the negative outcomes. For instance, Achtziger et al. (2015) explained that social relationships which are on the basis of material belongings might lead to higher debts. In this sense, the consumers might make compulsive buying decisions on the expense of their own well-being. Perhaps, materialistic values as referred to the idealisation of personal being may lead to resentment in personal life of the individual which lead to excessive purchases and imprudent consumption as known as compulsive buying behaviour. Nevertheless, Srikant (2013) gave a different view of materialistic consumers that they might not experience discomfort after achieving the wealth

possession. In this way the consumers usually have high desired to consume and achieving happiness by having property and wealth.

An argument given by Badgaiyan and Verma (2015) stated that the consumers in the contemporary world have experienced to acquire prolonged belonging with the material things. Hence, with respect to this notion, all the materialistic consumers possess similar features. The one view was given by Otero-López and Villardefrancos (2015) consumers who acquire more satisfaction from the material possession and belongings have shown a more compulsive buying behaviour in the market. Similarly, the consumers with materialistic values might position themselves in terms of wealth in the society for achieving a core value of their own struggles for availing the product which provides pleasure and satisfaction. As defined by Maraz, van den Brink and Demetrovics (2015) the evaluation of consumer compulsive buying behaviour could be done by determination they have for achieving wealth and material possessions. These material values emerge as the forerunner for the consumers for which they make impulse buying decisions. Similarly, the materialistic consumers have a tendency to consumer more material items despite of the high price of the products and services. Hubert et al. (2014) explained this notion that consumers sometimes think that the purchase of costly products leads towards the acquisition of honour in the society. This materialistic value has been one of the reasons why socially apparent products are considered to be social symbols for status in the society because people would have more ostensible products in the society.

According to one study conducted by Otero-López and Pol (2013) the materialistic values regarding the consumption of the products have inclined the consumers to have steady approach to the search for right products in the society. In addition to this, the significant variety of products would ascent the modern consumers to make an aim of trying new products. This attitude leads towards the compulsive buying decisions in the market. The more emphases were given by Horváth and Birgelen (2015) that consumers with materialistic values have

magnificent familiarity with the product attributes for which the social status is being exhibited for seeking personal satisfaction. This might also imply that the frequent comparison between the required prosperity and real need for the product lead towards the consumer compulsive behaviour in the market. In general, it infers the materialistic consumers to have more desire to achieve ownership of products. As defined by Harvanko et al. (2013) the patterns of spending money is encapsulated in every society which are often in accordance with the standards. The compulsive buying behaviour of the consumer has asserted the core value of materialism if the spending patterns of the society are high. In this sense, consumer's socialization has its inclination to the social standing and self-awareness for which they might acquire more material possessions and therefore would make impulse buying decisions.

According to Thompson and Prendergast (2015) the urge of the consumers to extend affinity in behaviours and attitudes has been the self-defining matters by the acquisition of wealth and material possessions. As the result of this the materialistic values have been the associated with the standard of living and leisure for which the consumers promote the availability and purchase of goods for achieving symbolised social status. Studies have shown that high level consumption culture influence social influence of the consumers in terms of materialistic beliefs. Bearden, Netemeyer and Mobley (2013) explained that the total expenditure of the consumption is being impacted by the materialistic values. The implications for this notion suggests that normative standards of people through which the compulsive purchase decisions are being made would be the high level influence of materialistic values in the society. However, Büttner et al. (2014) argued that even the material good are for the achievement of happiness; the people with low living income and low standard of living are highly materialistic. In term of consumers, the high materialistic consumers are being highly driven to acquire material possessions for the purpose of symbolising and communicating status and success respectively.

As defined by Mittal (2015) the consumers are inclined towards the fulfilment of the unfulfilled wishes and for that matter opt for making impulse purchases. The consumers make compulsive decisions for overcoming lack of social security and safety. Many researchers have explored a large variety of consumer buying behaviour. Flynn, Goldsmith and Kim (2013) shown that the patterns in consumer compulsive buying behaviour has been the result of consumer's passion for achieving an authority over a particular product. They further explained that compulsive buying behaviour has been significantly impacted by the materialistic values because as acquisitive approach has been deeply rooted in materialistic value orientation, the compulsive consumers tend to indulge in making impulsive purchases.

2.7 Theoretical framework

2.7.1 Symbolic self-completion theory

According to Wicklund and Gollwitzer (2013) the symbolic self-completion theory is referred to seeking or having achievement symbols related to social importance of self-identity of a person. Wicklund and Gollwitzer's theory of symbolic self-completion posited that goal oriented attitude of the individual is considered to be the major stance for which the individual keeps determinant until the goal or objective is being achieved. The theory suggested that there would always be an aspect of tension during the process of goal orientation. For instance, if during the process the goals are interrupted the tension would increase which would further be resulted in the lack of motivation in the task or approaching towards the substitute task which would also give a feeling of accomplishment. As defined by Cisek et al. (2014) the theory also professed that self-defining goals are the one to which the individuals have a commitment with. For this matter, if the individual has self-applying symbols for defining goals, the additional symbols would not require to be approached. The symbolic self-completion theory provides an in-depth understanding of goal striving phenomenon which can be used to explain desire to

impulsive shopping. The people or consumers who feel the urge to make purchases might have an inadequacy in their own domain would most likely to be unwilling to acknowledge mistakes and would like to show-off a degree of awards and achievements. This implies that people might not like being judged on the basis of their competencies but on the basis of their possessions. In other words, an individual's outward presentation of the attributes and qualification would be an element for explaining competencies for their judgements which might be contrary to the pertaining truth.

2.7.2 Social learning theory

According to Rosenthal and Zimmerman (2014) social learning theory was given by Albert Bandura who showed an agreement with the two main theories such as operant conditioning and classical conditioning regarding as the mediating processes which often occur between responses and stimuli. The theory suggests that the behaviour of an individual is being affected by the observational process of learning. Social learning theory is about the learning process in which one individual learns from another by modelling, observation and imitation. The theory has sometimes been considered a bridge between cognitive and behaviourist theorists due to the fact that it encapsulates the memory, motivation and attention. People have a tendency to learn from the actions and experiences of others as well the outcome of their actions. Social learning theory refers to the human behaviour in which the continuous and reciprocal interaction is prominent in terms of behavioural, environmental and cognitive influences. According to Moulaert (2013) there are number of factors of social learning theory which are attention, retention, motivation and reproduction. The attention span of a human being is sometimes affected by the amount of attention paid which can be enhanced or adversely affected by complexity, prevalence, affective valence and functional value. The factor of retention is referred to the amount of information a person remembers due to paying

attention. It includes mental images, symbolic coding, symbolic rehearsal and cognitive organisation. As defined by Hoppitt and Laland (2013) the aspect of reproduction incorporates the physical capabilities of a person through which the self-observation could be obtained. Lastly, the factor of motivation which gives the reason for learning and imitating includes the traditional behaviour and perceived incentives for learning a phenomenon. In simple words, the social learning theory is related to the psychological factors which assume that learning is mainly the response of the surroundings through which the environmental stimuli is achieved which is also referred to integrative approach used by many theorists for the process of learning.

2.7.3 Social cognitive theory

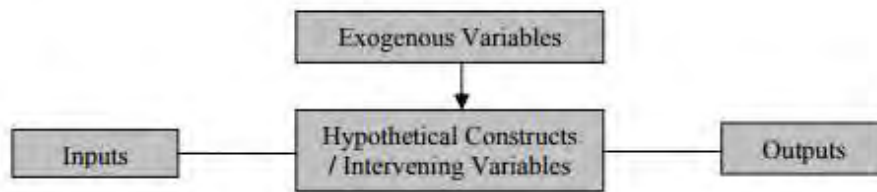
According to Young et al. (2014) social cognitive theory is referred to a theoretical construct in which the observations play a crucial role in learning process. It is based on number of assumptions. The first assumption states that knowledge is achieved by observing a model. The model can be a person who has an ability to demonstrate behaviour in a sense that it would influence others. On the other hand, the model can be a product or any other thing through the knowledge is achieved by learning or consuming. The second assumption of social cognitive theory suggested that learning is considered to be an internal process which might or might not lead towards a change in behaviour. As defined by Caprara et al. (2013) the learning process may not be immediate which is why the learning point can occur in sudden situations or never at all. The goal directed attitude of an individual could be resulted in the change in behaviour. In this sense, the theorists proposed that people aim to achieve something and alter their behaviours accordingly. This might lead towards the accomplishment of goals and making plans for the matter of success. Under the social cognitive theory the behaviour is often self-regulated. Unlike the behaviourists, the social cognitivists imply that people have a tendency to regulate their learning experiences. As defined by Suls and Wheeler (2013) the aspects of

punishments and reinforcements have an influence on learning behaviour. People often have number of expectations from the future responses which in turn either resulted in punishment or reinforcement. In simple words, social cognitive theory posits that knowledge is being achieved by the dynamic context of reciprocal interaction of human being with the behaviour of the others and environment. According to Friedman and Schustack (2016) one of the unique features of social cognitive theory has been the internal and external reinforcement for which the individuals maintain and acquire the behaviour under the environmental constructs. The theory has also reiterated that the past experiences of the individuals determine the factors to which the behavioural actions are being taken into account. These experiences are resulted in expectations and expectancies which shape the specific behaviour and the reasons for a person to be engaged in certain kind of behavioural activity.

2.7.4. The Theory of Buyer Behaviour

In the year 1963, Howard developed the model for the consumer-decision model which was further developed in the year 1969 by Howard and Sheth for making it as “The theory of Buyer’s Behaviour”. The theory provides the sophisticated integration for the marketing, social and psychological influences based on the consumer choices for the coherent sequences regarding the information processing (Sheth, 2011). In addition, the fundamental architecture for the model is outlined in the figure below, where the first publication did not reveal the exogenous variables, which was however visible in the subsequent publications by the researchers. The authors were focused and determined towards proposing a comprehensive model which will be used for the analysis with perspective of wide range of purchasing situations, where the terms ‘buyer’ was preferred as appropriate over ‘consumer’ for the purpose of including commercial purchases.

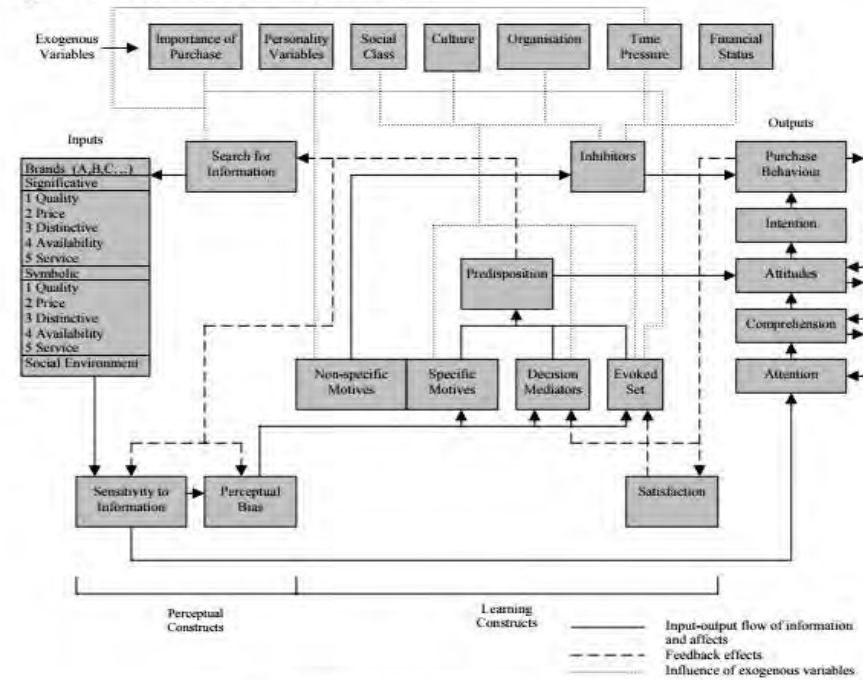
Figure 1.3: Major components of the Theory of Buyer Behavior



Source: Adapted from (Loudon AND Della Bitta 1993)

The figure highlights input variables which are regarded as the environmental stimuli to which the consumers are subjected for and communicated with the number of sources. Moreover, the significant stimuli are also regarded as the actual elements for the brands and products which are confronted by the buyers, while the symbolic stimuli are referred to as the representations of the brands and products which are constructed through the marketers by means of advertising and acting on the consumers in an indirect manner. The model presented below explains the intervening variables which are classified into learning and perceptual constructs.

Figure 1.4: The Theory of Buyer Behavior



Source: (Howard ANDSheth 1969, Loudon ANDDella Bitta 1993)

2.7.5. Theory of Reasoned Action

The theory of reasoned action has been previously created by Icek Ajzen and Martin Fishbein in the year 1960s. However, the central focus of the theory is centred on the significance of the existing attitudes presented in the decision-making process. Moreover, the core essence of the theory is posited at the actions of the consumers which are also based on the behaviour for the intention in order to create and receive the particular outcomes within the buying process (Fishbein, and Ajzen, 2011). In the analysis, it was focused that the consumers are regarded as the rational actors in the theory who prefers to act within the best interest. Moreover, the theory highlights that it is critical for the decision-making process as the consumers takes a particular action from which a desired result is expected. In addition, the consumer also decides to take action within the time completed, and the consumers also retain their ability for changing their mind and deciding on different action for the purchases of the product. In addition to the above statement, the marketers from the perspective of this theory can learn different lessons (LaCaille, 2013). Furthermore, the marketers should also understand

about time required for the making the purchases by the consumers because it eventually accounts for the compulsive buying behaviour of the consumers through hedonic and materialistic values.

2.7.6. Consumer Culture Theory

The Consumer Culture Theory conceptualises that the culture explains the fabric experience of the consumers along with their actions and meaning towards the purchases. Owing for the internal and fragmented complexity the culture of the consumers does not determine the course of action treated as the casual force (Belk, Price, and Peñaloza, 2013). Furthermore, the culture of the consumers and the ideology of the marketplaces mainly frame the conceivable thoughts, feelings and actions horizons by formulating certain patterns of the behaviours and also making the interpretations which are similar to others (Askegaard, and Linnet, 2011). However, the distributed meaning of the culture mainly emphasises on the dynamics for the fluidity, and fragmentation for the consumption traditions and perspectives of life. It is evident that the culture of the consumers apparently influences their buying behaviours which are associated with the hedonic and materialistic values.

2.7.7. Rationale for Selecting Frameworks

The reason for selecting the frameworks discussed above is that it completely describes the concept of compulsive buying behaviour within the context of materialistic and hedonic values for the customers. It has been cited by a large number of authors in their studies which signifies the reliability of the research towards the main area of the study. In addition, the research studies in the area of behavioural and social sciences are focused towards the compulsive buying behaviour only. In case of symbolic self-completion theory, it mainly described how a person feels after purchasing a product which is also referred to seeking or

having achievement symbols within the context of social importance of self-identity of a person.

The selection of the theories served the researcher as the guide to the study and for an in-depth understanding of the main context of the research. The selection of the theories also assisted the researcher in understanding different concept associated with the compulsive buying behaviour with its association to the hedonic and materialistic values. In addition to the above statement, the framework selected helped in examining the social beliefs associated with the compulsive buying behaviour which are mainly influenced by the ethics, values and assumptions.

2.7.8. Limitations for Research Framework

There were certain limitations followed in the research frameworks.

- There was some difficulty faced by the researcher in making relevance to the main topic of the study which is intended towards understanding the compulsive buying behaviour associated with the hedonic and materialistic values.
- The social cognitive theory was initially postulated by Edwin B. Holt in the year 1931 which analysed the animal action based on satisfying the psychological needs of desire, emotion, and feeling (SCHWARZER and Luszczynska, 2005). However, it has been now studied from the human perspective as it was expanded by Canadian psychologist in the year 1961. Therefore, it created difficulty for the researcher to assess certain aspects of the theory from human perspective and with the compulsive buying behaviour.
- Another limitation faced during the incorporation of the social learning theory is that this theory was defined by Bandura who usually focus on same areas of the study (Bandura, 1989). It does not explain the behavioural differences from

the human perspective and does not take into account mental and physical changes.

2.7.9. Gaps in the Literature

There has been certain gaps identified in the literature review which are listed as,

- There have been different opinions of the people about compulsive buying behaviour which created difficulty in understanding the main concept. However, the gap was filled with the review of different definitions on the compulsive buying behaviour, hedonic and materialistic values in order to gain the insight on the main concepts.
- The second research gap identified that the previous research has been focused on the traditional modes of the compulsive buying behaviour which are based on the premises of the utilitarian values of the consumers.
- The third major gap identified was that it was difficult get insights on the main concepts of the study because they were based on the quantitative nature which is the reason the gap has been filled by taking into consideration the qualitative factor within this study. The gaps, however, contributed towards the formulation of the conceptual framework of the study.

2.8. Summary

This chapter was designed for carrying out literature review in order to understand the basic concepts, factors, and previous theories associated with the concept of compulsive buying behaviour with the hedonic and materialistic values. This chapter was attempted in the light of concepts and theories discussed by the authors and practitioners in the field of compulsive buying behaviour as related with the hedonic and materialistic values. The chapter incorporated

different factors associated with the compulsive buying behaviour of the shoppers and the theories related to it. It was apparent from the literature review that there were a number of researches carried out in the field of compulsive buying behaviour, however, from the perspective of Pakistan, it was limited as few of the researchers has taken into consideration the element of Pakistani shoppers which possess hedonic and materialistic values.

Previously, the literatures which were assessed in this field were related to the relationships of compulsive buying with different behaviours including personality traits, family structures, values and other dysfunctions and also various factors of psychology were also taken into account (Büttner et al., 2014). However, from the literature review identified in this study, it was highlighted that people with high level of compulsive buying behaviour are expected to have higher materialistic values. Moreover, when the researcher discussed the hedonic values with respect to compulsive buying behaviour, it was highlighted that it is positively related to the impulsive buying tendencies. Related literature also identified that people having higher materialistic values have greater tendency to have an impulsive or compulsive buying behaviour.

The literature of the study also confirmed from the literature review findings that compulsive buying behaviour of the shoppers can be identified in different countries. From different literature review studies, it was also identified that there were significant and positive relationship identified between compulsive buying behaviour and materialistic values among Turkish college students (Attig, 2015). In addition to the above statement, the previous literature reflected that people do not value the possession of the materials to stay happy in their life. However, a crucial dimension of the materialistic values is based on the fact that luxury materials are considered as the happy sign for the shoppers, where success is not considered as the important indicator of the materialistic values. It implies that a person can acquire luxury things which can make them happy and would lead to personal satisfaction.

From the literature review it was also apparent that there are certain factors which are associated with the compulsive buying behaviour of the shoppers that mainly includes social, cultural, social environment and values (Jalees and Raza, 2017). The discussion on the factors associated with the compulsive buying behaviour explained that the social factors have reshaped the online trends of purchasing the products and services. Since the online buying trends has been changing continuously within the current business situation as most of the companies has digitally transformed its business operations and has particularly shifted from the traditional modes of purchasing products. However, in this advanced and developed countries, the technological systems can influence the compulsive buying behaviour of the customers within a given situation.

As far as the cultural factors are concerned, it was identified in the literature that culture has a significant influence on the customers as the people can buying behaviour is influenced by the art, rules, regulation and faith which are the part of the society. Moreover, the society also had certain beliefs, artefacts and traditions because of which the customers and shoppers within the present business situation get influenced (Eisenberg, 2014). It was also reflected in the literature that culture can influence the compulsive buying behaviour of the customers share set of values, norms, standards and beliefs that have been formed on the individuals and group behaviour.

The literature carried out for this study also incorporated the understanding of the hedonic and materialistic values within the context of the compulsive buying behaviour of the individuals. It was apparent from the literature that hedonic values are the values which mainly drive internal satisfaction for the customers and which are consumed for luxury purposes. In addition to the above statement, it enables the consumers enjoy the feeling of pleasure, fun and enjoyment through the purchase and consumption of product. On the other hand, the materialistic values are concerned with the materialistic values wealth, possession, image and

status of individual or the materialistic values which gives a sense of pride and honour in a society from the societal perspective.

The two consumer values were also discussed in the context of Pakistan as how it affects the compulsive buying behaviour of the customers or the Pakistan shoppers. It was apparent in the literature that the hedonic and materialistic values of the consumers can be triggered by the increase in the material value which can upsurge the consumption of luxury products and services to the customers to (Chang and Cheng, 2015). From the compulsive buying behaviour, the consumers are subjected towards different set of values which are mainly directed towards the hedonic and materialistic values which are being stimulated and idealised by the high fascination of the life.

The literature review also highlighted that the attitude of the consumers is the reason that they make impulse purchases for attaining the satisfaction by means of comparing themselves by other people in the society. In addition to the literature review, it also incorporated theoretical framework which discussed the theories of social learning theory, social cognitive theory and symbolic self-completion theory which are mainly associated with the compulsive buying behaviour of the customers. The theoretical framework helped in facilitating the readers with the clear understanding as to how the theories are linked to the theoretical framework of the study. In addition to the above statement, the rationale behind selecting the following frameworks was also discussed as how they were related to the compulsive buying behaviour and hedonic and materialistic values.

The following chapter will help the future researchers who wish to carry out research in the same field with the clear understanding of the basic concepts and frameworks associated with the compulsive buying behaviour and its relation with the materialistic and hedonic values. It will help the marketers of the organisations to check the compulsive buying behaviour of the customers are design the strategies for the customer attractiveness accordingly.

CHAPTER 3: CONCEPTUAL FRAMEWORK

3.1 Introduction

When conducting a research, an important part of research is the development of conceptual framework for the study. The conceptual framework of the study is a tool used to develop an understanding for the study. It is used to organise a thought process and application of ideas into the context of study. In other words, conceptual framework outlines the course of actions that can possibly be done in a research or the presentation of a preferred approach regarding an idea, a theory, or a thought to be applied in the study for the purpose of attainment of study's aim. In most of the researches, the conceptual framework consists of independent and dependent variables in addition to underlying factors that helps to determine the independent and dependent variables for the purpose of validation to a grounded theory or form the basis of a new theory which is entirely dependent upon the nature of research and design selected for research.

According to study conducted by Kitchel and Ball (2014), conceptual framework in the context of research can be defined as presentation of a theory used in study where a solid rationale is present for the support purpose and the theory is in line with the framework for the study. Another understanding paradigm for the conceptual framework has been presented in study conducted by Jabareen (2009), stating that conceptual framework works as an analytical tool for offering a theorization procedure for building the framework for the study based on relevant and grounded theory present in study. There are also certain advantages that have been discussed by author in this study which shows that conceptual framework is flexible as it can be adjusted in different contexts of study; it has the capacity to be modified according to the study and as per the requirement of research. Moreover, the most important advantage of a

conceptual framework is the emphasis it puts on understanding a research phenomenon rather than predicting the phenomenon.

The term conceptual framework and theoretical framework are interchangeably used in different researches according to the researchers where some scholars term this model as theoretical framework while others use conceptual framework to describe this model (Casanave and Li, 2015). The author further described the very concept regarding the conceptual framework which also indicates that there is no universal definition that describes the model and different scholars interpret different definitions according to their understandings. The conceptual framework entails the abstract idea about a research paper and revolves around the study in its relation to theory and description of relative factors that play an important role in study and thus, tends to describe the whole scenario of research in a pictorial form and the idea regarding theory and model for research. Another insight into the domain of conceptual framework has been provided by Grant and Osanloo (2014), stating that conceptual framework is without a doubt one of the most important aspects of research study while most of people involved in research processes misunderstand and underestimate the importance of this framework. Analysing a comprehensive view of conceptual framework by the author, it is defined as

“The importance of theory-driven thinking and acting is emphasized in relation to the selection of a topic, the development of research questions, the conceptualization of the literature review, the design approach, and the analysis plan for the dissertation study.”

This shows that conceptual framework provides a quick overview of research study involving the theoretical underpinning for study, the selection of topic relative to theory, the research question a study tends to answer, the conceptualisation of entire literature within the

context of topic selected, the design approach for research and the analysis plan that author intends to use for the purpose of reaching a meaningful conclusion for the study are all covered under the conceptual framework.

Moving on towards the conceptual framework for this study, the study has used two independent to measure its impact on one independent variable. However, as the definition describes, there are certain factors that help in development of conceptual framework and similarly in this study, the author has sub divided the independent variables into further variables where the first independent variable of hedonic values has been divided three sub factors named as cultural values, enjoyment and satisfaction. On the other hand, the other independent variable of materialistic values have been sub divided into four sub factors that are wealth, possession, image and status and then, the dependent variable of compulsive buying behaviour has been discussed in the conceptual framework. The mean of all the sub factors are aligned together to form the main independent variable from the data collected for both the variables and then, the impact of main independent variables on the dependent variable is investigated through empirical testing through suitable statistical tool and analysis.

With the consideration of above discussion, the study discusses each factor individually in detail and then moves on towards the main factors or independent variables in the study. Moreover, moving forward in this direction, the conceptual framework also provides a handful of insight regarding the dependent variable of study. This further leads to discussion conceptual framework in an entirety. The conceptual framework designed for this study is as,

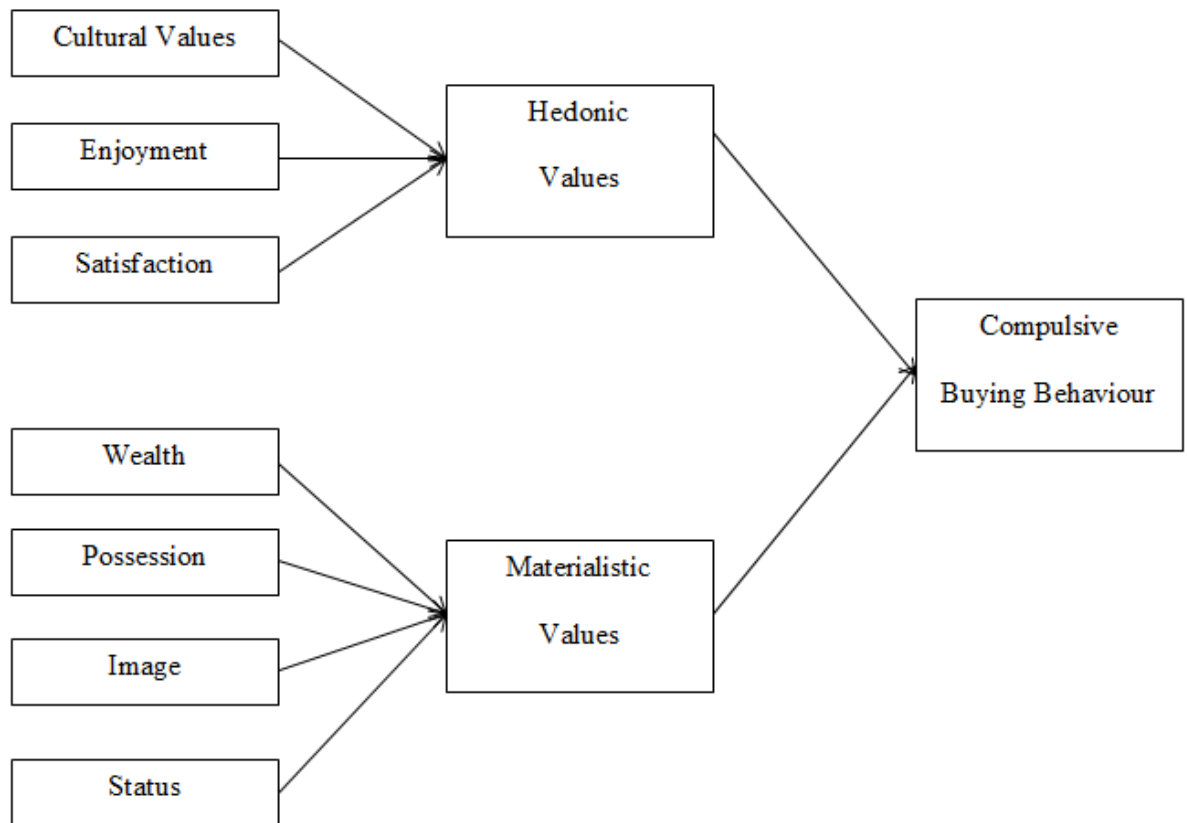


Figure 3.1: Conceptual Framework

Source: Eren, Eroglu and Hacıoglu (2012); Richin (2004)

The discussion presented below highlights the main concepts which have been derived from the conceptual framework of the study.

3.2. The Extension of Eren's Model

The proposed model has been an extension of Eren's model due to the number of factors included in the conceptual framework. Eren, Eroğlu and Hacıoglu (2012) have presented the conceptual model in their research which has been linked with compulsive buying propensities through materialistic and hedonic values among college students in Turkey. The conceptual model of this study has included a number of elements from Eren's model; for instance, pleasure as one of the hedonic values which are also supported by the study of Muruganantham and Bhakat (2013). People are often pleasure-oriented that is prospective to influence the impulsive buying behaviour and due to pleasure and enjoyment seeking, they participate in

buying events even if the product is not desirable. Other factors from Eren's model such as enjoyment, self-indulgence and entertainment have also been included in the conceptual framework. However, the current study has extended Eren's model by adding other variables. The conceptual model of this study has integrated cultural value as one of the key factors of hedonic values that influence compulsive buying behaviour. Nonetheless, the Eren's model has not encompassed the cultural values as the factor of hedonic values which leads towards the further extension of the model by this research. Conferring to the literature, cultural influences are further obvious in the consumer likings where individuals reflect engaging in hedonic consumption and purchasing of products and services only what has been acceptable by their culture (Alba and Williams, 2013). Due to the inclusiveness of literature existing on how cultural value can be considered as one of the hedonic values influencing compulsive buying behaviour, it has been included in the conceptual model as well in order to find the impact of the cultural values on compulsive buying.

In addition to this, the Eren's model has encompassed the success-orientation which indicates that individual undertakes compulsive buying if it delivers them any achievement. Though, the conceptual model of this research has not included the success-orientation somewhat encompassed material possessions as the factor of materialistic values. Solomon, Russell-Bennett and Previte (2012) also held by affirming that having material possessions give a sense of being appropriate and enlightenment to people and predispose them to occupy excessive amount for obtaining material things and treasured assets. Material possessions have been included as a factor because of its impact on compulsive buying behaviour largely explained in numerous researches (Chan, To and Chu, 2015; Caprariello and Reis, 2013). Hence, material possession has been included in the conceptual framework however this variable has not been used in Eren's model for classifying its influence on compulsive buying behaviour. Therefore, with the use of these additional factors in the model, the current research

has extended Eren's model and provided a new model to be tested to further confirm the hypothesis and aim of the study.

3.3 Conceptual Framework

In the context of this research where author tends to identify the impact of compulsive buying behaviour through hedonic values and materialistic values among Pakistani shoppers, it has been opined in the research conducted by Eren, Eroglu and Hacıoglu (2012), stated that in today's contemporary business world where compulsive buying behaviour has become an emergent trends among consumers and is on the verge of continuous rise, the effect of hedonism and materialism on compulsive buying behaviour of customers is significant and direct showing that due to either internal pleasure, satisfaction, excitement and materialistic values such as status, image, wealth or possession tends to impact the compulsive buying behaviour of shoppers directly. Apart from this, hedonic consumption is not only an emerging trend but is recently considered to be the disorder which leads to excessive buying and thus, terming the compulsive buying behaviour as compulsive buying disorder. Nonetheless, this study is focused on evaluating the impact of hedonic and materialistic values on compulsive buying behaviour among Pakistani shoppers.

Considering the fact above, this section of study is particularly aimed at presentation of factors associated to hedonic values and materialistic values that affect the compulsive buying behaviour of customers and thus, this section highlights these factors and at the end of discussion, the conceptual framework's model related to this study is presented and explained.

Before designing the conceptual framework of the present study, the researcher reviewed several articles which were focused towards hedonic and materialistic values in the context of compulsive buying behaviour of the consumers. Upon the search, the researcher reviewed the study of Eren, Eroglu and Hacıoglu (2012), which highlighted that the compulsive buying behaviour is a thought which is an uncontrollable tendency for buying products which

is beyond the needs of individuals and financial limits. Moreover, the research study investigated the compulsive buying tendencies from the hedonic and materialistic among the college students in Turkey which are quite similar to the present research. The authors of the study carried out data collection from a total of 861 students who are enrolled in different universities of Turkey. Additionally, the hypotheses of the study were tested using structural equation modelling along with the significant effects of hedonism and materialism focused towards the compulsive buying behaviour. The authors of the study designed following model for the conceptual framework to present the association between hedonic and materialistic values with the compulsive buying behaviour among the college students of Turkey.

The model highlights the link between hedonic and materialistic values which are directly related to the compulsive buying behaviour of the students. In addition, the model has selected four variables for each independent variable which are in association with the dependent variable. The dimensions selected for hedonic values are enjoyed, pleasure, self-indulgent and sense of adventure. On the other hand, the dimensions selected for materialistic values are enjoyment, possession, success-orientation, and distinctiveness which are adopted from the study of Richin (2004) four dimensions. According to the model, it can be stated that individuals buy compulsively because of hedonic and materialistic values which help them in purchasing the products in excessive quantities for the satisfaction of needs. However, the individuals cannot afford that product which results in unpleasant life experiences and negative feelings. Moreover, if the consumer is more prone towards the hedonic values then the consumer is expected to enjoy or seek pleasure with that product or it can give a sense of self-indulgence and adventure to the consumers. On the other side, if the consumer is prone towards the materialistic values then the consumer is expected to enjoy and possess the product with a feeling of distinctiveness and success-orientation. The consumer might feel a sense of achievement if he/she purchased a product which was not affordable to him/her. This model

can be regarded as the clear strategy for explaining the link between hedonic and materialistic values with the compulsive buying behaviour. However, it can also be reviewed from other direction which the researcher has presented in the conceptual framework of this study.

The model is good for this research because it has identified some factors that contribute to the hedonic and materialistic values for the study and make up the compulsive buying behaviour for the respondents. Different scales are used to measure the three variables that are hedonic values, materialistic values and compulsive buying behaviour. The measured selected for materialistic values are success orientation, enjoyment, possession and distinctiveness. On the other hand, the dimensions of hedonic values are opined to be enjoy, sense of adventure, pleasure and self-indulgent. The model is claimed to be good because in research conducted by Eren, Eroglu and Hacıoglu (2012), where the model fitness was determined through confirmatory factor analysis (CFA) and results obtained showed a moderately fit model, thus it can be stated that following model has been best fitted for the study. However, this model can be amended as per this study because the factors undertaken in this study are somewhat variable from what was determined by above mentioned study. Two variables from hedonic values match this study where enjoy and pleasure has been selected while satisfaction and cultural values are not selected. Similarly from the materialistic values, possession and success orientation are selected in this study through status orientation while image and wealth have been added by this study. The model of Eren, Eroglu and Hacıoglu (2012) has been considered as basis of study and the model has been amended to be used by this study.

3.2.1 Hedonic Values

The hedonic values concept is purely related to the emotional side of shopping experience and also is related to the enjoyment and excitement of shopping experience that is related to more of an intangible factor that is related to buying behaviour of customers from the view of hedonic consumption (Irani and Hanzae, 2011). It shows that hedonic values are

mostly related to the emotional aspect of human being through their shopping which they experience and thus, develop a compulsive or impulsive buying behaviour. According to Chui et al. (2014), hedonic values can be perceived as the values that are received from fantastic, the senses and emotional aspects of humans associated with shopping experience of customers. Furthermore, the author has described furthermore six dimensions of hedonic values that affect the shopping experience of consumers that are adventure, social, gratification, role, value and idea. All of these concepts are related to hedonic consumption originally developed by Arnold and Reynolds (2003) for hedonic motivation that motivates shoppers to adopt a buying behaviour that incorporates the factors of hedonic motivation.

In terms of fast food industry, the study conducted by Nejati and Moghaddam (2013), stating that hedonic values have a significant relationship with satisfaction and thus, significant positively influences the behaviour intentions of customers in the fast food industry of Iran. Hence, satisfaction is selected as a determinant of hedonic values because hedonic values are based upon internal satisfaction of respondent that is related to emotional aspect of humans and thus, contributes to hedonic values that in turn influences the buying behaviour of customers and might convert into compulsive buying behaviour. However, an opposed view is presented in the study where it shows that utilitarian values are more powerful influencers of satisfaction that affects the buying behaviour of consumers in fast food industry. Another study investigated the hedonic value in association with shopping experience of customers was conducted by Ottar Olsen and Skallerud (2011). The study showed that in terms of retail shopping experience, one attribute stands out of other characteristics which are personal interaction that is negatively associated with utilitarian values and positively associated with hedonic values. On the other hand, other attributes such as physical aspects in a store might depict inverse results to what personal interaction depicted. The hedonic values were also investigated in the context of restaurants with related to fun experience in the restaurant industry that involves the theme of

something quirky or perceived as extraordinary characteristic at a restaurant by Josiam and Henry (2014). The results from study showed that at the restaurant which is characterised by something unique and differentiated offerings, the hedonic values come into play more than utilitarian value because people are likely to enjoy, experience fun, and get excited from such ambience in the restaurant which they have never experienced before.

In the coming section, the factors related to the hedonic values for this study are discussed that are cultural values, enjoyment, and satisfaction.

3.2.1.1 Cultural Values

Cultural values are an important aspect of a shopper and might differ from country to country depending upon the culture that prevails in a particular society. According to Irani and Hanzaee (2011), in the apparel shopping experience of individuals the cultural values play an important role because in Iranian industry where eastern dressing is preferred, the cultural values does not allow Iranian consumers to adopt western dressing although the hedonic values involved in this encourages the consumers to adopt western type of dressing yet, the cultural values does not allow them. The hedonic values in association with culture play a significant role in decision making of people living specially in collectivist society because the purchase and consumption decision are based on the taste, that is developed through growing up in a collectivist society and thus, in the luxury goods, culture plays a significant role in terms of hedonic values. According to Farah and Fawaz (2016), in the Arab countries, culture plays a significant role in hedonic values regarding shopping experience of customers and thus, the customer decision is not affected by hedonism because due to culture, people tend to refrain from adopting such values. Culture does play a significant influence in consumption of luxury goods because culture in Western and Confucian society is different from each other and the decision to purchase and consume luxury goods is characterised by this fact. This was fortified

through study conducted by Adams (2011), stating that hedonic values might differ according to culture because a prestige good in Western society such as United States can be considered as hedonic product while in the Confucian society such as China, the same luxury good would be considered as utilitarian good. This shows that culture does have a significant influence on purchase and consumption decision of individual regarding hedonic values.

According to study conducted by Schwartz (2011), cultural also influences the preference of individuals regarding the hedonic purchase and consumption which gratify and provide a feeling of satisfaction and pleasure to the individual. However, depending upon the cultural values depicted by individuals, they are likely to indicate different behaviours regarding the society in which they live. The author has provided an example that in Western societies, people might attend church to express and promote values of their religion beliefs rather than adopting hedonic values that are opposed to their culture but intrinsically provide them satisfaction. The study conducted by Fung et al. (2011), compared the hedonic values among European Americans and Chinese Americans. The results indicated that age and relationship orientation was towards traditional values for European Americans. However, contrary to it, Chinese Americans were more into hedonic values and fulfilment that is dependent upon their cultural background. This shows that culture significantly influences the hedonic values in relation to purchase and consumption decision of individuals.

3.2.1.2 Enjoyment/Pleasure Seeking

Another important factor that helps in developing a hedonic consumption and purchase behaviour is the most fundamental characteristic of hedonic values that is pleasure seeking and enjoyment. According to Oliver and Raney (2011), entertainment selection with respect to hedonic consumption is to not only seek pleasure but also for truth seeking purpose due to which, consumers adopt a behaviour that is in alignment to hedonic consumption. This is in

relation to the media purchase and usage of entertainment due to which people tend to adopt a hedonic behaviour related to hedonic values for which satisfying the internal needs of consumers such as pleasure, fun and enjoyment is a key factor that motivates towards hedonic consumption of individuals. A notable fact related to social science paradox is the happiness and pleasure that consumers seek from purchase and consumption of a product where it has gained importance for scholars that are studying the hedonic aspect of product purchase and consumption (Alba and Williams, 2012). This shows that enjoyment and pleasure seeking is another major part of hedonic values because people tend to develop hedonic values for the purpose of enjoyment and thus, compulsive buying behaviour develops where people tend to shop excessively and unnecessarily just for the purpose of enjoyment and pleasure seeking. In the world of fashion, hedonic values play perhaps the most significant and important role because people that are fashion oriented are likely to impact the impulsive buying behaviour of customers due to pleasure and enjoyment seeking rather than fulfilment of their basic needs (Muruganantham and Bhakat, 2013). This tends to show that luxury goods is where people tend to develop a hedonic value or goods that are of high value encourage and motivate customers to buy them due to hedonic values attached to it for fun and enjoyment purposes.

Moreover, being the core element of hedonic purchase and consumption purely for the purpose of enjoyment and pleasure seeking, the consumers tend to involve in shopping for fun, excitement and pleasure seeking and then, they tend to develop a compulsive or impulsive buying behaviour. According to Brey (2012), the hedonic values entails the concept of pleasure as the most basic concept because theories in hedonism indicates that pleasure is a good element in intrinsic factor while pain is the only bad factor among the intrinsic factors of human nature. As from the point of view of hedonist scholars, it is determined that an individual's life goes by the fact of his or her ability to find the balance between accumulated pleasure over entire lifetime and avoidance of pain. Furthermore, it has been discussed in study conducted

by Ozen and Kodaz (2016), it has been discussed that people do not only seek to shop for their basic needs and necessities but consumers might also go out for shopping due to pleasure, feelings, emotions, enjoyment and aesthetics that tend to be the factors and values of hedonic purchase and consumption. This in the online shopping context has been discussed by the author stating that while some people might consider online shopping for basic needs and functionality of internet while many others would engage in shopping activities for fun purposes only and enjoying themselves. In the context of social media, the study conducted by Ernst, Pfeiffer and Rothlauf (2013) showed that people mostly are engaged in experience of using social networking sites due to fun and enjoyment elements attached to it and it tends to positively influence the behavioural intention of individuals to use these sites and are resultant of hedonic values. This shows that hedonic values certainly play an important role in determination of human behaviour because people are fond of pleasure seeking and consider fun and enjoyment as a motivator for adopting a particular behaviour.

3.2.1.3 Satisfaction

Satisfaction in literal terms is the fulfilment of expectation of individual with regards to a particular product or service that person consumes or experiences and is a part of internal satisfaction from the customer's side. In relation to the context of this study, satisfaction plays an important role in terms of hedonic values because pleasure seeking, fun and enjoyment is all done for the purpose of gaining internal satisfaction from the product or service used. According to Colucci and Scarpi (2013), the orientation towards shopping by an individual is either through hedonism or utilitarianism. However, some specific factors such as satisfaction, proneness to spend and novelties to try are some factors that are specifically related to hedonic side of values and shopping experiences. This shows that in terms of hedonic values, satisfaction plays an important role because hedonism orientation in shopping is often

motivated by the satisfaction that is to be acquired through product usage or service experience. Another study conducted by Bakirtas and Divanoglu (2013) investigated the hedonic shopping motivation with its relation to customer satisfaction and customer loyalty which showed that consumer behaviour in shopping is influenced by a number of behaviours among which customer satisfaction plays the most significant role as hedonic values are motivators for shopping for personal pleasure seeking, enjoyment and fun and due to which, customers get satisfied if their needs and wants are fulfilled through shopping. Furthermore, the author elaborated that although shopping motivation can be oriented by both hedonic and utilitarian view, the hedonic values are extremely important to new general with the apparel sector excelling in hedonic value shopping providing satisfaction to consumers.

The hedonic shopping values and its impact on customer satisfaction was investigated by Bakirtas, Bakirtas and Cetin (2015), where the results showed that hedonic shopping values positively influenced customer satisfaction because as hedonic values are for things that are merely for enjoyment and fun purpose, people are likely to get attracted towards hedonic orientation to shopping in order to satisfy their wants where needs are fulfilled through utilitarian orientation for shopping. An investigation of music sector was carried out by Bui and Kemp (2013) in order to find the shopping orientation for music purchase and experience where results indicated that hedonic shopping values in music purchase and experience are constantly related to satisfaction because music fulfils the fun, pleasure and enjoyment attribute of hedonic values. However, it can be more specifically seen in the context of luxury goods because people shop for luxury goods for enjoyment even though it is actually not their needs. This can also involve them in compulsive buying behaviour due to excessive shopping of unnecessary items due to involvement of hedonic value factors.

3.2.2 *Materialistic Values*

The materialistic values, as opposed to hedonic values are part of external factors that influence the consumer behaviour with regards to shopping and contain some of the most prominent factors that are likely to affect the consumer behaviour with regards to shopping and might result in compulsive or impulsive buying of individuals. The study conducted by Goldsmith, Flynn and Clark (2011), showed that motivation and likeness to shop is influenced significantly through brand engagement among which, self-concept plays an important role that is influenced through materialistic values for an individual. The author has further described materialism as the focus for attaining material possession and social recognition related to self-image. According to Likitapiwat, Sereetrakul and Wichadee (2015), materialism can be defined as the acquired assets of individuals that are valuable and the display of assets to public for gaining public recognition. There are some factors of materialistic values that are part of conceptual framework for this study that are wealth, possession, image and status. The factors are described in detail as follows;

3.2.2.1 *Wealth*

Wealth can be described as the monetary possession of individual and is an important factor that constitutes the materialistic values. According to Sidhu and Foo (2015), materialism involves the accumulation of wealth for an individual is where the materialistic consumption occurs and wealth is associated with status, social recognition and extrinsic rewards for the consumer. The study conducted by Fellows (2012), showed that people that are involved in materialism are likely to pursue wealth and material possessions at expense of other things are they are likely to consider themselves above average people and also do not donate to charities but involve in compulsive buying to spend on things that are unwanted.

3.2.2.2 Materialistic Possession

People that are associated with materialism are constantly related to valuable possessions which enhance their image within the eyes of public. According to Eren, Eroglu and Hacioglu (2012), materialistic values are the form of expressing the importance of material things in one's life and acquiring those things in order to get satisfaction. This behaviour tends to develop the compulsive buying behaviour among respondents and tends to show that people would spend excessive amount for acquiring material things and valuable assets. Acquisition of material possessions for developing a public image and social recognition is what encourages customers to develop a compulsive buying behaviour.

3.2.2.3 Image

Image in the context of this study refers to the self-image of individual from the society's point of view and it is a fundamental element for materialism regarding compulsive buying behaviour emergence among respondents. According to Quoquab et al. (2015), self-esteem of consumers determines the self-respect and image in eyes of public is a significant determinant of materialism in the society and also tends to develop the compulsive buying behaviour among respondents as they want to get known within the society and this fact encourages consumers to adopt a compulsive buying behaviour. Moreover, study conducted by Lo and Harvey (2012), determined that among materialistic values, self-esteem and image plays an important role because people would like to get acknowledged in the society and for that purpose, they tend to develop compulsive buying behaviour and excessively buy things that enhance their image in public even if they do not need it.

3.2.2.4 Status

Status is the place that individuals seek to achieve in a society through acquisition of goods and services. This phenomenon has been defined in the study conducted by Gupta (2013), that status consumption which means that product consumption and service usage is directly related to materialistic values in the society which enhances the status of individual in a society and is further associated with compulsive buying behaviour depicted by customers that people tend to get obsessed with their shopping and tends to shop excessively. This is further elaborated by Goldsmith and Clark (2012), stating that the characteristics of materialism urges the consumers to involve in compulsive buying because of being status conscious and developing their identity through status.

3.4. Practical and Theoretical Contributions of the Conceptual Framework

The conceptual framework which has been derived from this research adequately contributed in terms of the practical and theoretical perspectives. Moreover, in the present situation, the company tends to evaluate different shopping behaviours of the customers so as to effectively target the product in the market. Furthermore, the current conceptual framework holds strong significance as it has contributed towards the existing body of the knowledge in a number of directions. At first, the conceptual framework has combined different ideas regarding the compulsive buying behaviour which is derived from the hedonic and materialistic values. In majority of the studies, there was limited in-depth discussion on the compulsive buying behaviour within the perspective of hedonic and materialistic values because most of the studies have taken into focus the element of utilitarian values for the study. However, in this conceptual framework, the researcher has taken the combination of hedonic and materialistic values for developing the conceptual framework and developing hypothesis

statement. In addition, the sub-factors were also identified under each concept for the purpose of giving this research a specific direction which was found to be helpful in assessing the overall context of the study. On the contrary, the conceptual framework also contributed towards the existing body for knowledge which thoroughly focused on the key factors of the compulsive buying behaviour that comprised of hedonic and materialistic values. The combination of the two concepts helped in presenting the findings of the research and positively contributing to the existing theories and concepts related to the compulsive buying behaviour. The concepts highlighted in the conceptual framework of the study have also significantly helped the researcher in presenting the findings of the study. In addition to the above statement, the conceptual framework has also significantly contributed towards the formulation of hypothesis statement. For the purpose of comprehending the role of hedonic and materialistic values with its influence on the compulsive buying behaviour of the Pakistan's shoppers, the researcher has adopted the mixed methodology which has been derived from the conceptual framework of the study that undermines that the study can also be taken from the qualitative perspective in order to fill the gap in the existing literature. In this context, the conceptual framework assisted the researcher in fulfilling the preliminary steps of the research which is to develop hypothesis of the research.

3.5. Difference and Similarities with Eren's Model

Eren, Eroğlu and Hacıoglu (2012) have introduced the conceptual model in their study related to compulsive buying tendencies through materialistic and hedonic values among college students in Turkey. The study of Eren, Eroglu and Hacıoglu (2012) has also indicated that the compulsive buying behaviour is a thought which is an overpowering propensity for buying products which is outside the requirements of individuals and financial limits. The adopted model of this research has some differences associated with Eren's model. For

instance, the conceptual model of this research has incorporated cultural value as one of the major factor of hedonic values that impact compulsive buying behaviour. However, the Eren's model has not included the cultural values as the factor of hedonic values. Nevertheless, Sun, Horn and Merrit (2004) stated that culture plays a significant role in hedonic values regarding shopping experience of customers and thus, the customer decision is not affected by hedonism because due to culture, people tend to refrain from adopting such values. According to the literature, cultural influences are more apparent in the consumer preferences where individuals consider engaging in hedonic consumption and purchasing of products and services only what has been allowed by their culture (Alba and Williams, 2013). Due to the comprehensiveness of literature available on how cultural value can be regarded as one of the hedonic values impacting compulsive buying behaviour, it has been taken in the conceptual model as well in order to find the impact of the former on later.

In terms of cultural values, Schwartz (2013) stated that people have a tendency of being influenced by cultural values and it can further impact their shopping behaviour. However, argued by Brown (2013), cultural values are tough to analyse from a regional perspective as the shoppers at specific locations have their own extraordinary cultural values. The study has similarly opined that customers' way of life is regularly shaped through their purchasing revel in wherein price for money is a vital notion while making purchase decisions. In line with the study of Chiu et al. (2014), another major factor that can influence the buying behaviour of customers is satisfaction because it has major position in the fulfilment of expectation of person with reference to a specific product or services that person consumes or reviews.

It is because of the reality that as Hsiao, Chang and Tang (2016) diagnosed that satisfaction plays a substantial role in terms of hedonic values due to the fact pride seeking, fun and leisure is all achieved for the purpose of gaining inner delight from the services or products use. Alternatively, Hennig-Thurau and Hansen (2013) said that clients are prone to buy the

products that may offer promised value and that may make certain higher possibility of gaining pleasure through its consumption. In addition to this, the Eren's model has included the success-orientation which means that individual indulges in compulsive buying if it provides them any success. However, the conceptual model of this research has not included the success-orientation rather included material possessions as the factor of materialistic values. Solomon, Russell-Bennett and Previte (2012) also supported by stating that having material possessions give a sense of belonging and enlightenment to people and incline them to spend excessive amount for acquiring material things and valuable assets. Material possessions have been included as a factor because of its impact on compulsive buying behaviour largely explained in numerous researches (Lee et al., 2014; Caprariello and Reis, 2013; Chan, To and Chu, 2015). Hence, material possession has been included in the conceptual framework however this variable has not been used in Eren's model for identifying its impact on compulsive buying behaviour.

Nevertheless, Eren's model has some similarities with the conceptual model of this research. For instance, Eren's model has incorporated pleasure as one of the factor of hedonic values that have an impact on compulsive buying behaviour. The conceptual model in this research has also included pleasure seeking as a factor by considering the research of Muruganantham and Bhakat (2013) that professed that people are pleasure-oriented that is likely to impact the impulsive buying behaviour and due to pleasure and enjoyment seeking, they engage in purchase activities even if the product is not needed. On the other hand, Oliver and Raney (2011) have explained that enjoyment and entertainment with respect to hedonic consumption is to not only seek pleasure but also for truth seeking purposes due to which, consumers adopt a behaviour that is in alignment to hedonic consumption. Hence, this factor has been similar in both Eren's model in this research.

In the light of the views of Hsiao, Chang and Tang (2016) some other element that can broaden the habit of hedonic purchase behaviour amongst customers is the pleasure searching for and amusement. It has been further explained that entertainment with respect to hedonic consumption is to no longer only pursue satisfaction however also for truth seeking purposes because of which, consumers put into effect a behaviour that shows their hedonic consumption. It's been in addition analysed by the study conducted by Kelemen, Nagy and Kemébig apple (2016) that due to what's portrayed on media and enjoyment, human beings have a tendency to undertake a compulsive buying behaviour related to hedonic values for the purpose of satisfying pleasurable internal needs consisting of pride, fun and leisure

In addition to this, Eren's model has included the enjoyment as one of the factors that can impact compulsive buying behaviour of customers. According to the study of Omar et al. (2014) enjoyment and pleasure seeking is another major part of hedonic values because people tend to develop hedonic values for the purpose of enjoyment and thus, compulsive buying behaviour develops where people tend to shop excessively and unnecessarily just for the purpose of enjoyment and pleasure seeking. This correlates with conceptual framework of this study in which enjoyment has also been included as one of the variable impacting compulsive buying behaviour.

Eren's model has also included self-indulgent as one of the factors that can impact compulsive buying behaviour of customers whereas this study has incorporated status and image as materialistic values that can impact compulsive buying behaviour of customers. The study conducted by Lo and Harvey (2012), determined that among materialistic values, self-esteem and image plays an important role because people would like to get acknowledged in the society and for that purpose, they tend to develop compulsive buying behaviour and excessively buy things that enhance their image in public even if they do not need it. Moreover, Goldsmith and Clark (2012) has stated that the characteristics of materialism tend the

consumers to involve in compulsive buying because of being status conscious and developing their identity through status. Therefore, it can be stated that the Eren's model and the conceptual model of this research have some differences and similarities that have been justified by the extensive literature research.

Huang and Benyoucef (2013) stated that status and reputation are one of the most important components due to which customers interact to buy the products so that will obtain a positive position within the society. This has similarly been described by Shrum et al. (2013) that status-based consumption which means that product consumption and service utilization is immediately related to materialistic values within the society which improves the fame of individual in a society and is in addition associated with compulsive shopping behaviour of customers. It has been in addition identified that people lean toward getting obsessed with their purchasing and inclines to store unreasonably if it allows them to exhibit their specific reputation among the society. Consequently, the capabilities of materialism urges the customers to indulge in compulsive shopping for because of being status aware and growing their identification even though popularity (Omar et al., 2014).

Further to this, Lee et al. (2014) supplied that wealth may be labelled because the economic ownership of individual and is an important thing that establishes the materialistic values. In step with the study of Wang (2016), materialism consists of the accretion of wealth for an individual is wherein the materialistic consumption takes place and wealth is related to fame, social reputation and extrinsic rewards for the client. Zsolnai (2015) indicated that human beings who can be convoluted in materialism are possibly to comply with wealth and possessions at price of other things are they may be probably to deliberate themselves above average human beings and additionally do not donate to charities but contain in compulsive shopping for to spend on matters which are unwanted.

3.6 Chapter Summary

This section of study particularly focuses on the development of conceptual framework for the study, which has briefly been introduced in the introduction section where the independent and dependent variables have been highlight for reader's understanding. The factors are discussed in detail in association to concepts of study and in the end the conceptual framework formulated for the study has been presented. The conceptual framework formulated for this study has been developed by keeping in mind previous research frameworks in the same context that are discussed in this chapter earlier. The framework presented by Eren, Eroglu and Hacıoglu (2012) also focuses on the compulsive buying exceeding the need for buying and the purchase of unnecessary things excessively is shaped through hedonic and materialistic values which are also the part of this study. However, the difference in the framework discussed above and framework formulated for this study is of the dimensions because for hedonic values, the article has selected enjoyed, pleasure and self-indulgency while for materialistic values, enjoyment, possession success-orientation and distinctiveness is selected which has been adopted from the study conducted by Richin (2004). For this study, the dimensions selected include cultural values, enjoyment and satisfaction for hedonic values and wealth, possession, image and status for materialistic values. Moreover, the framework which has been selected to set up the basis of study has also contributed by determining the dimensions of compulsive buying behaviour yet, this study has formulated that framework without considering any determinants rather taking compulsive buying behaviour as the dependent variable and considered single without any further determinants. The hedonic values are relation to the psychological and emotional aspect of humans with respect to certain cultural values differing from nation to nation. Moreover, the enjoyment and pleasure seeking variable is related to emotional aspect of human that is self-indulgency of individuals to fulfil their desires. The third variable is satisfaction which is also related to psychological and emotional

aspect of humanistic side and is considered internal factor for humans. Secondly, the materialistic values are related to external factors that shape the consumer behaviour. This includes wealth that is a tangible monetary belonging of the individual and shapes consumer behaviour by increasing wealth or to show-off wealth. Moreover, the materialistic possession refers to premium and high valued things that are kept for the external satisfaction. Also, the image in society which is also shaped through materialistic values is also considered as a dimension in this study. The fourth variable is status which is the social status within the society and also contributes to materialistic values shaping compulsive buying behaviour among consumers.

CHAPTER 4: RESEARCH METHODOLOGY

4.1. Introduction

Research methodology is the term used for the plan which focuses upon the procedure to answer the research question (Flick, 2015). In other words, research methodology is the methodical representation of research problem in a systematic manner. Moreover, the argument has been posited that research methodology is the reiteration of process for directing research as well as illustrating different methods and designs which the researcher can use in order to achieve aims and objectives of the research. On the contrary, research methodology identifies the various methods through which numerous techniques and tests are being applied for analysing the collected information (Panneerselvam, 2014). In other words, the description of availability of best possible techniques is being determined in the research methodology. In addition to this, research methodology also provides the justification of tools and techniques which are reasonable for answering the research question as well with accordance to the nature of the study. The research assumptions are being underpinned by aligning research techniques with the research approach. According to Blumberg, Cooper and Schindler (2014) research methodology is referred to the guidance provided to the consumers for the purpose of defining research horizons such as research design, research approach and other elements used in order to achieve the aims of the study.

In accordance with the aforementioned facts, the research process is considered to be the inquiry of phenomenon and concepts related to the area of the study for which various instruments are being used for deriving information which further brings the rationale of the study at the forefront. For this matter, Tarone, Gass and Cohen (2013) argued that research process is another term for scientific and systematic investigation for which the focus is being

relied upon the techniques and conceptual framework for reaching to the desired outcomes of the research.

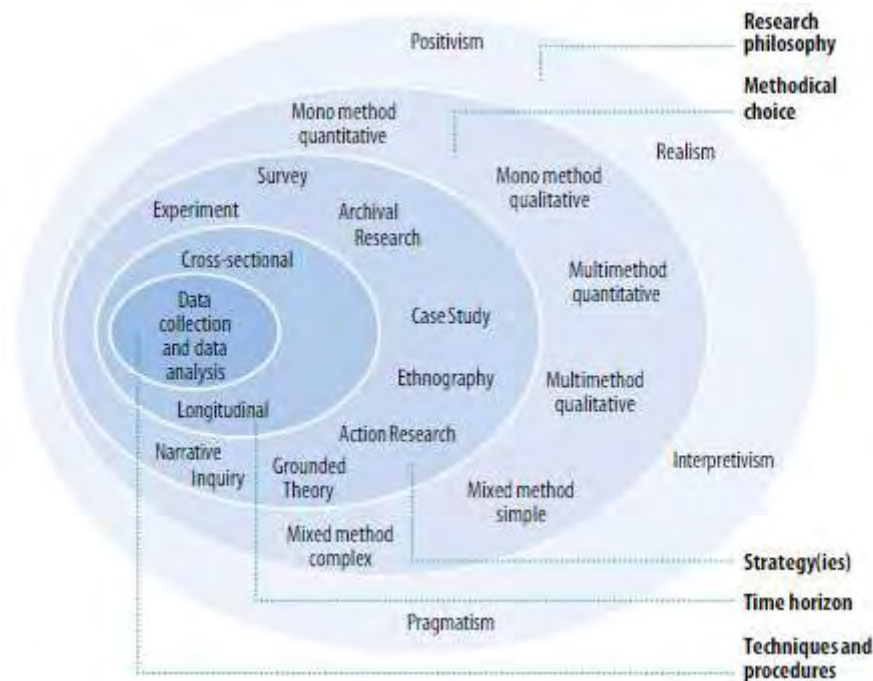
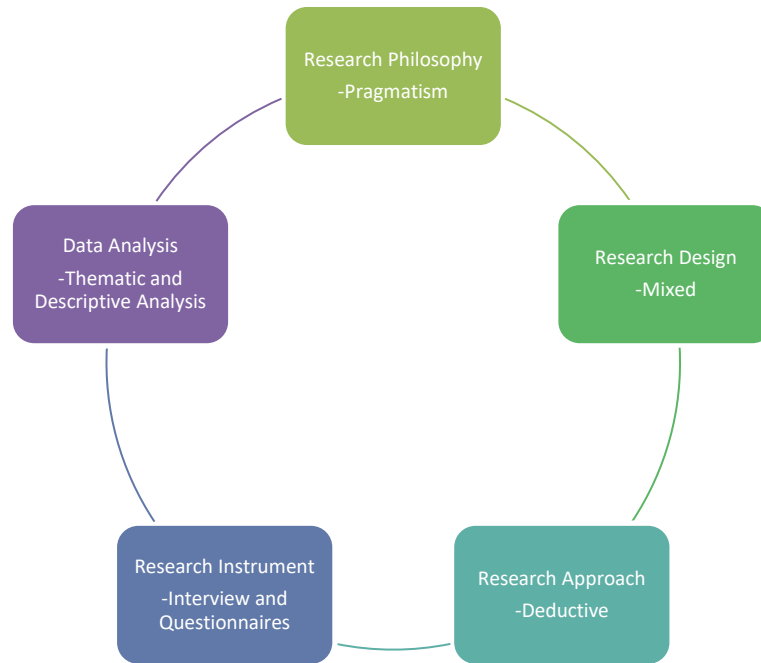


Figure 4.1: Research Onion

4.2. Methodological Choice

According to Creswell (2013) research design is the systematic explanation of the research process. There are three main kinds of research design: quantitative, qualitative, and mixed methodology research designs. The brief explanation of the research designs is given below:



4.2.1. Quantitative Research

According to Punch (2013) quantitative research design is referred to the quantification of research problems through which the data is being transformed into numerical and statistical data. In order to quantify the opinion, behaviours, attitude and other facets, quantitative research design use variables for achieving results from the population and drawing conclusion on the retrieved data. Under the quantitative reasoning the researcher is more apprehensive about the use of quantifiable data and formulation of various facts and facts which would be resulted in unveiling the hidden patterns of the area of the study (Neuman, 2016). In contrast with qualitative research design the researchers have argued that this research design is more structured and has diversity in data collection tools such as surveys through paper, mobiles and online surveys, systematic observations, longitudinal studies and interviews.

4.2.2. Qualitative Research

The qualitative research design has usually been used in exploratory researchers in which the researcher has a main purpose to derive appropriate and relevant information in order

to have a sound understanding of reasons, opinions, and motivation (Lewis, 2015). The main role of this research design is to develop an insight into the ideas and problems which are incorporated in the studies. For uncovering the tendencies in the thoughts and opinions the qualitative research design is used to dig deeper into the horizons of research problem (Silverman, 2016). The qualitative research design has often a semi-structured nature in which the data or information is collected on the basis of focus groups, individual interviews and observations. Typically, the sample size is kept small in this research design for the selection of appropriate population related to the area of the study.

4.2.3. Mixed Methodology Research Design

According to Marshall and Rossman (2014) mixed methodology research design is the amalgamation of both quantitative and qualitative reasoning. It gives the flexibility to the researcher to make conclusions on the basis of derived information from both primary and secondary sources. The following is the brief description of the differences between quantitative and qualitative research design which would help the researcher to incorporate mixed methodology appropriately.

4.2.3.1. Pros and Cons of Mixed Method

There are certain pros and cons of mixed method, where the major advantage of this method is intended towards providing strength which can offset weaknesses for both quantitative and qualitative research design. For example, the quantitative research leads to a weak understanding of the context in which people behave (Collis and Hussey, 2013). On the contrary side, the qualitative research is found weak due to biased responses made by the participants and resulting in difficulty for generalising the findings of the research for a larger group. In addition, it provides a comprehensive view of the research and helps the researcher

in digging into the research problem deeply. On a negative side, the mixed method can be complex as it takes much time and resources for an effective execution of the research.

4.2.3.2. Suitability of Mixed Method

The researcher selected mixed method because it has helped in effectively interpreting and contextualising the qualitative and quantitative findings of the research in the favour compulsive buying behaviour of the customers with the influence of hedonic and materialistic values. It was convenient for the researcher to implement as a wider perspective from both qualitative and quantitative measures are gained which has shaped the findings and dynamics of the research study (Cameron, 2011). It will also facilitate the future researchers to opt for similar method in order to authenticating and validating the research findings.

4.2.4. *Chosen Design and Justification*

As per the nature of the research the chosen research design has been mixed methodology research design which has incorporated the component of both qualitative and quantitative designs. Considering this, the mixed methodology research design has helped to have in-depth understanding of the phenomenon and to ensure the viability of data received from the participants. The main and objectives of this research has been more authentically approved by the researcher. Hence, the justification of choosing mixed methodology is given below:

4.2.4.1. Research Purpose

In qualitative research the main purpose is to provide an in-depth comprehension of detailed analysis and the description of the topic of the study required being investigated (Choy, 2014). The qualitative research design has an exploratory nature. On the other hand,

quantitative research design is more focused on the classification of data in terms of statistical information and models. In this way the mixed method research design fulfils the purpose of both quantitative and qualitative research design.

4.2.4.2. Procedure

The procedure in qualitative research design is focused upon the idealisation of the initial stance of the research whereas quantitative reasoning is based upon the latter stage of the study (Silverman, 2013). In other words, the clear picture of the expected outcome of the research is being offered in quantitative research design which is contrasting in qualitative research design.

4.2.4.3. Research Instruments

The qualitative research design is focused upon the collecting the data from primary means in which the researcher approach the participants directly as well as a large variety of theories and strategies which can be used for gathering information from the respondents. However, there must be an element of trust in the respondents that the collected information would be reliable and accurate (Gray, 2013). The most common sources of data collection in qualitative research design would be focus groups, content analysis, archival research studies and others. On the contrary the research instruments which are mostly used in quantitative research designs include tools such as survey questionnaire which can be quantified and measured. In mixed methodology research design the information is collected by using tools incorporated in both qualitative and quantitative reasoning.

4.2.4.4. Types of Data

In qualitative research design the data cannot be quantified due to the nature of the variables. Therefore, in qualitative research design, the data is being presented in the form of objects, images and words (Dang and Pheng, 2015). The discussion is being undertaken with the help of graphs and diagrams in the discussion session. On the other hand, quantitative reasoning, gives a representation of findings by the help of tables which would contain both quantifiable and statistical figures. In this sense, in mixed methodology the data is collected and analysed by using both qualitative and quantitative reasoning.

4.2.4.5. Introduction of Qualitative Approach to Build Quantitative Questionnaire

With respect to mixed method approach in research methodology, the quantitative approach or design cannot individually answer the research question. It is because Bryman (2012) stated that quantitative and qualitative research designs are two very different methods of answering research questions as one is associated with statistics tools and techniques and logical reasoning whereas the other is associated with more of subjective reasoning with the interpretations of given realities. It is important to notice that quantitative data often deals with values, numbers and quantities that are considered as measurable and hence these are usually expressed in numbers or numerical forms such as size, length, amount, price and duration. However, in order to reach to these numbers and subsequently analyse this type of data by adding credence it is importance to consider a qualitative approach and qualitative data.

With regard to this, qualitative data deals with the quality of theory and theoretical underpinnings that are more descriptive despite being statistical in nature. Unlike quantitative design, qualitative data is not measurable and obtained through observation and narratives as it includes the researcher's own point of view as well. The qualitative approach has allowed giving more flexible analysis by including the opinions of different respondents of the study. This has also led towards more explanatory sequential design that involved two main phases

such as an initial phase including quantitative instrument and second qualitative phase of data collection in which qualitative phase had built directly on the outcomes from the phase of quantitative data collection. For instance, the quantitative findings were about the impact of hedonic and materialistic values on compulsive buying behaviour whereas the qualitative findings helped to explore personal experiences of the customers in Pakistan and matched up those results with quantitative findings.

For uncovering the tendencies in the thoughts and opinions the qualitative research design is used to dig deeper into the horizons of research problem. However, quantitative study could only measure behaviour but it could not identify for the researcher as to how their behaviour changes in the presence of certain factors associated with hedonic and materialistic values. Hence, qualitative research approach has been introduced for analysing and providing more in-depth view of customer psyches in relation with their compulsive buying behaviour. Due to this subjective nature, qualitative research design has allowed to incorporate the measures where researcher could identify variables of hedonic and materialistic values from the existing studies and further included them in the questionnaire for generating responses of customers regarding each variable.

It led towards the understanding of triangulation which means that the researcher will use more than a single method for the purpose of collecting data on the same research area (Hussein, 2009). The triangulation can be regarded as the best way of ensuring the validity of the research as the variety of methods are being used in order to achieve the objective of a same research (Johnson, Onwuegbuzie and Turner, 2007). The use of different methods means different types of samples as well as methods of collecting data. However, the purpose of triangulation is not only to validate data but also to incorporate different dimensions of the similar phenomenon (Bryman, 2006). In the same vein, triangulation has been used in this research for the purpose of introducing qualitative approach to build quantitative questionnaire.

First the methods associated with triangulation are linked with assessing the consistency of findings generated by different methods of data collection. Similarly, in this research, qualitative approach is used for building quantitative questionnaire by analysing the consistency present in the previously conducted studies in order to ensure that questionnaire is based on triangulation with qualitative findings of the research.

4.2.4.6. Qualitative Protocol

The qualitative approach has been adopted in this research in order to make sure that the identification of personal experiences regarding their hedonic and materialistic value could be undertaken. The qualitative approach has been applied to the various researches in the field of compulsive buying behaviour and hedonic and materialistic values. For instance, the study of Ayadi, Giraud and Gonzalez (2013) has adopted qualitative approach and investigated the repeated purchase intentions whereas Enderby (2013) has adopted qualitative approach for exploring the motivations and experiences of four self-confessed impulsive/excessive buyers. The academic rationale for adopting qualitative approach is associated with the inclusion of various studies that justified that qualitative approach gives more flexible and subjective reasoning while including the opinions, thoughts and personal feelings of the respondents. For instance, Tabak, Ozgen and Aykol (2006) have also conducted the study while adopting qualitative approach in the domain of compulsive buying behaviour amongst high school girls.

According to Dang and Pheng (2015), qualitative approach has provided a comprehensive picture of structures based on social basis and underlying norms, attitudes and behaviours. With respect to this, the social structure of Pakistan has been considered in this study where materialistic and hedonic values have been focused in order to identify their impact on compulsive buying behaviour. These social bases have also allowed the researcher to consider different factors in their subjective forms and to identify how these factors can impact their compulsive buying behaviour in a positive or negative manner. Hence, the qualitative

approach has led towards obtaining the various views and opinions of individuals regarding their purchase behaviour and to analyse which factors lead towards their compulsive shopping behaviour.

Qualitative approach also seeks to provide the story of specific group's experiences by using their own words (Ormstone et al., 2014) and hence the patterns from their opinions and views have been retrieved where the researcher initiated towards the explanation of theories in order to reach towards the trustworthy and effective conclusions (Mayan, 2016). However, the hypothesis has not been formulated under qualitative approach nor has been the theories re-applied which implies that the direction of the research can be altered in accordance with the research process (Ritchie et al., 2013). In addition to this in order to analyse the influence of hedonic and materialistic values factors on consumer buying behaviour based on age, gender, geographic boundaries and cross – national races, the researcher has aimed towards understanding the influence of hedonic and materialistic values on compulsive buying behaviour for which qualitative approach has been highly essential for achieving the main aim of the study.

4.3. Research Philosophy

Research philosophy is defined as a belief or faith under which the research is being directed (Matthews and Ross, 2014). It is considered to be an integral part in process of the research through which valued information is being gathered. Research philosophy leads towards the reliable conclusion of the research through which relevance of the study is being achieved. According to Leary (2016) the researcher undertakes the number of philosophies in order to draw conclusions. There are numerous research philosophies which are defined below:

4.3.1. Realism

According to Bryman and Bell (2014) realism is the research philosophy in which the researcher gathers information on the basis of general observations. These observations are derived from the existing work of the other researchers. In realism philosophy the reliance of the study is mainly upon the secondary data for which the idea of independence of human mind is the main concern. Realism philosophy is the subdivision of the field of epistemology which is founded upon the assumption that scientific approach endorses and reassures the growth and development of knowledge.

4.3.2. Positivism

Positivism is defined as the research philosophy in which the factual and numeric data is being used for the purpose of drawing conclusions of the study. The philosophy gives a firm belief that the findings are accurate and trustworthy. McGivern (2013) explained that positivism research philosophy is correlated with the objective approach which further promotes the idea of quantifiable data collection and observation through various techniques and tools. It has also been argued that positivism is dependent upon the quantifiable data which ensure that the research outcomes are independent of the study. Mangal and Mangal (2013) professed that positivism research philosophy has a propensity to focus upon the deductive approach. Therefore, the reliability of research approach has been related to the deductive reasoning for achieving valid conclusions.

4.3.3. Interpretivism

Interpretivism is the research philosophy in which the focus has been implied upon the interpretation of reality within the dimensions of human reasoning. As defined by Savin-Baden and Major (2013) in this philosophy the human capability is usually being induced for attaining the inductive reasoning in the research. It has been argued that interpretivism philosophy is the

reiteration of reality which can be achieved through instruments which are socially constructed such as language, feelings and shared meanings (Roberts, 2013). The researcher often serves as the social actor who must have an ability to appreciate diversification in the society.

4.3.4. Pragmatism

According to Rossi, Wright and Anderson (2013) pragmatism philosophy is referred to the relevancy of action taken for supporting research aims and objectives. For this matter, pragmatism philosophy is considered to be the recognition of number of ways through which the data can be evaluated and interpreted, incorporating several ways due to the fact that multiple realities cannot be evaluated by using one method of achieving results. Pragmatism philosophy gives a broad horizon to the researcher to answer the research question by considering the most significant determinants pertaining in interpretivism and positivism philosophy.

4.2.4.1. Pros and Cons of Pragmatism

There are assured advantages of Pragmatism philosophy which are related to the fact that it enables the researcher with freedom to use any kind of methods, procedures and techniques which can be associated with the qualitative or quantitative measures (Crossman, 2013). The primary advantage of this philosophy is that, it complements different approaches where the researcher can find an effective direction to execute the research. On the other hand, there are some disadvantages also associated with the philosophy of Pragmatism. In the light of Creswell (2013), Pragmatists do not move in a particular direction but when they do,

pragmatism is associated with the problem rather than the solution to the problem. However, some of the researchers consider it as a democratic method as it holds different perspectives.

4.2.4.2. Suitability of Pragmatism

The researcher found this methodology appropriate for the research as it mainly concerns with selecting one position from ontology, axiology and epistemology and is also regarded as a realistic practice (Denscombe, 2008). Therefore, following the direction of pragmatism, the research can select both quantitative and qualitative methods for resolving the real life challenges related to compulsive buying behaviour with its relation to hedonic and materialistic values.

4.3.5. *Chosen Philosophy and Justification*

In accordance to the aforementioned description of the research philosophies, the most relevant research philosophy for this research has been pragmatism philosophy. This has been the best suitable philosophy because it provided flexibility to the researcher to mould the research by gathering required information for achieving aims and objectives of the research. The data has been collected by using both secondary and primary sources for the purpose of attaining reliable results. Moreover, pragmatist philosophy stems situations and actions rather than the conditions related to antecedents. The philosophy provides multiple methods which are credible, reliable, and relevant for answering research questions. The formulation of this philosophy has led towards the comprehensive evaluation of literature as well as sustainability of influence of compulsive buying behaviour through hedonic and materialistic values (De Lisle, 2011). The chosen philosophy has helped to form a conceptual framework the process of which paved the horizons for deductive approach to the development of research conclusions.

4.4. Research Approach

Research approach is referred to the systematic way of justification of hypothesis (O'Leary, 2013). There are two main kinds of research approach namely deductive approach and inductive approach. The deductive approach is used for drawing specific conclusion on the basis of general information and on the other hand deductive approach focuses on generalising an information and reach to specific conclusions. Inductive approach has a main focus on evaluation of existing data and theories and in providing a modified theory at the end of the research. Qualitative research design has been related with the subjective explanation of the research problem as it focuses upon the comprehension of behaviours and attitudes (Collis and Hussey, 2013). This implies that subjective reasoning is related with the qualitative research design in which the researchers have immersed in research approach. On the other hand, quantitative research design is more related to objective reasoning due to the fact that researcher incorporates the separate approach to the area of the study. This also assists the researcher to collect accurate and precise information from the selected respondents. Therefore, the approach used in mixed methodology is deductive approach because of the quantifiable data has been attained form questionnaire which was analysed by using SPSS and the interview questions has been analysed by using thematic analysis for finding out the influence of compulsive buying behaviour through hedonic and materialistic values of Pakistani shoppers. The brief description of the two approaches is given below:

4.4.1. Inductive Approach

Inductive approach, as defined by Walton (2014) is referred to the inductive reasoning in which the main focus is upon the observations and the proposition of a new theory. The patterns are being retrieved from observations where the researcher initiates towards the explanation of theories in order to reach towards the reliable and valid conclusions. The hypothesis is not formulated under inductive approach nor is the theories being re-applied which implies that the direction of the research can be altered in accordance with the research process.

It has been argued by many researchers that inductive approach does not necessarily disdain the theories for the formulation aims and objectives of the research. In this matter the inductive reasoning emphasis on the deriving the meaning from the collected information which further assists the researcher to identify the patterns (Hanly, 2014). This would often be resulted in the formulation of a new theory. Moreover, inductive approach provides a capability to the researchers to incorporate the existing theories and literature. While the research questions are being formulated, the information is being investigated during the study.

4.4.2. Deductive Approach

According to Evans (2013) deductive approach is the movement of information from general to specific resulting in enhancing the scope of the area of study as well the phenomenon of core interest. With respect to this, many authors argued that the researchers must have a sound focus on varied procedures and speculation in order to achieve the goals and objectives of the study. As argued by Crossman (2013), deductive approach can be described in terms of hypothesis and can also be explained by the information derived from literature and existing theories. In simple words, deductive approach has more concern with existing propositions in order to deduce towards the conclusion.

4.4.2.1. Pros and Cons of Deductive Approach

A deductive approach can ensure that the premises selected for the researcher will support the conclusion and will also be valid and strong. However, the deductive approach is focused towards providing strong evidences and support arguments for the conclusion and determining whether the premises are true to formulate a theory (Bolarinwa, 2015). Therefore, the main advantage of deductive approach is that it clearly sets out the premise or hypotheses statement in which the researcher has to carry out the research in an effective manner. On the contrary side, the main disadvantage of the deductive reasoning is that it should be completed within limited amount of time along with the testing of variables.

4.4.2.2. Suitability of Deductive Approach

The researcher found deductive approach highly suitable for the research because of there is an abundant source on compulsive buying behaviour which has helped in formulating the conceptual framework and proceeding with the data collection procedures (Gray, 2013). Moreover, there is a limited risk associated with the deductive approach which has benefitted the researcher in achieving the main aim of the research which was focused towards understanding the influence of hedonic and materialistic values on compulsive buying behaviour.

4.4.3. Chosen Approach and Justification

In accordance to the nature of the research study the best suitable approach was deductive approach. It has been because deductive approach is correlated with the mixed methodology research design. Considering this, the deductive approach has assisted the researcher for formulating the hypothesis as well relevant information from both secondary and primary resources. This approach has helped in testing the hypothesis and for having better

understanding of a research study on the basis of both quantitative and qualitative reasoning. Moreover, deductive approach has developed the underlying concepts related to the phenomenon of the study which further helped the researcher to take both general to specific and specific to general approach for drawing conclusions. Generally, the initiation of expected outlines is being tested by the researcher against the derived observations whereas inductive approach itself is an initiation of the process through observations in order to seek the arrangements within them (Schechter, 2013). In this way, the deductive approach has a main focus upon testing and exploring a theory in order to check if it can provide authentic conclusions. The logical path is being followed by the researcher under deductive approach in which the reasoning makes the foundations of theory and eventually leads towards the formulation of hypothesis.

4.5. Type of Investigation

Most of the researches can be divided into three categories namely exploratory, causal, and descriptive. Each category has a different purpose provided under different circumstances and conditions (Bell, 2014). It is highly necessary to select the right type of investigation for the justification of hypothesis and for drawing accurate conclusions.

4.5.1. Exploratory Research

Exploratory research is defined as the critical understanding of effective strategies related to the ideas and phenomenon. The main focus of exploratory research is to have an in-depth understanding of how to discover ideas and opinions rather than incorporating statically derived information (Brar, Jain and Singh, 2014). In this regard, this type of research is commonly referred to the initial phase of the overall research plan. The major issues which are

being faced by the businesses are being explored under this research in which the potential development and growth are also being capitalised in the business environment. In the research studies in which the surveys are involved the researchers include the open-minded questions in order to retrieve relevant information on the given topic or research problem.

4.5.2 Descriptive Research

The descriptive research can be considered as the type of investigation which is contrary to exploratory study which is conducted on a new phenomenon which is untapped area and does not contain enough information to reach at a conclusive result. Thus, one step ahead of exploratory research, the descriptive research is conducted to further describe the phenomenon discussed in exploratory study in order to better understand the entire situation and describe in details the factors surrounding the phenomenon. According to Strydom (2013), descriptive researches tend to answer specific questions in accordance to the research and tend to describe the phenomenon rather than explaining or exploring it. This shows that descriptive research is aimed as provision of description that is detailed rather than brief. A conceptualisation of descriptive study is provided by Bryman (2012) stating that descriptive research aims at defining and describing previously found occurrences that were actually not considered due to limitations of study and are further described through descriptive research.

According to Locklear (2012), the descriptive research explores the description of phenomenon and is mostly considered to describe the characteristics of a phenomenon and is less concerned regarding the cause and effect of other occurrences onto the discussed phenomenon.

4.5.3 Causal Research

The causal research is related to determine the cause and effect of one factor onto another and is to determine is cause and effect on the other factor. Moreover, the causal research is often also termed as explanatory research as it tends to explain the relationship between variables and impact of different variables onto the variable being discussed. According to Pannucci & Wilkins (2010), the causal research tends to identify the cause of on variable on another variable which different approaches adopted by researchers to reach at a valid conclusion. The causal studies are in line and aligned with previously conducted studied and their literature with further investigation of variables to generalise over a wide area on in a different context using same variables. According to Creswell (2013), the explanatory research in which the results are analysed through quantitative or qualitative methods and qualitative methods are further used to explain the data and its analysis where further analysis is considered for the explanation of phenomenon.

Another insight into the causal research type of investigation has been provided by Williams (2011), stating that causal research can be defined as the study in which research carries out the examination of independent variables and how they affect the dependent variable of study which studies the cause and effect relationship of studies. The design specifically focuses on cause of two or more as independent variables and their effect on dependent variable.

4.5.3.1. Pros and Cons of Causal Research

The main advantage of the causal research is that the amount of uncertainty based on the characterisation of the decision situation is always clearly defined (Bergold and Thomas, 2012). Moreover, the causal research enables the researcher in providing a key research statement in the form of research hypotheses that sets out clear direction of the research (Bell, 2014). In addition, this is a highly structured research approach which eventually helps in

achieving the desired goals of the research. On the contrary side, the causal research is time taking for the researcher as it incorporates different elements which has to be taken care of in order to achieve desired results and objectives of the research.

4.5.3.2. Suitability of Causal Research

The researcher selected the causal research keeping in mind the objectives of the study which are subjected towards the understanding of materialistic and hedonic values for interpreting the compulsive buying behaviour of Pakistan shoppers. The causal studies has played an instrumental role in the identification of reasons associated with the aim of the research as well as assessing the overall impact of norms and procedures associated with the compulsive buying (Morgan and Oxford, 2011). It also facilitated the researcher with achieving greater levels of internal validity because of the systematic selection of research variables.

4.5.4. Chosen Investigation and Justification

For this particular study, the author of this study has selected the causal research design because the research tends to evaluate and examine the impact of hedonic values and materialistic values on compulsive buying behaviour of Pakistani shoppers. In this study, the influence of two categorical variables is being examined on one dependent variable where the relationship and impact is to be determined which makes the choice of causal research design appropriate. Moreover, the cause and effect on variables upon one another is examined thus the choice of causal research in this study is justified. Furthermore, the causality research helps in examining the variation or fluctuation in one variable and the change this variable causes into another variable due to variable and measurement of variable. Considering this fact, as this research examines the variation in hedonic and materialistic values and the change it causes in

compulsive buying behaviour and causality research is the appropriate type of investigation for this research.

4.6 Research Strategy

The research strategy refers to the method chosen for the study which helps the researcher in solving a research issue with respect to specific strategy. The strategy expands different methods that help in collection of data and conduction of study based on different methods. This also helps in addressing the research question or answering it (Ten Ham-Baloyi, 2016). There are different types of research strategies that have been opined by Saunders, Lewis and Thornhill in their book referring it as research onion which shows experiment, survey, archival, case study, ethnography, action, narrative and ground theory research (Bergold & Thomas, 2012). However, the selection of appropriate research strategy is dependent upon the nature of topic and the investigation specific to the research.

4.6.1. Pros and Cons of Surveys

The advantages of the surveys are mainly associated with the high level of capabilities within the context of representing a large sample size. However, the number of respondents who are the part of the survey provide with better insights on the research topic and relative characteristics (Battaglia, 2008). In addition to the advantages, the surveys are comprised of low cost as when carrying out the surveys, there is a need to pay attention towards the administration of interviews questions or survey questionnaire. One can also offer cash incentives for answering to the questions appropriately. Because of the survey, the researchers can gather reliable and authentic data for the research which is found to be of good significance for the researcher (Bolarinwa, 2015). On the other hand, the surveys are not ideal for the controversial issues because it will end up in a dispute or it will not be answered by the research

participants precisely. Moreover, the inappropriate questions are also not answered by the participants if they found it inappropriate on their end.

4.6.2. Suitability of Surveys

The researcher kept in view the objectives and aim of the study while carrying out the study in this field. Therefore, the researcher opted for surveys because it has helped the researcher in authenticating and validating the research results in the favour of hedonic and materialistic values for the compulsive buying behaviour (Bernard and Bernard, 2012). Moreover, the researcher included simple questions in the survey which were in direct relation to the hedonic and materialistic value which can affect the compulsive buying of Pakistani shoppers. This strategy helped the researcher in designing interview and survey questions from the research participants. Overall, the reliability and authenticity from the indulgence of both interview and questionnaire survey was achieved in order to fulfil the aim and objectives of the study.

4.6.3. Chosen Strategy and Justification

In the context of this study, the researcher has adopted survey strategy for research because of it being a mixed method for research adopting quantitative and qualitative research due to which, survey questionnaire and survey interviews are used and thus, survey strategy is used for this research.

4.7 Time Horizon

The time horizon in the context of research refers to time span undertaken by the research for the purpose of carrying out the research. In primary data, most of the researchers

use cross-sectional study because the data from sample is collected at a single point (Lindenmayer et al., 2011).

4.7.1.1 Pros and Cons of Cross Sectional Study

The advantage of using a cross sectional study is that it allows a snapshot of characteristics of at a given point in time. Moreover, the advantage discussed for using the cross sectional type of design is discussed by Thisted (2006) that is relatively easier to conduct rather than longitudinal as no follow up is required. Also, the cross sectional study helps in asserting good control over measurement scale and process and provides a firm control over precision of subgroup estimates. The last advantage is that it also helps in secondary data collection and analysis for another purpose. Yet, as the cross sectional design has some advantages, it also has some disadvantages inclusive in it. The disadvantage is that there is no control over the methods and purpose of study (Ansker, Helgason and Ahacic, 2014). Similarly, the causal relationships are not accurately predicted by only the interdependence of two variables. Another disadvantage is that the generalizability of results is limited to sample population rather than overall population. There is also potential for biasness in selection of sample size which is also a disadvantage of cross sectional study.

4.7.1.2 Suitability of Cross Sectional Study

Looking at the advantages for using the cross sectional study, it helps in asserting using good measure for influencing the compulsive buying behaviour through hedonic and materialistic values for Pakistani shoppers. According to (Olsen and George, 2004), it provides a good control over group estimates.

4.7.1.3. Chosen Horizon and Justification

In the context of this study, the time horizon selected as per Saunder's research method onion and design layers, the study has adopted a cross sectional study where data from different sample is collected at a specific point in time rather than over a longitudinal period which makes the choice of cross-sectional study valid.

4.8 Data Collection Method

The data collection methods refer to the approach adopted by the research for the purpose of collecting relevant and valuable data for study. The data collection method can be summarised as the entire process of accumulating and measuring information upon the variables selected for the study which are established in an organised manner that allows the research to find answers related to research questions, test relevant hypothesis for the study and evaluation of outcomes that are relevant to research. There are two types of data collection method used by researchers all over the globe and are described in detail in the book of Kumar (2010) that are primary data collection and secondary data collection method. According to Driscoll (2011), the data collection method is the process chosen for collecting data for the study in order to reach a conclusive end and analysing the data based upon the sample size and to test hypothesis with the help of relevant data.

It is necessary to understand the significance of the data and the methodology selected for the research. The researcher is intended to conduct interviews and survey from the participants, hence it is essential that the data collected must be related to the aim and objectives of the study. The researcher considers that to determine the influence of compulsive buying behaviour through hedonic and materialistic values among Pakistani shoppers, quantitative and qualitative, both methods can be suitable. In that case, some of the most prominent techniques

that can be used for mixed methodology are the interviews and surveys that can be analysed through thematic and statistical analysis techniques.

The data collection method is based upon chosen whether to collection primary data or secondary data from respondents that help in choosing the most appropriate form depending upon nature of research and helps to reach a valid conclusion. The two methods of data collection that are primary method and secondary method are discussed as below.

4.8.1 Primary Data Collection

The primary data collection methods entail the process of collecting raw and fresh data from research himself. This is the first hand data and is considered to be the most reliable source of data as it eliminates the factor of biasness in research and researcher collects data himself for the study. According to Hox and Boeije (2005), primary data is the one which is collected for an original research goal by the researcher himself and is fresh and raw data from respondents. There are different sources for collecting primary data such as survey questionnaire, interviews, focus group discussions, and observations. The reliance on primary data can predict the reliability of research and when research collects the data himself, the research is reliable (Lowry, 2015).

4.8.1.1 Pros and Cons of Primary Data Collection

The advantage of choosing primary data collection is that questions asked from the respondent can be directly aimed at the research objective for the study. Moreover, it can help in extracting the up to date information from the marketplace and can also help in assessing the consumer psychology or consumer behaviour (Murgan, 2015). However, the opposite side of disadvantages is that the survey is an expensive method as the printing of questionnaire and filling up each consumes time and cost. Similarly, the chance of biasness is present in using

questionnaire. Another drawback is that research findings are only applicable if there is previous research to fortify it.

4.8.2 Secondary Data Collection

The second method to data collection is termed as secondary data collection where the data is collected from secondary sources and is adopted by some other source which has collected data in past as part of primary data. The secondary data is already available for usage collected by someone else and is adopted through different sources which are inclusive of journal articles, books, newspapers, report, internet, and other various secondary sources (Kumar, 2010). Secondary data is an essential part of research and apart from analysis purpose; the secondary data collection helps in building the foundation of research by examining the relevant field of research. According to Boaduo (2011), secondary data is collected for researches that from secondary sources such as reports or population census which has already collected data and it is adopted in research.

4.8.2.1 Pros and Cons of Secondary Data Collection

The foremost advantage of using secondary data collection is that this type of data is obtained without any cost incurred because it is available at sources which are accessible free of cost. Moreover, the reliability of secondary data is another major advantage because it is already collected for a purpose and is reliable because results from this study are accurate. According to Peersman (2014), pros of secondary research also include a good overview of the market. Secondary data also helps in assessment of large samples that is from secondary sources such as government sources. The first disadvantage of secondary data is that it is not up to date and might not be tailored according to author's original needs but is to be moulded as per the research requirements. Moreover, the accessibility to secondary data is another

disadvantage because many of the report and articles found on the internet require paid subscription and are expensive to buy.

4.8.3 Suitability of Primary and Secondary Data Collection

Looking at the advantages of primary and secondary data collection, the primary data collection helps in acquiring up to date information from the market and is used directly for achieving the objective of study (Hox and Boeije, 2005). Similarly, the secondary data collection can help to back up the findings of primary data and is available for large sample thus, can help in generalisation of results more effectively (Johnston, 2017).

4.8.4. Chosen Method and Justification

In the context of this study, the researches tends to examine the influence of hedonic and materialistic values on compulsive buying behaviour of respondents and for achieving this objective, the researcher tends to collect primary data from respondents. Moreover, the secondary data will be collected to get insights into theoretical aspects of research and thus, the data collection method involves the inclusion of both primary and secondary data for the research.

4.9 Research Instrument

Research instrument is the tool used for collection of data and designed in such a way that is helps in obtaining relevant and useful data for research. It is used primarily for the purpose of attaining specific research objectives. According to Zohrabi (2013), there are various instruments that can be used for the purpose of data collection. The author furthermore described the instrument of data collection which is of various types; it is the responsibility of researcher to pick the most appropriate instrument of data collection in order to increase the

validity and dependability of data for gathering data. The most common instrument of data collection that is continually used by researchers is survey questionnaire, interviews, focus group discussions and observations (Yin, 2013).

It is an important consideration in research to ensure the reliability of data collection instrument and ensuring the reliability and validity of research by selection of the most appropriate research instrument. According to Andrew and Halcomb (2007), questionnaire has been described as the most common instrument of data collection which is both cost and time effective because data from a large sample size can be collected within limited time frame. On the other hand, the second most common instrument for collecting data is interviews. According to Bolarinwa (2015), interviews are although not a time efficient instrument of data collection but they help to get in-depth insights and detailed information regarding a phenomenon that helps in getting to a conclusive argument in a research study.

4.9.1 Pros and Cons of Survey Questionnaire

The first advantage of using questionnaire as research instrument is that it is cost efficient and affordable way to collect data because data can be gathered from large sample within limited time. Moreover, the questionnaires can be used as a practical way to gather data aimed at the specific group for collection of data. It can help in gathering quick results as they are easy to measure and analyse with a reliable scale being used to measure data (Krosnick et al., 2015). However, certain disadvantages also exists for the questionnaire which tend to state that dishonesty can be a big issue in questionnaire because respondents might not be entirely honest regarding their responses and some are even randomly marked so it is essential to conform with the reliability of survey questionnaire. A disadvantage that prevails is the difference in understanding and interpretation because people might not be able to interpret

what was actually meant by the researcher. The presence of some technical questions might cause hindrance in getting accurate results.

According to Brace (2008), survey is the way of collecting data which enable the investigator to gather, analyse, evaluate and interpret the views of the people that can be used for a specific purpose. That purpose can be any education-related event, for collecting feedback purposes or for any other business activity. The use of surveys enables the researcher to gather information from a large number of populations. As per Creswell (2013), survey can be used in any field; from politics to research, from psychology to sociology. The use of surveys, hence the use of survey was considered to be the best option in order to understand the views and reviews of the people regarding the hedonic and materialistic values and its impact on compulsive buying behaviours of the customers living in Pakistan.

In the words of Price et al. (2005), surveys are considered to be the effective way of collecting the information which are more cost-efficient and practical tools for data collection. Moreover, it is also noted that the use of survey questionnaire enable the researcher to understand the views of the people more time-efficiently. This notion is supported by the findings of Brannen (2017) which says that the use of survey questionnaire allow the researcher to gather useful information from the participants in less time and less cost as compared to any other method of collecting the data. There are several advantages of using survey questionnaire as a method of collecting the data. Bryman (2006) identified some of the major advantages of using survey questionnaire as a data collection method. For instance, survey questionnaires are considered to be the cost and time-efficient method, with high scalability which produce speedy results as compared to any other method of collecting data. Moreover, the use of survey questionnaire is considered to be a useful method which allows the researcher to maintain the anonymity of the respondents as this is regarded as the main concern of the participants selected

to fill the survey questionnaire. Moreover, each participant of the survey was given liberty and no pressure is to be imposed on them to fill in the survey questionnaire.

The use of survey questionnaire also enables the researcher to cover all the aspects of the topic selected for the survey. According to Bickman and Rog (2008), the use of survey questionnaire enables the researcher to gather the information from the respondents in the quantitative format which makes the data analysis and prediction easy. The survey questionnaires allow the researcher to gather the information from a larger audience which can be termed as scalability. These survey questionnaires can also be distributed online and other websites; making the questionnaire accessible to every corner of the world; hence increasing the accessibility of the survey questionnaire as well. This implies that the use of survey questionnaire also enable the researcher to target larger audience present anywhere around the world in low cost and low time (Punch, 2013).

In this study, the researcher has selected the method of survey questionnaire in order to collect the quantitative data from the respondents on the basis of the advantages mentioned above. The researcher also used this particular research since the researcher had limited time and budget to conduct the research hence this method was considered to be an effective way of collecting the data. Furthermore, the analysis and interpretation of the data collected from survey questionnaire is relatively easy as compared to any other method. According to Harrison (2013), the use of survey questionnaire allow the researcher to gather large amount of data in lesser time and the data analysis of statistical data is comparatively less complex and less time consuming than the analysis and interpretation of the quantitative data is more easy as compared to the analysis of the qualitative data. Hence the use of survey questionnaire made things easy for the researcher in terms of accessibility, scalability, time and cost-efficiency.

4.9.2. Methodology of Survey Questionnaire

The use of survey questionnaire enabled the researcher to understand the views and ideas of the respondents. The survey questionnaire for this particular study has been formulated on the basis of aim and objectives of the study which enabled the researcher to gather the views of the respondents in order to reach at a specific conclusion for the research. Moreover, the researcher has formulated and arranged the questions on the basis of dependent and independent variable hence allowing the participants to distinguish between the questions as per the two types of the variables used in this study. The researcher formulated the survey questionnaires on the basis of Likert Scale which enable the respondents to gather the information on the basis of five options which ranges from Strongly Agree (which represents 1 value) to Strongly Disagree (which represent the 5 value).

The researcher has formulated the survey questionnaire on the basis of each variable used in this study on the basis of close-ended questions. As per Zachariadis, Scott and Barrett (2013), the use of closed-ended questions in the survey questionnaire allow the researcher to investigate and collect the information in a quicker and easier way. Moreover, the use of close-ended questions also enabled the researcher to code and decodes the responses of the participants in an easier way which is statistically meaningful. The use of closed-ended questions allowed the researcher to gather the information form the respondents on sensible topics as well. Furthermore, the use of the closed-ended survey questionnaire also underpins the advantage over the qualitative methods of data collection, as the use of Likert Scale and closed-ended questions does not require any specific level of education or age group to be added in the samples.

The researcher has formulated the survey questionnaire based on 26 questions while 9 questions were formulated on hedonic values, 9 questions were formulated for materialistic values of the Pakistani customers while the rest of the questions were formulated on consumer

buying behaviours of the Pakistani customers. The survey questionnaire was formulated as per the main aim and objectives of the study while covering every factor of hedonic and materialistic value of Pakistani shoppers. The arrangement of the questions was formulated in order to ease the participants while filling-in the survey questionnaire.

The researcher has also maintained the consistency of the questions within the survey questionnaire. The respondents were allowed to ask the questions on the basis of its relationship and relevancy of the questions as per the main topic of the study. Moreover, the design of the structure was formulated so as to eliminate the biasness and variety of opinions from the respondents. The researcher has included only five options while restricting the respondents to add their own responses and opinions in the survey. The use of questions in the survey was arranged on the basis of providing ease and accessibility to the respondents. The formulated survey questionnaire was then distributed on online platforms which enabled the researcher to gather large number of data and information from the people present all over globe (Brace, 2008). The survey questionnaire enabled the researcher to gather large number of information while providing limited options in order to eliminate the biasness factors from the respondents. This is supported by the findings from the study of Frels and Onwuegbuzie (2013) which says that the use of survey questionnaire on the basis of limited options allow the respondents to decrease the number of conflicts and biasness within the responses of the participants.

The use of survey questionnaire also provided the liberty to the researcher while enabling the researcher to gather the information on the basis of relevancy with the research topic. The researcher has selected the use of survey questionnaire in order to gather precise and error free information regarding the hedonic, materialistic and compulsive buying behaviours of the Pakistani customers which assists the researcher while analysing those responses in order to determine the impacts of hedonic and materialistic values of the Pakistani shoppers on the compulsive behaviours of the customers. The presentation of the questions in the survey

questionnaire is also one of the main aspects which assist the researcher while collecting the useful responses from the respondents. The sensitive questions regarding the feelings, intentions and their experiences were presented in the end which allowed the researcher to develop a certain level of trust with the respondents.

The use of survey questionnaire and interviews allow the researcher to gather rich and detailed information from the respondents so as to determine the impact of hedonic and materialistic values of the Pakistani shoppers on the compulsive buying behaviours of the same customers. A copy of the filled questionnaire has been incorporated in the appendices of the study to present how the participants have filled the questionnaire. The total duration estimated for completing the questionnaires are 4-5 months for 200 respondents of the study.

4.9.3 Pros and Cons of Interviews

The advantages and disadvantages of interviews are as follows. The first advantage of using interview is the personal space and contact with user which also allows developing an understanding with the interviewee. Moreover, the advantage of using interviews is that it helps in getting insights and in depth information that might not have been acquired through questionnaire (Crescentini and Mainardi, 2009). The anonymity in the interviews helps in extracting the honest answers from respondents. However, the disadvantages include the time consuming because the interviews are conducted in session which are timely and require patience. Moreover, the structured interviews should be present or semi-structured questions should be used to quickly wrap up the interview process with all the accurate information required. The accessibility of people is another disadvantage because people are not easily accessible.

Interviews are considered to be effective methods of collecting the qualitative data. These interviews are normally classified into face-to-face interviews and the focus groups. The

use face-to-face interview method allows the researcher to understand the subjectivity of the responses as per the aim and objectives of the study and requires extensive information and details regarding the subject (Patton, 2005). Face-to-face interviews also enable the researcher to understand and view the topic with different perspectives of the respondents. Face-to-face interviews enable the researcher to collect rich information from the interviewees by considering different situations, patterns, and conditions while understanding with the perspectives of each individual. Brinkmann (2014) defined interviews to a method of conversing, transferring, and sharing of knowledge between two or more than two individual in purpose of acquiring knowledge. Interviews are the methods which are given significant importance from the researchers so as to gather reliable and authentic data from the respondents (Turner III, 2010).

As per Potter and Hepburn (2005), interviews are classified into three different categories based upon the types of questions being asked from the respondents. Qualitative interviews, as per DiCicco-Bloom and Crabtree (2006) are classified into semi-structured, structured and unstructured interviews. The structured interviews are the interviews in which the questions are asked from the interviewees in standardised order. In structured interviews, the researcher follows the date which is set initially to conduct the interview while flexibility is not there in structured interviews. On the other hand, unstructured interviews are also known as guided conversation between the two parties. These are informal interviews and the interviewers are more flexible (King and Horrocks, 2010). In these interviews, the researcher formulates the open-ended questions to be asked from the interviewees in any order. Similarly, in semi-structured interviews, the interviewer converses with the interviewees while prompting a series of questions based on open-ended questions. The semi-structured interviews are the collection of open-ended and close-ended questions where the respondents are given with collection of questions pre-constructed. However as the conversation proceeds, new questions

may arise in order to acquire more knowledge and clarification from the interviewees (Diefenbach, 2009).

The use of semi-structured interviews allows the researcher to acquire rich knowledge and to gain deep insights of the research questions. These types of interviews are used in number of events such as business and management (Whiting, 2008). These interviews are conducted in a fairly open environment where all the respondents are allowed to participate with their own consent. The interviewer follows a specific pattern of asking questions by focusing on the pre-determined guidelines; however the trajectories within the conversation might be enable the interviewers to rephrase or reconstruct the questions in order to gain rich knowledge or information from the participants. As per Irvine, Drew and Sainsbury (2013), semi-structured interviews require thoughtful planning by identifying the correct amount of samples/interviewees, examining what type of questions can be asked, determining the number of interviews to be conducted and finally planning for the interviews.

In this study, the researcher has used semi-structured interviews in order to gather the data which is then later analysed to acquire in-depth knowledge regarding the research questions. In this way, the researcher can obtain the information from the respondents while gaining the understanding of how the respondents perceive certain phenomenon as per the social reality (Padgett, 2016). The information collected from one interview might differ from the information collected from the other respondents; hence in this way the researcher can gather sufficient number of responses for the analysis of the data. In semi-structured interviews, the conversation does not follow a specific pattern; however the flow of the questions is dependent on the type and intensity of the conversation (Qu and Dumay, 2011). Moreover, the researcher can also add questions during the interviews while exploring different horizons of the aim and objectives as per the perceptions of the interviewees. Hence this can be asserted

that the method of semi-structured interviews is considered to be the most flexible method of acquiring rich knowledge and information.

The use of interviews as a data collection method is an advantageous way of collecting data as in accordance with Doody and Noonan (2013); it is a way of collecting in-depth information and can be used for comparison with the other methods. As per Brinkmann (2014), the main advantage of conducting interviews is to acquire, the reactions of the respondents that are beneath the surface and hard to acquire via any other method. Moreover, interviews are conducted and are advantageous is acquiring in-depth knowledge, explaining and exploring different terms and terminologies. While conducting semi-structured interviews, the researcher quite efficient skills to persuade and to establish trust from the respondents while enabling the participants to disclose particular information that can be used in exploring the horizons of the responses (Diefenbach, 2009). Keeping this mind, the semi-structured interviews provide the researcher the opportunities to explore the perceptions of the respondents in accordance with the aim and objectives of the study. Furthermore, the interview is considered to be an effective way of collecting information from the interviewees while evaluating the insights and sincerity of the participants. The gestures and postures of the respondents also reveal whether the responses are being made with sincerity and honesty.

In this research, the researcher has deployed the use of semi-structured interviews which helped the researcher to address the research questions formulated in this study by acquiring in-depth knowledge from the interviewees (Qu and Dumay, 2011). Selecting this type of interviews enabled the researcher to collect and gather the responses in the interpretable format so that this data can be used for comparison and evaluating purposes. Moreover, this type of method of conducting interviews provides immense flexibility to the researcher to relate and compare the responses. It also provides the flexibility to the interviewees as well so as to maintain the openness and establish a level of trust from the interviewer (Yin, 2013).

The main aim of conducting interviews is to collect the data while establishing the understanding of the research topic as per the perspectives of the interviewees with the help of conversations between the researcher and the interviewee. According to Ryan, Coughlan and Cronin (2009), semi-structured interviews allow the researcher to investigate and interpret what is being communicated to the researcher and how it can be linked with the main aim and objectives of the study. These interviews also allow the researcher to look beyond the responses of the interviewees while reading the mind of the participants and their honesty while conducting interviews. Through these interviews, the researcher can also understand the feelings, gestures, intentions and thoughts of the respondents. Hence the main aim of carrying out the interviews based on semi-structured interviews is to enable the researchers to understand the views of the participants and conduct the research as per the subjective data acquired by those responses in order to investigate the influence of influence of compulsive buying behaviour through hedonic and materialistic values among Pakistani shoppers.

4.9.4 Methodology of Interviews

In order to meet the main aim of the study, the researcher has utilised semi-structured interview method. These methods were selected on a basis of the belief that the researcher might be able to gather rich and useful information from the respondents while linking the responses with the aim and objectives of the study (Turner III, 2010). The use of interviews enabled the researcher to acquire detailed information regarding the hedonic and materialistic values of the Pakistani shoppers. The use of semi-structured interviews enabled the researcher to involve the respondents in a productive conversation where they can share their views, experiences and knowledge regarding the compulsive behaviour and hedonic and materialistic values of each individual. Moreover, flexibility is also one of the major advantages of using semi-structured interview methods enabling the researcher to ask the spontaneous questions as

the use of semi-structured interviews do not contain pre-determined set of questions that are to be asked by the respondents (Doody and Noonan, 2013).

The interview questions formulated for this study were aligned with the hedonic and materialistic values of the Pakistani shoppers which have been identified in the previous chapter. The interview questions have been formulated in order to fill-in the loopholes and to identify the main issues and factors of hedonic and materialistic values mentioned in the literature review. Moreover, keeping in mind the theories of symbolic self-completion theory, social learning and social cognitive theories, the researcher has formulated the interview questions based on these theories in order to include the essence of these theories and to acquire the information regarding the hedonic and materialistic values as per these theories so that the interpretation must be in-line with these theories. Since these theories have been used in order to understand the hedonic values of the Pakistani buyers, therefore the researcher has incorporated these theories in the interview questions.

The interview questions were formulated as per the materialistic and hedonic values, following the conceptual framework constructed in chapter 3. The logic behind constructing the interviews is that each question of the interview was based on simple wordings and the concepts of hedonic and materialistic models along with the compulsive buying behaviours of the shoppers. Moreover, the interview questions were constructed so as to follow a specific pattern and flow. The researcher has formulated the interview questions by covering each factor of hedonic and materialistic values of the shoppers of Pakistan which is significantly appealing. A total of 14 interview questions were formulated while covering each factor in order to understand and collect the responses from the interviewees on the basis each hedonic and materialistic factor.

The interview questions were arranged and organised on the basis of three hedonic and four materialistic values of the Pakistani shoppers as per the conceptual framework explained

in chapter 3. The arrangement of interview questions on the basis of these factors enables the researcher to understand how hedonic and materialistic values along with compulsive buying behaviours are perceived by the interviewees.

Table 4.1: Key Areas of Interview Questions

Key Areas Of Interviews Questions	
Environmental Factors	Main hedonic and materialistic values of Pakistani shoppers
Cultural Factors	Prevalence of compulsive buying behaviour in the Pakistani market
Social Factors	Impact of materialistic values on the compulsive buying behaviour
Self-esteem	

It can be seen that each of the key area on the basis of which the interview questions have been formulated are based on the factors of hedonic and materialistic values identified in the literature review. The first area is the environmental factors which are used in order to understand the influence of environmental factors on the compulsive buying behaviours of the interviewees. The interview question of this domain covers the question of “*what according to you are the environmental factors which contribute to compulsive buying behaviour*”.

As per the second key area, the interview question has been formulated so as to focus upon the cultural factors that can be used to identify their influence on compulsive buying behaviours in the view of the respondents. In this regard, the researcher was able to collect rich information from the interviewees regarding the variety of cultural factors. Moreover, the questions formulated on this area also enabled the researcher to understand the relationship

between the cultural factors and the influence of cultural factors on compulsive buying behaviours of the respondents.

The third key area is the social factors which enabled the researcher to understand the influence of social factors on compulsive buying behaviours of the Pakistani shopper, as perceived by the respondents. The questions based on this area are aimed to cover all the necessary and essential social factors which might have significant influences on compulsive buying behaviours of the customers.

On the basis of the fourth key area, the researcher is expected to gather relevant information regarding self-esteem and its impact on the compulsive buying behaviours of the customers. The question based on this perspective allowed the researcher to acquire the knowledge and views of the participants of how self-esteem can influence the customer to buy certain products. The questions on the basis of self-esteem, furthermore allow the researcher to investigate the views of the respondents and their understanding of the self-esteem and its relationship with the compulsive buying behaviours of the customers. Besides these questions, the researcher has also formulated some of the general questions regarding the compulsive buying behaviour and hedonic and materialistic values of the shoppers in order to understand the views and reviews of the interviewees regarding these concepts.

The data collected and gathered from the respondents on the basis of these interview questions helped the researcher to identify the major hedonic and materialistic values of the customers of Pakistan, in relationship with its relationship and impact on the compulsive buying behaviours. The interview questions based on these key areas were formulated, aiming to meet the aim and objectives of the study. By collecting data from these interview questions, the researcher has been able to understand the views and perceptions of the interviewees in alignment with the research questions formulated on the researcher in the first chapter. A transcript copy of the interviews provided by the interview participant has been attached in the

appendices for the reference. Moreover, the time required for completing the interview process was estimated at 3 months.

4.9.5. Suitability of Questionnaire and Interviews

Considering the advantages and disadvantages of questionnaire and interviews, it has been determined that the inclusion of both the instruments for data collection is justified because questionnaire is time and cost efficient which also helps in getting information from a large number of respondents within limited time and also has the potential to produce quick results (Sansoni, 2011). On the other hand looking at the advantage of interviews, it can help in getting hand into latest and in depth information with honest answers due to personal space with the interviewee and thus, the selection of both instruments for data collection is appropriate based on the pros and cons (Alshenqeeti, 2014).

4.9.6. Chosen Instrument and Justification

In the context of this study, the research instrument selected is questionnaire and interviews because the study follows a mixed method research design where qualitative and quantitative both aspects of research are investigated and thus, the quantitative information is collected through questionnaire while interviews are used for collection of qualitative data. The involvement of both research instruments is vital for the completion of research. Both the questionnaires are structured where survey questionnaire is constructed using a five point Likert scale and interview questionnaire consists structured questions.

4.10 Population and Sampling

The population is the set of subjects in a particular geographical location. In the context of research study, the population is the number of subjects present in the area where research

is being conducted and researcher tends to select a sample from this population in order to gather relevant data from respondents for attaining the aim of study. A large group of respondents in a study is referred to as population. On the other hand, a relatively small part of population that is particularly selected for collecting data in order to conduct study is termed as sample (Gentles et al., 2015). A sample is a part of population that is used to conduct study and results obtained from the sample are generalised over the whole population for the purpose of explaining a phenomenon with help of variables that tend to indicate cause and effect. The research specifically requires the generalisation of result and requires the validity of research and for this purpose, the selection of sample size is mandatory and specified sample should be extracted from population for fulfilling the aim of study (Delice, 2010). According to Battaglia (2008), the results obtained from sample are considered as responses from entire population in terms of generalising the results. The sample is an important consideration for study. In this regards, it is important to investigate type of sampling methods in order to incorporate the most appropriate one for the study. Merriam (2009) stated that there are two methods of sampling that are probability sampling and non-probability sampling.

According to Uprichard (2013), the probability sampling method is one in which all the subjects in population have an equal chance of being selected as the sample size and is unbiased form of sampling technique. Contrast to it, non-probability sampling is where the subjects in population do not have an equal chance of being selected as sample size for the study and thus, research only picks subjects in sample size that are convenient to reach or easily accessible (Farrokhi and Mahmoudi-Hamidabadi, 2012). The choice of sample size is dependent upon the nature of study.

4.10.1.1 Pros and Cons of Probability Sampling

The advantage of using probability sampling are various among which, few are discussed in this section. The first is the elimination of bias because all subjects have equal chance of being selected as sample size which provides objectivity to research. Moreover, the probability sampling is fair and unbiased and is easy to analyse and calculate of error estimates (Palinkas et al., 2015). Yet, the disadvantage of probability sampling is that it is less efficient in comparison to other techniques in probability sampling. Moreover, it does not take into account the additional information on the population and is also complex and time consuming keeping in mind the budget and time constraint. For the identification of sample, high expertise and skills are required and is also costly.

4.10.2 Suitability of Probability Sampling

Consideration of advantages and disadvantages has led to the conclusion that probability sampling is suitable for this research because of the unbiased estimates of probability sampling and it being fair due to equal chance of subjects being selected as sample size and the data collection is easy with respect to calculation of error estimates which is also easy (Delice, 2010).

4.10.3. Chosen Sampling Method and Justification

The sampling method used in this study is probability sampling technique where all the subjects in the entire population have an equal chance of being selected as the sample size. For this purpose, the study has adopted the probability sampling method and the technique selected for this research is described in the section below.

4.11 Sample Size and Technique

The sample size selected for the study is extracted from the population being representatives of population. In this regards, the sample size for this study is 200 questionnaire in terms of quantitative design and 100 interviews in terms of qualitative design. Moreover, the technique selected for both the sampling methods is different based upon the nature of sample size and instrument used for data collection based on research designs. For this purpose, under the probability method of sampling, simple random sampling is considered for survey questionnaire while for interviews, stratified sampling is considered. In simple random sampling, each subject has equal chance of getting selected in sample size (Suresh, Thomas and Suresh, 2011). On the other hand, stratified sampling chosen for interviews is based on division of population by researcher into small groups called strata (Cesar and Carvalho, 2011).

In the context of this study, the questionnaire and interview has been selected for collecting primary data. The data collection questions formulated for the study are based upon the variables of study that are used to formulate hypotheses and objectives for the study and considering the variables that are materialistic values, hedonic values and compulsive buying behaviour, the questions are formulated with respect to determinants of these variables and thus, the questions are aligned with the research objectives and hypotheses.

4.11.1 Pros and Cons of Simple Random Sampling

The first advantage is that it offers an accurate sample out of population due to unbiased selection of respondents. Moreover, the accurateness of response increases because of anonymity which leads to honest and truthful answers from respondents that contributes majorly for attaining the aim of study (Barreiro and Albandoz, 2001). However, the process is time consuming and can present biased results as individual pride might interfere in answering

questions and researcher might opt to collect data from his social circle that are also part of population.

4.11.2 Pros and Cons of Stratified Sampling

The advantage of using stratified sampling is the when the population is heterogeneous and divided into different sub groups and data is to be collected from specific groups that are related to the study (Hillson et al., 2015). Another advantage of using stratified sampling that it ensures high representativeness from each layer or strata in population increasing the accuracy of research. The disadvantage of stratified sampling is time consumption and boring because the division of population is a time consuming task and then selecting the appropriate group as per the results of study.

4.11.3 Suitability of Simple Random and Stratified Sampling

Based on the advantages of sampling techniques discussed above, the simple random sampling help in unbiased estimates and honest answers from respondents' increases validity of research has been adopted (Chaudron and Carlier, 2014). Similarly, the stratified sampling helps in getting interviews from people of different groups based on different layers of population (Elsayir, 2014).

4.11.4. Chosen Sample Size & Technique and Justification

The divisions of population are done in accordance to age, gender, geographical boundaries, and cross-national races and thus, from different strata extracted, the researcher randomly selects the sample and conducts the data collection process from this study. The profile of respondents consisted of different individuals where 121 respondents were female and 79 were female. Secondly, different age groups were identified and asked from respondents where most of respondents were from 32 to 45 years of age and study was focused on them.

Thirdly, the income group from which most of the respondents belonged was 52 respondents from income group of 31,000 to 40,000 monthly incomes. However, there are several other methods that can be considered in this study which are part of non-probability sampling that are convenience and snowball sampling where convenience sampling is used for questionnaire while snowball is used for selected interview samples.

4.12 Data Analysis

The data analysis has been an integral part of research process where the results for the study are examined, identified, analysed and discussed in this section. For this purpose, there are numerous research techniques and tools that used for analysing results for the study depending upon the nature of study (Onwuegbuzie and Combs, 2011). As this research has followed a mixed research design involving both qualitative and quantitative aspects of research, the tools for the analysis are selected and determined on the basis of considering the nature and design of study. In this consideration, the quantitative analysis requires statistical software for analysis while qualitative design requires in-depth and detailed analysis. In this context, SPSS tool has been used to analyse quantitative data using different techniques (Arkkelin, 2014) while thematic analysis has been chosen to conduct analysis of qualitative data (Vaismoradi et al., 2016).

The techniques chosen for analysing quantitative data are different because numerous techniques are available for conducting quantitative data analysis. Among these techniques, the descriptive analysis is conducted for analysing frequencies for each statement of data in order to determine the number of respondents lining or contradicting to a particular statement opining their response. Moreover, the correlation analysis will be conducted for determining the interdependence of all the variables onto one another for determining that whether the independent and dependent variable(s) move in uniform direction or opposite direction

indicating a direct or inverse relationship. Furthermore, the regression analysis helps in examining the impact of independent variable on dependent study and is applied to determine the impact of hedonic and materialistic values on compulsive buying behaviour among Pakistani shoppers. In this context, the validity, reliability and Cronbach's coefficient for research are investigated. The validity and reliability test for the study is conducted to test whether the instrument used for this research is reliable and valid or not in terms of quantitative data. The study of Hämmerer et al. (2013) opined that reliability and validity can be measured through different techniques among which test for internal consistency conducted through measurement of Cronbach's Alpha for SPSS is conducted to test the validity and reliability of instrument. According to Spiliotopoulou (2009), Cronbach's Alpha is one of the most important measures to test the internal consistency and reliability of instrument being used.

4.12.1 Pros and Cons of SPSS as Quantitative Analysis Tool

The advantages and disadvantages of using SPSS as quantitative analysis are discussed in study conducted by John and Johnson (2000). The foremost advantage of using software is to eliminate the clerical and manual work which saves time. Moreover, it can help in dealing with large amount of data that is difficult to analyse manually. The flexibility of getting results in the appropriate manner is also increased through software. Lastly, the auditability and validity of quantitative research can be determined by the use of statistical software. While on the other hand, the quantitative data analysis through software of SPSS has certain disadvantages. Firstly, it does not support structural equation modelling without a plug-in. Moreover, model indices are not well indicates through this tool. Despite of shortcomings and limitations of software, SPSS is still considered to be a highly reliable tool for statistical and quantitative data analysis (MacDonald and Headlam, 2011).

4.12.2 Pros and Cons of Thematic Analysis for Qualitative Analysis

There are certain pros and cons of thematic analysis to be used as part of qualitative data analysis. According to Rahman (2016), thematic analysis has the biggest advantage as it can help in determining the results from complex and difficult topic by uncovering certain information through detailed and in-depth analysis. It can also help to decipher data from domains that are not possible with the quantitative approach providing insights into different paradigms of a domain. However, there are certain disadvantages as well which are discussed in study of Javadi and Zarea (2016) stating that it is a time consuming process which requires efforts, time and expertise to convert data collected into meaningful information from the respondents and present it as data for study.

4.12.3 Suitability of SPSS and Thematic Analysis

The suitability for the data analysis techniques chosen for this study are dependent upon the nature of study and methods selected for carrying out the study and the entire data analysis process. According to Almalki (2016), the nature of quantitative aspects of data requires statistical software for analysis for analysing large sets of data and for the thematic analysis, the detailed and complex information is analysed yet it requires expertise for conducting analysis. Thus, the selection of SPSS and thematic analysis is suitable considering the nature of research study for analysing the influence of compulsive buying behaviour through hedonic and materialistic values among Pakistani shoppers.

4.12.4. Chosen Data Analysis Method and Justification

Correlation is defined as the measure of association amongst two research variables (Cohen, West and Aiken, 2014). The variables of the research are designated as dependent and independent variables whereas correlation finds out the relationship between these two. The

two most commonly used correlation coefficients are Pearson's correlation and Spearman's correlation. The probability of correlation is indicated by t-statistic (Lavrova and Pechenkin, 2015). On the other hand, simple regression is the statistical test that is used for analysing the relationship amongst the variables as well as the impact of one variable on the other (Harrell Jr, 2015). Regression has the tendency to go beyond the lines of correlation by predicting capabilities (Draper and Smith, 2014). Both correlation and regression tests are used where variables are quantifiable and can be tested by using SPSS tool. These tests are also used where the impact or the relationship between the variables are required being found.

From the perspective of analysing quantitative data, the data is collected from a large sample size based on certain questions for which the data is to be collected which is difficult to analyse manually and thus, the software of quantitative data is used for conducting the analysis. As discussed by Doey and Kurta (2011), the quantitative data is best analysed through SPSS software because of its validity and wide usage in social science research. Similarly, the thematic analysis is suitable for research considering the in-depth information to be extracted from the study and its results to be analysed (Hewege and Perera, 2013). For the quantitative data, SPSS and other statistical techniques such as frequency analysis, correlation analysis and regression analysis are used to extract results from the quantitative data. Secondly, the thematic analysis is used to extract data from qualitative analysis where different themes are formulated considering the research question and objectives of study that helps in gathering comprehensive information for the study. Thus, both the methods are selected.

In addition to this, the main tests that have been conducted in this research are correlation and regression analysis. Correlation analysis is carried out in order to understand the interrelationship or interdependence which exists among the variables of the research. It is referred to the statistical evaluation of two or more variables in order to depict the strength of the relationship among them (Lee et al., 2013). Correlation analysis is used by the researcher

when the research wants to establish that there is a possible connection between the variables under study (Podobnik and Stanley, 2008, p. 84). If the correlation is found among two or more variables of the research it means that if there is a systematic change in one variable then the change will also occur in another variable of the research because of the presence of interdependency among the variables of the research. The rationale behind using these tests is associated with the main aim of the study and its associated nature. For instance, the correlation test in the study was used in order to analyse the relationships between hedonic and materialistic values on the compulsive buying behaviours of Pakistani shoppers which is associated with one of the research question of the study concerning with finding how compulsive buying behaviour is associated with the hedonic and materialistic values of the consumers.

For this purpose, the correlation analysis between these variables needed being undertaken prior to addressing the third objective of the study, i.e. to analyse the influence of hedonic and materialistic values factors on consumer buying behaviour based on age, gender, geographic boundaries and cross – national races. Hence, accompanying the correlation analysis has further assisted in meeting the fourth objective of the study which helps in identification of the impact of hedonic and materialistic values on the compulsive buying behaviours of Pakistani shoppers. While carrying out the regression analysis there are certain assumptions which are to be considered. One of the major assumptions is that the sample which is selected for carrying out the regression analysis is an efficient representation of the entire population. Another important assumption is that error is a variable which has a random nature and cannot be explained. Lastly, the nature of independent variable is independent in literal terms which mean that it is not possible to express any predictor as the linear combination of others. While keeping these assumptions the regression analysis is carried out in order to know about the relationship between the variables of this research (Fox, 2015).

On the other hand, the rationale behind using regression analysis is associated with the main and primary aim of the study associated with finding the impact of hedonic and materialistic values on compulsive behaviour. The regression analysis is a statistical process which is carried out by a researcher for the purpose of estimating the relationship which exists between the variables of the study (Cameron and Trivedi, 2013). In order to be more specific, it can be said that regression analysis helps the researcher to understand the change in the dependent variable of the research when any one of the independent variables is changed keeping the other things constant (De Vaus, 2013). The regression analysis for the study has been carried out in order to analyse the influence of materialistic and hedonic values on the compulsive buying behaviours of the Pakistani shoppers. Since, the fourth objective of the study was to analyse the data with respect to the regression model in order to analyse the impact of hedonic and materialistic values on consumer buying behaviours. Moreover, regression model has been considered as the best statistical tool that aids in identification of the influence of independent variable on the dependent variable. The purpose for choosing regression model for catering to the fourth objective is because of the reliable results that can be obtained from the application of regression model. Moreover, the strength of the influence of hedonic and materialistic values on the compulsive buying behaviours of Pakistani shoppers can also be identified through regression model. The application of regression model is carried out once the correlation between the dependent and independent variables is strong and positive.

The chosen method of data analysis is also associated with the identified variable and the use of key terms in the topic of the study. As the main aim of the study was to find the “influence” of hedonic and materialistic values on compulsive buying behaviour, therefore, in order to address the proactive approach of the key term, not only descriptive analysis has been conducted but also explanatory analysis has also been incorporated. This proactive approach has allowed examining factors that could influence compulsive buying behaviour to draw

plausible conclusions and recommendations in the research. The hypothesis development has been based on the findings of the previous literature which further strengthen the predictions of this research. For instance, according to Donnelly, Ksendzova and Howell (2013) the hedonic features of consumer motivation to shop have been discovered through the consumer experience of shopping phenomenon related to enjoyment, excitement and arousal from shopping. Due to this, the sense of escapism might be felt by the consumers while making purchases for which there would be more places to explore under the notion of making purchases and hence profoundly affect the consumer buying behaviour.

Similarly, Dittmar et al. (2014) explained that materialism is sometimes a source of satisfaction for consumer which is often inherent in cultures and is also a rudimentary part of human personality and nature. For this matter, materialism might be considered as a conceptualization of human behaviour which influences compulsive buying behaviour in consumers. Therefore, the hypothesis development in this research as well as the analysis has been strengthened by the findings of the literature. The qualitative findings of this research have led towards the development of quantitative findings. For instance, the results of the study was randomised which led towards the collection and analysis of qualitative data. The researcher then collected as well as analysed both qualitative and quantitative data at the outset in order to explore the experiences of the customers and to obtain results.

With respect to the above mentioned rationale of using regression and correlation analysis, it can be stated that qualitative findings have largely influenced the quantitative model. The qualitative findings have helped in the creation of quantitative model such as the previously conducted studies have defined variables of the research such as compulsive buying behaviour and hedonic and materialistic values. The triangulation of the qualitative findings with quantitative findings have also led towards identifying a number of similarities and differences between the quantitative model of this research and Eren's model identified through

qualitative findings. The qualitative approach has allowed giving more flexible analysis by including the opinions of different respondents of the study. This has also led towards more explanatory sequential design that involved two main phases such as an initial phase including quantitative instrument and second qualitative phase of data collection in which qualitative phase had built directly on the outcomes from the phase of quantitative data collection. For instance, the quantitative findings were about the impact of hedonic and materialistic values on compulsive buying behaviour whereas the qualitative findings helped to explore personal experiences of the customers in Pakistan and matched up those results with quantitative findings. The regression equation for the study is as follows.

$$Y = mx + c$$

$$\text{Compulsive Buying Behaviour} = \alpha + \beta_1 (\text{Hedonic Values}) + \beta_2 (\text{Materialistic Values}) + \varepsilon$$

4.13 Ethical Considerations

Ethical considerations are an important part of study because it is the responsibility of research in order to identify the ethical and moral values in research and try to keep them intact violating which can lead to academic and ethical offense having severe consequences. According to Hearne (2013), ethical considerations are important in this study and author must ensure that these considerations are prioritised by him or her. Ethical considerations are codes of ethics that the research needs to consider when conducting a research and follow them to remain fair and keep the integrity maintained. This also shows the unbiased behaviour of researcher. The authenticity and legality are two important elements in a research study are dependent upon ethical considerations for research with the collection of primary and secondary data. This research has identified some ethical considerations that are considered and described in the context of this study which are honesty, objectivity, integrity and carefulness.

4.13.1 Honesty

The following element is considered to be important in ethical perspective because of ensuring the validity and reliability, the honesty of researcher comes into play. For this reason, the methods and approaches are in line with objectives of study and appropriate methods are selected. The personal biasness is avoided by researcher for ensuring credibility. The data for research was not manipulated and presented as it was originally. The chances of error are tried to be minimised at the fullest by researcher.

4.13.2 Objectivity

The researcher has specially considered the objectivity because the researcher has been fair in selection of methods and approaches for research because each option is presented with a rational rather than self-decision making purely on intuition.

4.13.3 Integrity

The integrity was maintained throughout the research on the whole and thus, the concepts and thoughts presented are consistent and researcher has gained the consent of every individual in sample size while collecting data and their data is kept confidential. Moreover, the researcher has given the credit to secondary authors where it falls due and does not state work of others as own work.

4.13.4 Carefulness

The carefulness is another consideration which has been observed keenly such as typing errors, data errors and plagiarism which is tried to be avoided at maximum level by researcher.

Research ethics are the main requirement of any research which the researcher is obliged to take into account (Hussein, 2015). These ethics are incorporated for protecting the

participants of the researcher as well as the researcher him/herself. In any research, research ethics are defined as the moral values which are incorporated so that the people would give their consent for the use of information. The ethical questions can be raised at any point of research process such as data collection, design and even the writing of the research. Morse and Cheek (2014) said that it is the responsibility of the researcher to provide protection to the research participants by being objective, honest, thoughtful, meaningful and truthful. This research has also undertaken number of ethical considerations. Honesty is the element which was considered as most important in the research process as it is one of the ethical perspectives which is used to ensure that the validity and reliability of the research have been kept intact. Due to this, the approaches and methods of the research have been aligned with its main aim and objectives. Moreover, personal biasness has been avoided in order to ensure research credibility. Hence, the data collected was kept original and was not presented in falsified and manipulative manner with which the error could be minimized in the research findings.

The research ethics include the element of objectivity in the research process (Padgett, 2016). The researcher had kept the views on objectivity in mind by selecting the approaches and methods rationally rather than intuitionally. Throughout the research process, the integrity was maintained due to which all the thoughts and concepts presented were based on the consistency. Moreover, the data collected from participants were used by taking their prior consent. All the secondary data incorporated in the research had been properly given credit to its respective authors. Yilmaz (2013) said that the rules of plagiarism should be kept in mind as well as the overall code of conduct for the research. Participants were given the right to decline if they were not comfortable answering any question presented in survey questionnaire as well as interview questions. Furthermore, the aim and objectives of the research were articulated and clearly outlined to each respondent. Hence, it should be addressed that the

researcher had complied with all the legislations related to data collection and analysis on the influence of hedonic and materialistic values in compulsive buying behaviour in Pakistan.

4.13.5 Confidentiality and Risk Assessment

The confidentiality of the respondents is ensured by keeping their identity anonymous and their data is secured in password protected laptops. Moreover, the data is kept in a backup external hard drive to ensure that data is not misused and not leaked out to individuals that might use the data in harmful manner. The data of the respondents is not shared with anyone other than concerned individuals such as the research facilitator and university authorities for purpose of authenticity of data collection. The risk assessment has been done by researcher to ensure that no response harms the sentiments of other individuals, communities, or groups.

4.14. Hypothesis Development

The hypothesis was designed in order to test the influence of the hedonic and materialistic values on the compulsive buying behaviour among the Pakistani shoppers. Regression and correlation analysis was also performed in order to test the research variables. The hedonic variables were further divided into cultural values, enjoyment, and satisfaction. However, the materialistic values were tested through the wealth, possession, image, and status. Therefore, the hypothesis for the current research was;

H_{01} = There is no influence of hedonic values on compulsive buying behaviour of the Pakistani shoppers

H_{A1} = There is an influence of hedonic values on compulsive buying behaviour of the Pakistani shoppers

H_{02} = There is no influence of materialistic values on compulsive buying behaviour of the Pakistani shoppers

H_{A2} = There is an influence of materialistic values on compulsive buying behaviour of the Pakistani shoppers

4.15 Conclusion of Chapter

The following chapter was presented to discuss the research methodology to be used in by the author for conducting the research. Several methods necessary for conducting the research were selected in this process which are summarised as follows. Firstly, the philosophy of research was determined by providing an introduction and discussing pros, cons and suitability of chosen research philosophy and afterwards, the justification for chosen philosophy is provided. Similarly in the next section of methodological choice where the mixed design has been selected for study with the discussion of pros and cons for mixed method design and its suitability are discussed and justification for selection of this is provided. The deductive approach for this study is selected because of being the basis of theory and to validate and generalise the theory, deductive approach is an appropriate choice. The type of investigation in this study is causal research design because the study tends to identify the cause and effect of hedonic and materialistic values onto the compulsive buying behaviour and thus, the causal research design is selected for the study. Similarly, for achieving the purpose of study, survey strategy is selected for collecting data in attainment of aim of study. The study is a cross-sectional study as it tends to collect data from different respondents within the same time frame and thus, a cross sectional study is appropriate.

The data collection method for this study is primary as well as secondary data collection because primary data helps in attaining prime aim of study and secondary data helps in supporting the findings and results for study for generalisation and fortification. As the study is based on mixed method, the research instrument for quantitative design is questionnaire while for qualitative design is interviews. The survey questionnaire is used to collect data from large respondents for generalising results of sample over population while the data from interviews helps in getting hand on the most recent and detailed information regarding a phenomenon. The sample size for study is 200 questionnaires and 100 interviews to conduct

and extensive research and investigates all the paradigms accessible for the research to present a comprehensive analysis for the study. The data analysis for this study is conducted as per the designs of study. Firstly, the quantitative data is analysed using SPSS software helps in analysing large data sets through application of techniques of descriptive, correlation, regression and reliability analysis through Cronbach's coefficient are applied. In addition to this, the qualitative primary data is analysed through using thematic analysis by formulating relevant themes and answering questions.

Table 4.2: Overall Methodology

Research section	Selected type	Rationale for the selection
Philosophy	Pragmatism	Pragmatism philosophy has helped the researcher to incorporate multiple methods which are considered as reliable, credible and relevant for achieving research aim and objectives.
Method	Mixed Method	The mixed method research design has allowed the researcher to have a clear and in-depth understanding of the phenomenon from both qualitative and quantitative perspectives.
Approach	Deductive	The deductive approach has been beneficial for formulating hypothesis and to retrieve information from both primary and secondary sources. It gave the better understanding of research strategy on the basis of both qualitative and quantitative reasoning.
Data collection	Survey Interview Survey Questionnaire	Survey interview has helped to understand the research dimensions on the basis of shared experiences of the respondents Survey questionnaire was less time consuming and cost effective and assisted the researcher to collect data from large number of respondents
Data analysis	Thematic Analysis SPSS	Thematic analysis has allowed the researcher to generate codes and draw analysis on the basis of people's responses The SPSS software has helped to find the results in statistical form along with the possibility of error in the result being low.

CHAPTER 5: DATA FINDINGS

5.1 Introduction

The study is aimed at determining the influence of compulsive buying behaviours through hedonic and materialistic values on the Pakistani shoppers. The objectives formulated for the study are to critically analyse the available literature on compulsive buying behaviour, hedonic values and materialistic values. Moreover, the study tends to assess the extent of hedonic and materialistic consumer buying behaviour in Pakistani shoppers. Thirdly, the study is aimed at analysing the influence of hedonic and materialistic values factors on consumer buying behaviour based on age, gender, geographic boundaries and cross – national races. The fourth objective is to develop a regression model in order to identify the influence of hedonic and materialistic values on the compulsive buying behaviour of Pakistani shoppers. Based on the study, this study will present findings with relevant recommendations to the practitioners of Pakistani brands in order to motivate the consumers in Pakistan to adopt either materialistic or hedonic behaviour for making purchasing decisions. The study includes the demographic analysis from the questionnaire with respect to age, gender and income of respondents that participated in the study. Furthermore, the reliability of the chapter has also presented the reliability analysis for analysing the validity and reliability of the instrument through internal consistency of the data for analysing whether the instrument used is appropriate or not. Moreover, for the quantitative part, the study has applied the descriptive statistics for analysing the frequency of responses for each statement and the number of respondents on each point on the Likert scale that ranges from strongly agrees to strongly disagree determining the choice of respondents as per the statements in the questionnaire. In addition to this, the quantitative techniques have further used the correlation analysis in order to analyse the relationship

between hedonic values, materialistic values and compulsive buying behaviour to determine the movement and strength of variables depending upon one another which is conducted through Pearson's correlation analysis. Furthermore, the study conducts a linear regression analysis that is in line with the objective to determine the influence of the independent variable or variables onto the dependent variable and, in the context of this study the analysis is conducted to determine the influence of materialistic and hedonic values on compulsive buying behaviour. The quantitative part of the study has been conducted through SPSS software and Microsoft Excel for analysing demographics and conducting regression, correlation, reliability and frequency analysis. The quantitative data is collected through a questionnaire consisting of 26 items among which, 9 items were for hedonic values, 9 for materialistic values and 8 were for compulsive buying behaviour. The data is collected from 200 Pakistani shoppers representing the sample size for the study and close-ended questionnaire has been used as research instrument. However, the study has followed a mixed method research design and in this context, the qualitative part of the study has been analysed through thematic analysis with the help of interviews conducted from respondents. The interviews were conducted from 100 respondents that are part of Pakistani consumer market. The sample size for the study for the questionnaire that is 200 respondents has been selected through simple random sampling and for the interviews, the stratified sampling is considered as being the appropriate technique of sampling as discussed in the previous chapter. The study follows a mixed research design with the inclusion of both quantitative and qualitative methods for the purpose of data collection and analysis. The research approach is deductive which tends to investigate the previous researches and formulate a hypothesis for testing it through analysis. Furthermore, the investigate type is causal research which tends to identify the cause and effect of hedonic and materialistic values on compulsive buying behaviour. The research strategy is survey through a cross-sectional study where data is collected from primary methods and the secondary data

collection methods are used for fortification of findings through primary analysis. The findings from the study are presented in a comprehensive manner for the analysis.

5.2. Data Analysis Strategy

The stage of mixed method data analysis has been beneficial for the researcher to have a dire focus on the important attributes of the research (Morse, 2016). The collected data from both survey questionnaire and survey interview required to be transformed into meaningful statements and number generation respectively. It has been done to identify the impact of hedonic and materialistic values on compulsive buying behaviour in Pakistan. Hence, Ott and Longnecker (2015) said that data analysis is the process which is applied for the purpose of reductionist strategy so the data would be organized in an understandable way. It leads towards the effective interpretation of data collected on the area of the study. Amongst the different approaches to data analysis in mixed method research, such as narrative analysis, thematic analysis, content analysis for qualitative data and SPSS, Likert Scale and other for quantitative data, the researcher had opted for thematic analysis for survey interview and SPSS for survey questionnaire.

In this study, the researcher has intended to identify the influence of hedonic and materialistic values on compulsive buying behaviour for which the data was collected through primary sources such as survey questionnaire and survey interview. Mitzenmacher and Upfal (2017) said that survey interviews and survey questions are the major parts of survey strategy which are used to justify the aim and objectives of the research. Considering the advantageous position of two data collection strategy the interview has been regarded the beneficial because it gives the notion of the in-depth and latest information with the honest responses of people due to personal space and convenience. On the other hand, the questionnaire method is considered to be cost effective as less time consuming (Morse and Cheek, 2014). This has led

towards the data analysis strategy such as thematic analysis for responses of survey interview and SPSS for survey questionnaire.

The thematic analysis is used for coding the responses for individual and draw themes in an interpretable way (Creswell, 2013). It is known as a way of identifying primary themes and emerging topics from the collected data. The interviews are translated into transcripts and instances for conducting data analysis. The process of transcription has enabled the researcher to align the conversation undertaken in interviews into amendable form so that the deeper analysis can be conducted (Creswell and Poth, 2017). The transcripts retrieved from audio tapes have to be made verbatim so that the accurate record of the interview proceedings can be achieved. Hence, transcripts represent how interviews have been contributed in terms of verbatim such as laughs, sighs, moments of hesitation, phases and coughs. It is also used to replay the conversation so that the researcher would be able to enter into annotation, comment and emphasis (Creswell, 2014). Transcripts allowed the researcher to accurately and carefully read and analyse the verbatim in order to obtain sense of information as well as overall meaning of the conversation.

As far as survey questionnaire is concerned, the researcher in this study has used SPSS software for conducting analysis. The SPSS is software which is used for analysing the numerical data in a statistical form (Hussein, 2015). It is a way of achieving results by generating numbers in accordance with the responses of people retrieved from the distribution of questionnaire. The use of this software allows the researcher to maintain the validity of research findings. For this purpose, the researcher approaches the respondents from selected population and distribute questionnaire which contains the open or closed ended questions. These questions have been generated in the SPSS software where the major parts of SPSS software such correlation, regression and frequencies are mostly used when the impact and relationship between two or more variables are yet to find.

5.3 Demographics

For the purpose of carrying out this research the sample of 200 respondents was selected for the purpose of collecting data for this research. The data was collected with the help of survey questionnaire and interview questionnaire. The sample size for this research was selected for this research was in accordance to the ease and convenience of the researcher. Moreover, the researcher made sure that the sample is the best representation of the population.

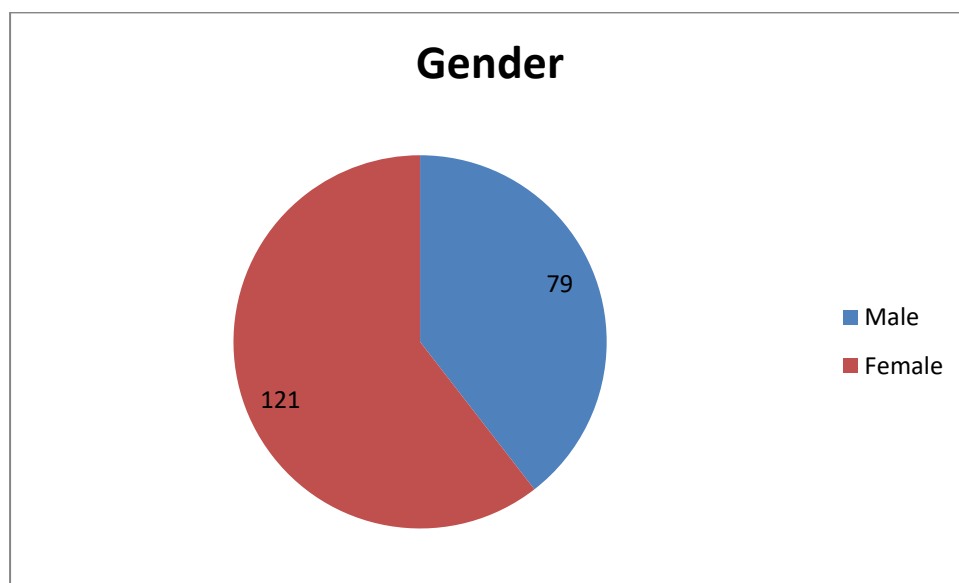


Figure 5.1: Gender

The above image is the graphical representation of the gender of the people who have participated in the research. From taking a glance at the image it is evident that most of the respondents who have participated in this research are female. To be specific, 121 of the total 200 respondents were female while the remaining 79 respondents were male. 60.5% of the respondents were female while the remaining 39.5% respondents were male.

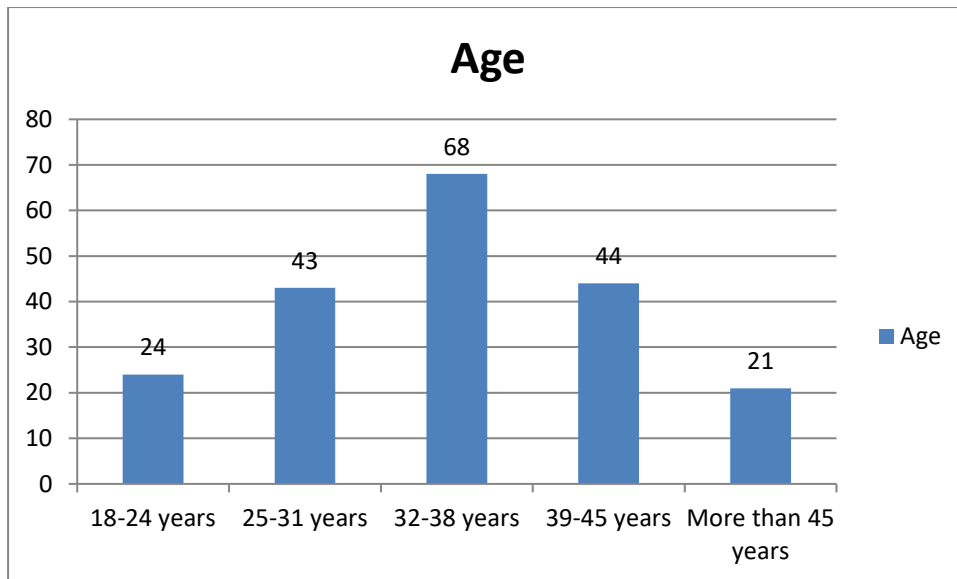


Figure 5.2: Age

It is evident from the above bar graph shows the age of the respondents who have participated in this particular research. In order to show the summary of the age groups of the people who have participated in the research the ages are segregated into different groups which are mentioned in the graphical representation above. From the image it is evident that majority of the participants were of 32-38 years, to be specific, 68 respondents were in this category. 44 respondents out of the total 200 were in the age group of 39-45 years. In the age group of 25-31 years, 43 respondents were there. 24 respondents belonged to the age group of 18-25 years. Lastly, the remaining 21 respondents were more than 45 years old. It is evident from the graph that the sample consisted of people from quite different age groups in order to avoid the problem of generalisation.

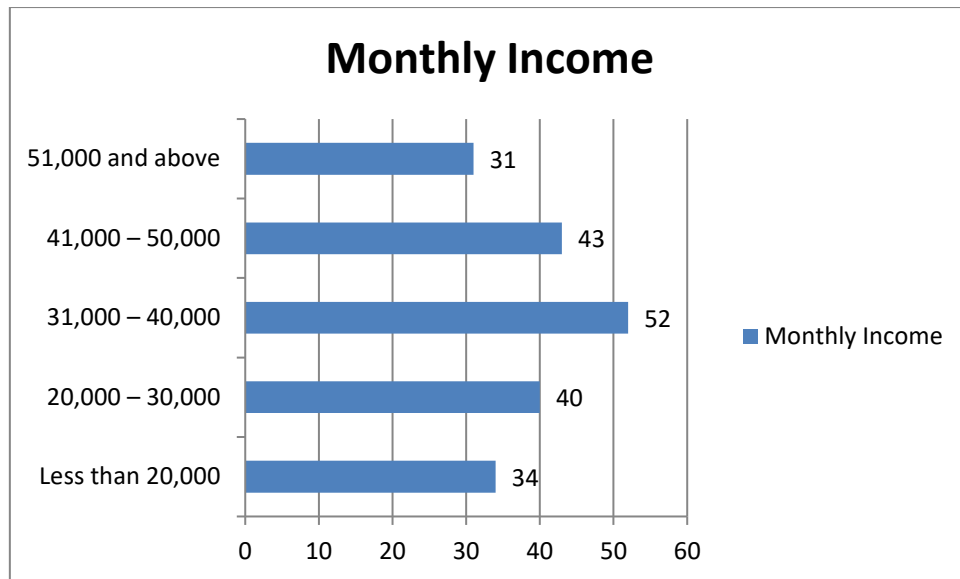


Figure 5.3: Monthly Income

The above graph shows the monthly income of the respondents who have participated in the research. The income groups for this chart are; less than 20,000, 20,000-30,000, 31,000-40,000, 41,000-50,000, and 51,000 and above. It is evident from the above table that majority of the respondents earned between the ranges of 31,000-40,000 rupees, to be specific out of 200 respondents a total of 52 respondents lie in this salary range. 43 respondents earn between 41,000-50,000 rupees a month, 40 people earn 20,000-30,000 rupees, 34 respondents earn less than 20,000 rupees and 31 respondents earn more than 51,000.

5.4. Handling Data Analysis for Survey Questionnaire

The survey questionnaire is a quantitative part of the research because of its nature of data which required being analysed by generating numbers and using statistical software (Punch, 2013). The survey questionnaire of this research had adopted the data analysis strategy of descriptive statistics. It has been applied in order to identify the frequencies of the responses collected through five point Likert scale survey questionnaire. The frequency of the responses of each participant has been derived for each statement which was asked on the basis of Likert scale; sorted from strongly agreed till strongly disagreed. It is used to identify the choices of respondents for each statement included in the questionnaire (Frels and Onwuegbuzie, 2013,

p.184). Amongst many quantitative techniques, this research has led towards the use of correlation analysis for identifying the relationship between the variables such as hedonic values, materialistic values and compulsive buying behaviour. Moreover, the correlation analysis has been used for determining the strength of relationship between all the variables of the research. For this purpose, the Pearson's correlation analysis has been used for achieving the main aim and objectives of the research.

The linear regression analysis is also an attribute of quantitative analysis which is often used to identify the impact of one variable on the other (Guest, 2013, p.141). Thus, this study had conducted analysis of survey questionnaire through linear regression analysis to align the result with the main aim of the research; the influence of the independent variable or variables onto the dependent variable. In this study the independent variables were hedonic and material values and dependent variable was compulsive buying behaviour. Harrison (2013, p.2153) said that the quantitative analysis can be conducted through Microsoft Excel and SPSS software. In this research, the Microsoft Excel was used for analysing demographic analysis whereas SPSS was used for conducting reliability and validity testing, correlation and regression and frequency analysis.

The quantitative data analysis has also gone through number of stages. The data was collected through a questionnaire consisting of close-ended questions. Close ended questions are considered as appropriate for achieving timely research outcomes (Morgan, 2013). The reason for choosing survey questionnaire was that it could collect data from the large samples and in a limited timeframe. The questionnaire was used in a practical way which was aimed at the particular group of the people. Zachariadis, Scott and Barrett (2013) said that it can help to retrieve quick results and provide reliable and scale to measure the data collected. Hence, the stages for the quantitative analysis include the choice of techniques required for data analysis. Amongst many available techniques, this research had incorporated descriptive analysis which

was conducted in order to analyse the frequencies of each statement of data. For this purpose, the responses were inserted in SPSS software and generated frequencies which opined the number of respondents contradicting and lining the particular statement.

After frequencies, the correlation analysis has been conducted which determine the interrelation between the variables. Correlation analysis is conducted for identifying to what direction the variables related to each other (Halcomb and Hickman, 2015, p.41). In some cases the direction is uniform and other cases the direction is opposite determining the insignificant relationship between the variables. The next step is regression analysis which helps examine the relationship between the two variables (Creswell, 2015). In this study, the regression analysis has been applied to determine the impact of hedonic and materialistic values on compulsive buying behaviour among Pakistani shoppers. The use of regression and correlation leads towards the identification of reliability, validity and Cronbach's coefficient of the research. The SPSS software has been used to conduct the reliability and validity test for the study which further indicated if the chosen research instruments was reliable for the research or not.

The study conducted by Bronstein and Kovacs (2013, p.354) propounded that the validity and reliability of data is measured through number of techniques in which the internal consistency amongst the variables is determined through Cronbach's Alpha. It is regarded as one of the most important measures the reliability of the instrument as well (Wisdom and Creswell, 2013). The use of Cronbach's Alpha has allowed the researcher to maintain the validity and authenticity of research findings in relation to the support of hedonic and materialistic values for the compulsive buying behaviour. In this step, the researcher had included the simple and meaningful questions indicating the relationship between the hedonic and materialistic values and their impact on compulsive buying behaviour amongst the shoppers in Pakistan.

All the data retrieved from the use of SPSS is required to be exported on Word file so that the analysis can be done (Creswell and Poth, 2017). For this purpose, the researcher exported the data and analysed each table step-by-step. At first step the demographic analysis was done which was derived from Excel sheets. The second step included the analysis of the data retrieved from reliability testing in which the table of case processing summary was also included. The third step of data analysis included the frequency analysis in which each table for each statement of questionnaire was analysed separately. The fourth step is one of the most important steps as it identifies if the main aim of the research has achieved (Heyvaert, Maes and Onghena, 2013, p.1). Hence, this step included correlation analysis which identified the relationship between variables. It led towards the last step of data analysis of survey questionnaire. The fifth step was the analysis of SPSS data on regression analysis which identified the impact of hedonic and materialistic values on compulsive buying behaviour in Pakistan. Hence, the data analysis strategy for survey questionnaire has been adopted which led towards the accomplishment of research aim and objectives and answering of main research questions.

5.5. Systematic Approach to Data Analysis of Survey Interview

The survey interview is conducted in order to find the various dimensions of the area of the study. The data collected through survey interviews has been analysed by using thematic analysis. Thematic analysis is the identification, codification and discovery of themes from the interview transcripts (Yin, 2013). In this way, the researcher had tried to qualify and confirm the results by closely looking at the transcripts and repeating the process to further narrowed down themes into codes and categories. This approach enables the researcher to ensure that the collected data has comprehensively analysed and covered the aim and objectives of the research. The thematic analysis was conducted in order to identify the influence of hedonic and

materialistic values on compulsive buying behaviour in Pakistan. For this purpose, the researcher had gone through number of stages or phases for reaching to the right dimension of research process.

Stage one is an important stage which involves the transcription of data from oral to written form (Venkatesh, Brown and Bala, 2013). All the audio recording of group interviews have been transcribed verbatim word by word and line by line, which also included pauses, laughter, phrases and hesitation. The questions and responses were converted into themes by the help of conceptual framework on compulsive buying behaviour and hedonic and materialistic values; hence the data was organized by following an appropriate logic.

Stage two was concentrated on assigning tags and coding the contextual data and converting it into meaningful and certain categories (Yilmaz, 2013, p.311). In this process, the researcher had looked carefully into each transcripts and made short phrases and bullet points for establishing a summary of the most important points raised during the interview sessions. Padgett (2016) called it an open coding. After reading transcripts the researcher had identified that the use of codes with single words would not be sufficient for understanding what has meant by the respondents. Hence, the researcher started using sentence and phrase in order to describe the code. The similarities and differences between open codes have continued when the focus was given upon the process. Similar open codes have been labelled as identical codes which included hedonic values, materialistic values and compulsive buying behaviour.

Eriksson and Kovalainen (2015) said that all codes should be based on the engagement and interpretation of the researcher towards the voices of the respondents. Due to the large volume of data, it has been important to determine the codes which could help the researcher in answering main research questions. On the other hand, in stage three the table form was developed in which the researcher presented the codes and direct quotes of the respondents in relation to the main research questions and key objectives of the research.

Table: Extract (1) presents an extract from participants talking about the concept of compulsive buying behaviour and its factors. It depicts the codes and quotes organised under processes.

Table 5.1: Extract 1

Extract (1)		
Participant	Research Question one: What is the concept of compulsive buying behaviour and how it is associated with the hedonic and materialistic values of the consumers?	
Dimension: Compulsive buying behaviour and its factors		
QP	Quote	Code
	<i>Respondent: Compulsive buying behaviour has something to do with obsessive compulsive disorder (OCD) but related to shopping, it makes the person develop an obsession with shopping".</i> <i>Respondent: It is an irresistible urge to buy things which by no means are need of an individual.</i>	Shopping obsession is referred as a part of compulsive buying behaviour Difference between urge and need to buy things
	<i>Respondent: Compulsive buying behaviour is simply a desire to shop for no reason</i> <i>Respondent: There is a connection between hedonism and satisfaction which makes the individual buy things"</i>	Shop for no reason Consumer satisfaction and hedonism
	<i>Respondent: Impulsive buying is impacted greatly by cultural factors such as self-identity and normative influences</i> <i>Respondent: culture significantly impacts the impulsive buying behaviour of an individual</i>	Self-identity and normative influences as cultural factors of compulsive buying behaviour Culture and compulsive buying behaviour
	<i>Respondent: Cultural values of a person greatly shape the buying behaviour of an individual, it means if the individual belongs to a culture where the excessive shopping is a norm then it will encourage that individual to shop without any good reason"</i>	Cultural norms of excessive shopping

	<i>Respondent: trends in the social environment tend to impact the compulsive buying the most</i>	Social environment and trends effecting compulsive buying behaviour
	<i>Respondent: Self-esteem of an individual is an extremely important aspect of an individual's personality and hence it impacts the compulsive buying behaviour as well</i> <i>Respondent: Through the satisfaction, the consumer tends to shape their behavioural intention and then engage in consumer buying behaviour</i>	Self-esteem and compulsive buying behaviour Self-esteem and consumer satisfaction

Extract (2) presented in the following table is taken from participants for organizing the data under the hedonic and materialistic values

Table 5.2: Extract 2

Extract (2)		
	Research Question Two How the hedonic and materialistic value of the consumers develops the compulsive buying behaviour of the consumers?	
Dimension: Hedonic Values and Materialistic Values		
QC	Quote	Code
	<i>Respondent: Hedonic values also have a connection with the standard of living of an individual, as the standard of living increases it makes the individual buy more products irrespective of the needs which come under compulsive buying</i>	Hedonic values and standard of living leading towards compulsive buying behaviour
	<i>Respondent: Materialism is related to the feeling of success or achievement for owning or having a good or material product</i>	A feeling of accomplishment through having material possession
	<i>Respondent: There are certain individuals who tend to be happy and excited by possessing certain material things, that individual is said to be materialistic or have materialistic values</i>	Possession of certain material things leads to happiness and self-satisfaction

	<p><i>Respondent: A hedonist want to be noticed in the society and that is why he/she may want to engage in consumer buying behaviour which is more acceptable in the society</i></p> <p><i>Respondent: To some extent, there is the presence of hedonic values in Pakistani consumers which tends to impact the buying behaviour in various ways</i></p>	<p>Societal expectations and hedonist's want to get noticed in the society</p> <p>Relationship between Hedonic values and compulsive buying behaviour of Pakistani consumers</p>
	<p><i>Respondent: Hedonism is also related to the emotional value which is reflected through their buying behaviour</i></p> <p><i>Respondent: Hedonic values tend to arouse the consumers which result in their engagement of compulsive buying behaviour</i></p>	<p>Emotional values as a factor of hedonism affecting buying behaviour of consumers</p> <p>Hedonic values and consumer engagement with the product</p>

Extract (3) is from quote and codes taken from participant in relation to the impact of hedonic and materialistic values on compulsive buying behaviour

Table 5.3: Extract 3

Extract (3)		
Participant	Research Question Three: What is the influence of hedonic and materialistic values factors on consumer buying behaviour based on age, gender, geographic boundaries and cross – national races?	
Dimension: Impact of Hedonic and Materialistic Values on Consumer Buying Behaviour in Pakistan		
QI	Quote	Code

	<p><i>Respondent: The link between hedonic values and compulsive buying behaviour is quite obvious. As hedonism refers to the pleasure hence the impact of pleasure on compulsive buying behaviour is that by engaging in shopping a consumer aims to seek gratification</i></p>	Gratification, hedonic values and compulsive buying behaviour
	<p><i>Respondent: The connection between these two variables is understandable because compulsive shopping helps a consumer to attain a pleasurable state</i></p>	Pleasure in compulsive buying due to hedonic values
	<p><i>Respondent: The link between materialistic values and consumer buying behaviour is quite evident; if a person is materialistic definitely he/she would want to engage in shopping in order to possess more goods</i></p>	Material possession and consumer engagement in compulsive buying behaviour
	<p><i>Respondent: With materialism values in an individual they tend to shop more than a normal individual because they have the desire to own more goods</i></p>	Difference between person with materialistic values and non-materialistic values
	<p><i>Respondent: Hedonic factors tend to motivate mostly young individuals to engage in compulsive buying</i></p>	Consumer motivation and hedonic factors
	<p><i>Respondent: An individual who has materialistic values will always have the chronic tendency to buy more and shop more, this irresistible urge to buy goods and have material belonging is beyond their control</i></p>	Materialistic values and irresistible urge to making purchases
	<p><i>Respondent: According to my knowledge and experience, materialistic values are the major cause of compulsive buying behaviour in an individual</i></p>	Materialistic values and compulsive buying behaviour
	<p><i>Respondent: The people in Pakistan have started to become more materialistic which has resulted in increased compulsive buying behaviour</i></p>	Materialistic values in Pakistani consumers

According to Marshall and Rossman (2014) the organized data helps the researcher to produce codes. The overall procedure allows the researcher to opine the codes in order to identify the relevant and authentic information and meet research aim and objectives. It has also enabled the researcher to answer research questions and for easy retrieval of the responses. In this way, the codes were easier to track the particular context of transcripts. These codes were identified on the basis of three main themes identified by the help of conceptual framework. Once all the codes were authorized and compiled for each participant from Pakistan's consumer market, the researcher went towards the identification of similar and overlapping categories. This has been accomplished by the theoretical and analytical understanding developed for answering research questions (Saldaña, 2015). Therefore, these categories were tuned and refined by grouping them into themes and subthemes. It was done in order to draw the attention of the researcher towards the detailed procedure provided into every discussion and interview.

All the transcripts provided a unique and valuable insight into the experiences of respondents regarding their compulsive buying behaviour. It led towards stage four in which the researcher incorporated a detailed and narrative summary of all the findings retrieved from the interview responses of participants (Mayoh and Onwuegbuzie, 2015, p.91). It has enabled the researcher to present the experiences and perspectives of the interviewees in an effective manner. Once the analysis were completed the researcher reached to the stage five which included the narrative summaries of the individual about the influence of hedonic and material values on compulsive buying behaviour. It was done in order to retrieve unique essence of compulsive buying behaviour in Pakistan by focusing on the similarities and differences fundamental to the research. Flick (2014) said that this process enables the researcher to justify the findings with the experiences of the respondents. It also means that the researcher had

presented the findings in a comprehensive manner and through conceptualisation of compulsive buying behaviour and hedonic and material values in Pakistan.

The final and sixth stage was to give a written presentation which included interpretation and narration of the key findings about the influence of hedonic and materialistic values on compulsive buying behaviour. It was based on the main themes which further allowed the researcher to determine the major effect of hedonic value and material values on compulsive buying behaviour (Heyvaert, Maes and Onghena, 2013, p.1). This rich description of the compulsive buying behaviour and other variables of the research had led towards the transferability and transparency of the results and its interpretations as well as increase dependability. The next step was related with the deeper understanding of the data analysed which involved clustering of all the emerging and draw interpretations to identify the meaning with justification of existing theoretical literature (O'Sullivan et al., 2016). Therefore, stage seven was to relate the results and findings of the research to the literature findings. This process is known as enfolding literature.

The process of enfolding literature is incorporated in order to confirm that the current findings have been identified in the previous literature as well (Corbin, Strauss and Strauss, 2014). All the stages have led towards the notion that the researcher had carefully listened to the audios of each interview many times and recorded the words on word-file along with each and every expression of the respondents. This led towards the formation of themes and analysing the data with the justification of existing literature.

5.6 Thematic analysis

This section of the research provides a detailed focus on the interpretation of the interview which was carried out by the researcher from the people belonging to the geographical location of Pakistan. The major purpose of carrying out interviews with the

respondents was to gain useful insights regarding the opinion of people regarding the major constructs of this study. The interview questions were designed by the researcher in such a manner so that the respondents would be able to give their detailed opinion in accordance with the requirements of the questions. From the survey questionnaire the researcher was only able to ask close ended questions on the other hand with the help of interview questionnaire, the researcher was able to get detailed and comprehensive views of the respondents regarding the variables of the study which are compulsive buying behaviour, materialistic values, and hedonic values.

In order to carry out the thematic analysis, the researcher has formed themes in accordance to the aim and objectives of the research. The input from the researchers has been analysed based on the basis of the themes. The themes which have been formed for this research are compulsive buying behaviour and factors, Hedonic values, Materialistic values, and the role of compulsive buying behaviour, hedonic values, and materialistic values in Pakistani market.

5.6.1 Compulsive buying behaviour and its factors

In order to get to make the respondents familiar with the topic of the research the introductory questions of the research focused on obtaining input from the respondents regarding the dependent variable of the research which is compulsive buying behaviour. The very first question which was asked of the respondents was to know their opinion and perception about compulsive buying behaviour in general. Most of the respondents had a clear idea about what compulsive buying behaviour is, however, there were quite different and diverse opinions of the participants.

The respondents who knew about this term, mostly all of them characterised compulsive buying behaviour with the obsession to shop having an urge to shop for no good

reason. According to one respondent *"compulsive buying behaviour have something to do with obsessive compulsive disorder (OCD) but related to shopping, it makes the person develop an obsession with shopping"*. This statement is understandable and most of the participants replied to this question in a similar manner. This shows that that people are actually aware of what compulsive buying is. While asking the same question one participant responded, *"it is an irresistible urge to buy things which by no means are need of an individual"*, this shows that people perceive compulsive buying behaviour to be related to an obsession or irresistible urge which is not useful for the individual. Another respondent was of an opinion that compulsive behaviour consists of different elements, he said, *"compulsive buying behaviour includes different elements such as: retail therapy, over spending, acquisitive desire, and affluenza"*. Other than technical answers there were various respondents who stated that *"compulsive buying behaviour is simply a desire to shop for no reason"*. Mostly the above-mentioned statements have covered the cumulative responses of the people who have participated in the interview session.

The following three questions which were asked from the respondents focused on asking the respondents regarding the external factors which impact or ignite the compulsive buying behaviour in an individual. When the respondents were asked about the cultural factors which lead to compulsive buying behaviour most of the respondents said that cultural factors tend to moderate the impulsive buying behaviour in an individual. According to one respondent, *"impulsive buying is impacted greatly by cultural factors such as self-identity and normative influences"*. Another individual stated that, *"cultural values of a person greatly shape the buying behaviour of an individual, it means if the individual belongs to a culture where the excessive shopping is a norm then it will encourage that individual to shop without any good reason"* this shows that most of the individuals do consider culture and cultural values to play a significant role in terms of shaping the compulsive behaviour of an individual.

Furthermore, an individual stated that *“culture significantly impacts the impulsive buying behaviour of an individual”*. Most of the individuals who have participated in the research regarded culture an important element in impulsive buying behaviour. However, there were also certain respondents according to who *“culture has little to no role in shaping or impacting the compulsive buying behaviour of an individual”*.

The next question focused on asking the respondents regarding the role of social factors in shaping the compulsive buying behaviour of an individual. Out of the different external factors, the participants focused mainly on the social factors. None of the respondents was of an opinion that social factor does not impact the compulsive buying behaviour of an individual. Most of the respondents said that *“trends in the social environment tend to impact the compulsive buying the most”*. There were also certain respondents who stated that *“social factors can impact the compulsive buying behaviour in a positive manner or in a negative manner”*. From the views of the informants, it is evident that people consider the social factors to be the most important one as compared to the other external factors. A particular respondent said that *“social pressure causes the individual to engage in compulsive buying behaviour”*. Other than this there were also various respondents according to whom, *“in order to maintain a desirable social image and perception the individuals tend to engage in excessive shopping which ultimately results in an obsessive disorder”*.

Next, the respondents were asked regarding the role of self-esteem in relation to the compulsive buying behaviour of an individual. According to a respondent, *“self-esteem of an individual is an extremely important aspect of an individual's personality and hence it impacts the compulsive buying behaviour as well”*. The majority of the respondents were of an opinion that, *“compulsive buyers generally have lower self-esteem”*. Another collective response of the informants was that *“most of the individuals make shopping a reason to feel better about them”*.

5.6.2 Hedonic values

The next three questions of the research focused in order to get know about the information which the respondents had regarding hedonic variables. The first question was asked in order to get a general idea about the knowledge of people regarding hedonic variables. A lot of the respondents knew hedonic values by their name, however, there were also certain respondents who were aware of hedonic values by the idea behind it but did not know it by name. A respondent said that *“hedonic values are related to the enjoyment and pleasure of an individual”*. Similar to this statement another respondent stated that *“gratification is the main element of hedonic values”*. There were different answers which were given by the informants during their interviews however all of them stated that hedonic values have to do something with gratification and pleasure. A respondent said that *“hedonic values also have a connection with the standard of living of an individual, as the standard of living increases it makes the individual buy more products irrespective of the needs which come under compulsive buying”*. In an overall sense, the informants of the research were quite aware of the term hedonic values and had a decent amount of knowledge behind the idea of it.

As the research focuses on providing insights into the impact of hedonic values on the compulsive buying behaviour of an individual hence the next question which was asked from the respondents was regarding the impact of hedonic values on the general buying behaviour of a consumer. Most of the respondents said, *“that there is a connection between hedonism and satisfaction which makes the individual buy things”*. According to a consumer, *“through the satisfaction, the consumer tends to shape their behavioural intention and then engage in consumer buying behaviour”*. Moreover, it was said by a respondent that, *“a hedonist want to be noticed in the society and that is why he/she may want to engage in consumer buying behaviour which is more acceptable in the society”*. This shows that some of the respondents

were of an opinion that a hedonist is a person who tends to do everything in order to achieve pleasure and gratification. However, there were certain respondents who thought that *“hedonism is also related to the emotional value which is reflected through their buying behaviour”*. This means that hedonic values are related to both the emotional and social impacts which collectively shape the consumer buying behaviour. None of the respondents out of the sample were of an opinion that hedonic values don't have an impact on the consumer behaviour. All the respondents had more or less similar views regarding the impact of hedonic values and consumer buying behaviour.

The next question which asks from the respondents specifically aimed towards asking the respondents their views about the variables of the research which are hedonic values and compulsive buying behaviour. As from the above discussion it is evident that the respondents had enough knowledge regarding compulsive buying behaviour and hedonic values in general hence the researcher asked this question in order to find the link between these two variables. One of the respondents said, *“The link between hedonic values and compulsive buying behaviour is quite obvious. As hedonism refers to the pleasure hence the impact of pleasure on compulsive buying behaviour is that by engaging in shopping a consumer aims to seek gratification”*. There were also other respondents who have said that *“the connection between these two variables is understandable because compulsive shopping helps a consumer to attain a pleasurable state”*. While the interview there was certain respondents according to whom, *“hedonic values tend to arouse the consumers which result in their engagement of compulsive buying behaviour”*. This means that the respondents had a clear idea about what is the relationship among hedonic values and compulsive buying behaviour of an individual.

Overall it can be said that hedonic value has a significant impact on the compulsive buying behaviour of an individual. The majority of the respondents were of an opinion that the sense of pleasure or gratification is attained by an individual with the help of engaging in

compulsive buying behaviour where the consumer shops with an irresistible urge which can be related to emotional and social factors.

5.6.3 Materialistic values

The second independent variable of this research is materialistic values which are discussed in detail in chapter two of the research with the help of secondary sources of information. The next three questions which were asked from the respondents were to know about this variable and its impact on the dependent variable of the research. The first question in this regard was asked from the participants in order to get the general idea about their perception regarding materialistic values of a consumer. The respondents were more familiar with this term as compared to hedonic values. One thing which was clear to all the respondents was that *“materialistic values are related to materialism”*. A respondent said, *“there are certain individuals who tend to be happy and excited by possessing certain material things, that individual is said to be materialistic or have materialistic values”*. The collective and cumulative views of consumers were that by possessing goods and products some individuals tend to seek happiness which is the sign of materialism. According to another respondent, *“materialism is related to the feeling of success or achievement for owning or having a good or material product”*. When this question was asked from one of the participants of this research the respondent said that, *“material possession makes certain individuals happy and pleased, this is the sign of materialism or materialistic value”*. The cumulative results of this questions showed that generally materialism or materialistic values are perceived to be the love or happiness which comes from the passion of material things.

In order to know more about materialism and its link with consumer behaviour the next question which was asked by the researcher focused on getting to know about the impact of materialistic values on consumer buying behaviour in general terms. All the respondents said

that there is an impact of materialistic values on the buying behaviour of a consumer. According to one of the respondent, *"the link between materialistic values and consumer buying behaviour is quite evident; if a person is materialistic definitely he/she would want to engage in shopping in order to possess more goods"*. Another respondent said that *"with materialism values in an individual they tend to shop more than a normal individual because they have the desire to own more goods"*. The responses of the respondents showed that it was clear to the respondents that if the individual is materialistic there is an impact on the buying behaviour as well. There was a respondent according to whom, *"an individual who has materialistic values will always have the chronic tendency to buy more and shop more, this irresistible urge to buy goods and have material belonging is beyond their control"*. All of all the respondents had a collective opinion that materialistic values have a direct impact on the buying behaviour of a consumer.

Next question which was asked by the researcher was related to the second independent variable of the research and the dependent variable of the research which are materialistic values and compulsive buying behaviour respectively. This question was aimed to find out the perception of the customers in terms of the relationship or interdependency of the variables under study. A form asking the previous question the researcher has gained useful insights regarding the relationship between materialistic values and consumer buying behaviour in general now the researcher wants to know particularly that how is compulsive buying behaviour impacted through the presence of materialistic values in an individual. According to a respondent, *"according to my knowledge and experience, materialistic values is the major cause of compulsive buying behaviour in an individual"*. This means that it is the majority opinion that the urge to buy more products is because of the materialistic nature of an individual. Rather than having an impact on compulsive behaviour it is a belief of various respondents that the behaviour itself is caused because of the materialistic nature. According

to another respondent, *“materialism and materialistic values is a source of satisfaction for certain individuals which encourages them to engage in compulsive buying behaviour”*. This means that the individuals who want to achieve the satisfaction of owning a lot of products tend to fulfil their needs by compulsively engaging in shopping.

5.6.4 Scenario of Pakistani market

The last theme of the thematic analysis is the scenario in Pakistani market of compulsive buying behaviour, hedonic values, and materialistic values. The first question which was asked from the respondents in this regard was to know about the perception of compulsive buying behaviour in the Pakistani market. To some extent, all the respondents agreed to the stance that with time the compulsive buying behaviour in the Pakistani market has increased. According to one of the respondent, *“in my surroundings, recently I have witnessed that the compulsive buying behaviour has increased”*. A lot of other respondents also stated that *“the Pakistani market is moving towards compulsive buying behaviour”*. A respondent even said that "due to the immense pressure from the advertisement and promotional campaigns of products and services it has made the individuals go towards compulsive buying behaviour". This means that the trend of compulsive buying is evident in different markets and has now slowly started to spread in the region of Pakistan. Another informant said that "in my opinion, compulsive buying behaviour is more common in the younger generation". This statement was not only provided by single respondents rather there were a number of respondents who were in agreement with this statement. This means that the younger generation in Pakistan is more compulsive buyers.

Another question which was asked from the respondents was to know the perception of the respondents regarding the role of hedonic values in terms of compulsive buying specifically in the market of Pakistan. According to most of the respondents, "to some extent, there is the

presence of hedonic values in Pakistani consumers which tends to impact the buying behaviour in various ways". Another respondent was of an opinion that, "hedonic factors tend to motivate mostly young individuals to engage in compulsive buying". This shows that the younger generation is more impacted by such feelings. According to one of the respondent "the feeling of gratification and pleasure is more common due to social and cultural factors". Moreover, certain respondents said that hedonic values are common in the Pakistani market because of the perception that luxury goods are a status symbol the Pakistani market tends to engage in compulsive buying behaviour. Overall it can be said that over the time the Pakistani market has transformed which has also brought about change in the consumer buying behaviour.

The last question which was asked from the respondents was to know about the materialistic values of the consumers in the Pakistani market. One of the respondents stated, "The people in Pakistan have started to become more materialistic which has resulted in increased compulsive buying behaviour". Other than this some of the respondents said, "Materialism is more evident in the younger generation of Pakistan" this correlates with the previous answers according to which hedonic values are more present in the younger generation. However, there were also certain respondents who stated that age does not have anything to do with the depiction of materialistic values.

5.7. Chapter Summary

The following chapter was aimed at the data analysis, presentation of results and findings for this particular study. The study has applied demographic, reliability, frequency, thematic, correlation and regression analysis for conducting the study. Firstly, the demographic analysis revealed that in context of Pakistani market, study has reached more female respondents rather than male because female tends to be more inclined towards shopping in

Pakistan. Furthermore, middle aged women were more part of the study showing that mostly people aged 32 to 38 years are more inclined towards shopping as compared to other age groups. The monthly income of consumers in Pakistan was analysed to be around PKR 31,000 to PKR 40,000 which mostly shop regularly and were part of this study. Secondly, reliability test was conducted and value extracted for the test was 0.875 or 87.5% which indicated that instrument used for research is reliable. Similarly, the frequency analysis was conducted comprising of 26 items distributed over three variables of hedonic and materialistic values, and compulsive buying behaviour where the respondents for most of the items were on agreement side agreeing with the statements in terms of hedonic values, materialistic values and compulsive buying behaviour. Furthermore more for the qualitative aspect of the study, thematic analysis was conducted which first identified compulsive buying behaviour and its understanding with factors that lead to it. It was identified that excessive buying, retail therapy and over spending are some important factors that determine compulsive buying behaviour and tends to exhibit behaviour of individuals that are related to obsessive compulsive disorder. Secondly, the hedonic values were investigated through thematic analysis that hedonic values are related to gratification, emotional aspect and being recognised in society while materialistic values relates to material belongings and wealth possession by individual. The scenario of Pakistani market showed that trend of compulsive buying has increased over time in the Pakistani market with hedonic values to be associated with more of the younger generation towards luxury goods. However, materialistic values are also prevalent in the society due to it being a status symbol in Pakistani market and people tend to get inclined towards such values and exhibit shopping behaviour accordingly. The correlation analysis illustrated that there is a strong, significant and positive relationship between hedonic values, materialistic values and compulsive buying behaviour. The last test of regression analysis affirmed that both materialistic and hedonic values have significant impact on compulsive buying behaviour.

Overall, this chapter concludes that both the hedonic and materialistic values in Pakistani market are significant predictors of compulsive buying behaviour in Pakistan with these values influencing the behaviour of consumers in Pakistan. In the forthcoming chapter, the results are to be discussed as per the objectives and triangulated with the help of available literature for fortifying the findings of this study.

CHAPTER 6: RESULTS AND HYPOTHESIS TESTING

6.1 Introduction

Weyers, Strydom, and Huisamen (2014) notified that triangle is an indicative of two or more methods that are inclined with the research in order to cross check the results of the one and the same subject. The triangulation process emerged from the navigational and land surveying techniques that were required to determine a specific point in space in order to converge the measurements taken from two different and opposite points (Weyers, Strydom and Huisamen, 2014). The process of triangulation has its implications in managing the data effectively through cross verification of the results from two or more sources. The process of triangulation is based on a combination of two or more methods for instance; qualitative (validation) as well as the qualitative data (inquiry) methodological approaches. The process of triangulation is considered an effective approach while assessing the data and accomplishing the purpose of the research. The triangulation approach serves as an alternative to validity and reliability criteria's and could be used for similar purposes. Through the integration of different methods, theories and the empirical approaches the researcher may successfully generate the data crust that overcomes the weaknesses or serves as intrinsic biases and also appears advantageous in comparison to the single method/theoretical review approach.

The chapter here is focused on providing insights regarding the association between the primary and secondary findings of the research. The researcher was aimed at triangulating the research findings obtained from the primary research to the literature and developing valid justifications regarding the research questions. Ihantola, E.M., and Kihn (2011, p. 39) notified that it is crucial for the researcher to match the results and findings of the research with the research conducted in the past for the purpose of generating data with authenticity and validity. The main purpose of this research was to investigate the influence of the hedonic and the

materialistic values on the compulsive behaviour. The research carried out the mixed method approach involving both the qualitative and the quantitative research designs. The researcher conducted an extensive qualitative and quantitative analysis in order to evaluate the influence of the hedonic and materialistic values factors on the consumer buying behaviours on the basis of their demographics (age, gender, geographic boundaries as well as cross-national races). The researcher conducted an extensive thematic analysis as part of qualitative data analysis. For the quantitative primary data analysis, the researcher entered the data into the statistical software based on the survey questionnaire and then evaluated the results through the application of the regression and correlation model in order to justify the hypothesis and prove it as right or wrong.

For the purpose of the triangulation of the data findings, the researcher has conducted an extensive analysis of the primary as well as secondary with the past literature searches. The researcher thus presented a valid research in the section below; As investigated from the literature review that the compulsive buying behaviour is considered as an uncontrollable tendency for buying the products that are far beyond the needs of the individuals as well as the financial limits (Eren, Eroglu, and Hacıoglu, 2012). The research that investigated the compulsive behaviour was conducted in Turkey and showed similar results as conducted in Pakistan. Also, the compulsive buying tendencies from the hedonic and materialistic factors among the turkey college students support the results of the current research. The research was conducted among 861 participants who were enrolled among various educational institutes mainly Universities of Turkey. The current research was inclusive of the hypothesis based on the notion to test the influence of the hedonic and the materialistic behaviours on the compulsive buying behaviour.

6.2. Reliability Analysis

The reliability analysis is a statistical measure that is used to determine the validity and reliability of research instrument based upon the items and responses within the data. In this context, the reliability of the instrument is determined through Cronbach's Alpha which is a widely recognised and used measure for analysing the internal consistency of the data through reliability analysis. The test is applied through SPSS software which helps in analysing the reliability and validity of the instrument. The illustrations from the output have been presented as below.

Case Processing Summary			
		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Figure 5.4: Case Processing Summary

Firstly, the case processing summary is present which shows the number of cases in the study that were valid and excluded from the study reaching a total of responses. The valid cases in this study were 200 as the respondents of the study selected in the sample size and none of the case was excluded as all 200 were valid making total to 100% validity. Furthermore, the validity of the data set is determined through another table that is reliability statistics illustrated and interpreted below.

Reliability Statistics	
Cronbach's Alpha	N of Items
.875	26

Figure 5.5: Reliability Statistics

The reliability statistics shown above indicate the validity and reliability in the data set. The value of Cronbach's Alpha determines the validity which should be more than 0.7 or 70%

for the data to be valid and reliable where 'N' represents the number of items in the study. The 'N' showed a total of 26 items for the study which consisted of 9 items each in hedonic and materialistic values while 8 items were from compulsive buying behaviour of the respondents. Furthermore, the Cronbach's Alpha value is 0.875 which represents up to 87.5% of reliability higher than the standard acceptable level of 0.70 or 70% indicating that the instrument used in this study is valid and reliable for the collection and analysis of data.

Overall, the results of this analysis showed that the instrument used for this study is reliable and is valid for data collection and analysis purposes.

6.3. Frequency Analysis

6.3.1 Hedonic Values

The hedonic values related to shopping are concerned with pleasure seeking in general terms.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	31	15.5	15.5	15.5
Agree	52	26.0	26.0	41.5
Neutral	77	38.5	38.5	80.0
Disagree	34	17.0	17.0	97.0
Strongly Disagree	6	3.0	3.0	100.0
Total	200	100.0	100.0	

The first question analysed in this context asked the respondents regarding the interpretation of hedonic values in general terms which are related to pleasure seeking for the respondents. The results showed that cumulative responses accumulating strongly agree and agree were 41.5% of the responses which were in majority as compared to other responses for this statement. However, slightly less than this ratio were the respondents that marked neutral being the response was 38.5% showing that responses were unsure regarding the meaning of hedonic values in general terms. Contrary to it, a small proportion of respondents compared to the agreement and neutral responses were in disagreement with the statement about 20% of the responses that disagreed regarding the meaning of hedonic values as the pleasure seeking

values for the respondents. Overall, the respondents opined that they are in agreement with the terms that pleasure seeking is related to hedonic values in general terms yet, a good number were also neutral on this. The study conducted by Han and Ryu (2007) show similar results that hedonism is related to pleasure seeking.

Ethical and psychological hedonism are concerned with the feeling of pleasure and pain for the customers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	29	14.5	14.5	14.5
	Agree	71	35.5	35.5	50.0
	Neutral	60	30.0	30.0	80.0
	Disagree	33	16.5	16.5	96.5
	Strongly Disagree	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

The next statement asked the respondents was regarding the ethical and psychological hedonism which is linked with feelings of pleasure and pain for the respondents. The agreement ratio for this statement was exactly 100 that are 50% of the respondents that were in line with the statement that that ethical and psychological hedonism is linked with feelings of pleasure and pain for respondents. As compared to the agreement, a mediocre proportion was neutral on the statement opining that 30% of the respondents were neutral to the statement giving their unsure opinion regarding the statement. However, 20% of the respondents cumulatively strongly disagreed and disagreed with the statement that ethical and psychological hedonism is not concerned with pleasure and pain for the study. Overall, satisfactory results were obtained because respondents stated that ethical and psychological hedonism is certainly linked with the emotional aspect of individuals such as pleasure and pain among Pakistani shoppers. The study conducted by Allen (2001) show similar that both ethical and psychological hedonism can be studied from the feelings of pain and pleasure

The hedonic values are fulfilled by gratification obtained through shopping experience for human desires.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	44	22.0	22.0	22.0
	Agree	72	36.0	36.0	58.0
	Neutral	60	30.0	30.0	88.0
	Disagree	21	10.5	10.5	98.5
	Strongly Disagree	3	1.5	1.5	100.0
	Total	200	100.0	100.0	

The next statement asked the respondents was regarding the hedonic values fulfilment of gratification of human desires through shopping experience of respondents that are Pakistani shoppers. In the context of this statement, the agreement ratio was high as compared to the previous statement being at 58% that is more than half of the respondents in the study. The cumulative percentage as shown in the table above illustrated that 58% combined responses from strongly agrees and agrees for this purpose. However, 30% of the respondents stayed neutral stating that it is not necessary for the gratification desire to be fulfilled through hedonic values that might be fulfilled through some other factors. A very less proportion of people disagreed with the statement at about 12% stating that hedonic values do not fulfil the gratification for human desired with respect to shopping behaviours for customers in the Pakistani market. Overall, the results indicated that customers in the Pakistani market assume that hedonic values fulfil the gratification for human desired through their shopping experience and the results were overall satisfactory. The results are similar to findings of Bridges and Florsheim (2008) stating that the hedonic values are presumed to be related with the gratification of the consumers.

The feeling of fun and enjoyment is an important part of hedonic values for people in the context of shopping.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	31	15.5	15.5	15.5
	Agree	73	36.5	36.5	52.0
	Neutral	67	33.5	33.5	85.5
	Disagree	22	11.0	11.0	96.5
	Strongly Disagree	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

The next statement asked the respondents was regarding fun and enjoyment as important part of hedonic values for people in the context of shopping. This tends to show that fun and enjoyment are factors that make up hedonic values for the Pakistani shoppers for which, the responses of the respondents were mostly on the agreement side stating that fun and enjoyment feelings are indeed the most important constituents of hedonic values for shoppers in the Pakistani market. Statistically from the frequency analysis, 52% of the respondents cumulatively agreed and strongly agreed on the statement stating that certainly fun and enjoyment make up an important part of hedonic values. However, second to it, 33.5% of the respondents stayed neutral as to whether fun and enjoyment are major factors or not showing their uncertainty on the response. Yet, 14.5% of the respondents were in the disagreement and strong disagreement side that fun and enjoyment are not associated with the hedonic values and there are some other factors in their opinion that strongly contribute to being constituents of hedonic values. Overall, the results showed that most of the respondents agreed that fun and enjoyment contribute majorly to the hedonic values in the context of shopping. The findings are similar to study of Bargh (2002) who identified that the consumers can either be problem solvers or it can be the consumers who seek fun, arousal, and enjoyment while shopping.

The hedonic values are more associated with the design, appearance and brand name rather than quality and price of product.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	25	12.5	12.5	12.5
	Agree	80	40.0	40.0	52.5
	Neutral	69	34.5	34.5	87.0
	Disagree	19	9.5	9.5	96.5
	Strongly Disagree	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

Next, the factors of hedonic values were further investigated from the respondents in the Pakistani market asking the respondents that whether the brand name, appearance and design of the product that are product features are more likely linked to hedonic values rather than other attributes such as quality and price of the product. About 52.5% of the respondents tend to agree that yes, brand name, appearance and design of the product are strong contributors to hedonic values as compared to the price of the product and quality of the product. A large proportion of 34.5% stayed neutral as to whether the product features are linked with hedonic values as compared to price and quality and their responses might be dependent on the type of product in Pakistani market. However, a significant difference might be observed if the study is conducted in another region where the price and quality matter more rather than product attributes. Yet, some of the respondents that do not weight product appearance design and brand name above price and quality of product disagreed with the statement with the ratio being 13% stating that price and quality of product are associated with hedonic values rather than product features. The study by Ottar Olsen and Skallerud (2011) produced similar results indicating that hedonism is related to design and appearance rather than quality.

Irresistible desired can influence the shopping experience through amusing and enjoyable experience.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	19	9.5	9.5	9.5
	Agree	71	35.5	35.5	45.0
	Neutral	70	35.0	35.0	80.0
	Disagree	32	16.0	16.0	96.0
	Strongly Disagree	8	4.0	4.0	100.0
	Total	200	100.0	100.0	

The next question asked the respondents regarding their irresistible desires that can be influenced by shopping experience through amusing and enjoyable experience. The agreement rate of respondents was under 50% being at 45% with 90 respondents agreeing that their irresistible desires that can be influenced by shopping experience through amusing and enjoyable experience stating that hedonic values are triggered by amusing and enjoyable shopping experience within the Pakistani market. However, another large number of respondents that are about 35% stayed neutral on the fact that irresistible desires cannot be influenced by amusing and enjoyable shopping experience because these desired can be postponed and shopping experience does not necessarily influence irresistible desires. About 20% of the respondents were in disagreement with the statement stating that desires cannot be influenced by shopping experience through amusing and enjoyable experience. Overall, the responses received were in agreement to the statement. The study by Babin et al. (1994) showed that irresistible desires that can be influenced by shopping experience through amusing and enjoyable experience.

Hedonic values follow a task oriented approach for purpose of fun, excitement and enjoyment.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	46	23.0	23.0	23.0
	Agree	71	35.5	35.5	58.5
	Neutral	51	25.5	25.5	84.0
	Disagree	25	12.5	12.5	96.5
	Strongly Disagree	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

Next, the statement asked the respondents was regarding the hedonic values following a task oriented approach rather than relationship oriented for the attainment of fun, excitement and enjoyment in the shopping experience of Pakistani consumers. Unsurprisingly, 58.5% of the respondents were in agreement that hedonic value fulfilment follows a task oriented approach for the attainment of fun, enjoyment and excitement rather than a relationship oriented approach and agreeing to it. Furthermore, 25.5% of the respondents were neutral on the statement as to being unsure of what might they answer. However, 16% of the respondents disagreed that hedonic values do not follow a task oriented approach. Yet, the overall trend of responses from the participants was on hedonic values being a task oriented approach. The study by Ahmed, Farooq and Iqbal (2014) showed that compulsive buying behaviour encourages the consumer to adopt a task oriented approach for the purpose of fun, excitement and enjoyment.

The hedonic values are influenced by cultural values within country i.e. in Pakistan; eastern dressing is preferred as compared to western resting.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	36	18.0	18.0	18.0
Agree	68	34.0	34.0	52.0
Neutral	73	36.5	36.5	88.5
Disagree	20	10.0	10.0	98.5
Strongly Disagree	3	1.5	1.5	100.0
Total	200	100.0	100.0	

Moving forward, the link between cultural values and hedonic values was investigated from the respondents that are Pakistani shoppers. The statement asked that whether hedonic values overall are influenced by the cultural context within a geographical boundary such as eastern dressing prevailing within Pakistan as compared to western dresses. The agreement ratio from the respondents was high at 52% stating that hedonic values are heavily influenced by cultural values such as in Pakistan where eastern dressing is preferred rather than western dressing. However, 36.5% of the respondents stayed neutral that whether culture has an effect

on hedonic values. Yet, 11.5% of the respondents disagreed on this fact stating that culture has no link with hedonic values because in Pakistan, the western dressing is also preferred and people satisfied with western dressing disregard culture. The study of Chaplin and John (2010) showed that cultural values influence the hedonic buying behaviour among shoppers.

Hedonic values are also linked with customer satisfaction because inner satisfaction tends to derive hedonic values for buying behavior of respondents.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	35	17.5	17.5	17.5
Agree	75	37.5	37.5	55.0
Neutral	67	33.5	33.5	88.5
Disagree	18	9.0	9.0	97.5
Strongly Disagree	5	2.5	2.5	100.0
Total	200	100.0	100.0	

Moreover, the study has asked from the respondents regarding the hedonic values and its link with inner satisfaction of humans that drives the hedonic values for shaping the buying behaviour of respondents. For this purpose, 55% of the respondents were in agreement that hedonic values are related to satisfaction for humans in the context of shopping that shapes the buying behaviour of Pakistani shoppers. Yet, 33.5% of the respondents stayed neutral on this statement with 11.5% disagreeing that internal satisfaction is not linked with hedonic values. Bindah and Othman (2012) stated that satisfaction of inner means is also part of hedonic values among shoppers.

6.3.2. Materialistic Values

The materialism in the shopping has been linked to possession of material things such as wealth and societal status.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	47	23.5	23.5	23.5
Agree	66	33.0	33.0	56.5
Neutral	59	29.5	29.5	86.0
Disagree	23	11.5	11.5	97.5
Strongly Disagree	5	2.5	2.5	100.0
Total	200	100.0	100.0	

The first question asked respondents in materialistic values was regarding the materialism in shopping that is linked with the possession of material things such as wealth and societal status of individual and also linked with possession of luxury goods. In this context, 56.5% of the respondents were in agreement with the statement stating that materialism is indeed linked with wealth possession and status in the society for the individual that is tangible and gives credibility to the person possessing these things. Moreover, 29.5% of the respondents were neutral stating that materialism is not just regarding wealth and status in society yet also image and possession of luxurious tangible items for materialistic values in the society. However, 14% of the respondents were in disagreement that materialism is not concerned with the possession of materialistic things. The study of Hameed and Soomro (2014) showed that material possessions are part of materialistic values among shoppers.

The materialistic values in the shopping context are linked with possession of wealth, and ownership of material objects.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	36	18.0	18.0	18.0
Agree	71	35.5	35.5	53.5
Neutral	66	33.0	33.0	86.5
Disagree	21	10.5	10.5	97.0
Strongly Disagree	6	3.0	3.0	100.0
Total	200	100.0	100.0	

Next, the respondents were asked whether the materialism is linked with possession of wealth and ownership of material objects. For this statement, the respondents agreed at 53.5% that certainly materialism is linked with wealth possession and material objects ownership that is the major concern for people that exhibit materialistic values in their shopping and buying behaviour. Apart from it, 33% of the respondents stayed neutral that whether the materialism is linked with wealth and ownership of material objects for the individual. However, 13.5% of the respondents disagreed that materialism is not linked with possession and ownership of

wealth and material objects stating that materialism also considers image and societal status of the individual. Overall, the results from the study showed that materialism is indeed linked with possession of wealth and ownership of material objects for the society and show off. The study of Kasser (2016) showed that ownership of material objects is also part of materialistic values among shoppers.

Material belongings tend to provide internal satisfaction to consumers in context of shopping as compared to feeling of joy with hedonic values.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	44	22.0	22.0	22.0
Agree	71	35.5	35.5	57.5
Neutral	64	32.0	32.0	89.5
Disagree	17	8.5	8.5	98.0
Strongly Disagree	4	2.0	2.0	100.0
Total	200	100.0	100.0	

The next question asked the respondents was regarding the material objects and belongings providing internal satisfaction to the consumers through their shopping as compared with the feeling of joy in the hedonic values. In this context, most of the respondents tend to agree with the statement at 57.5% that materialistic values are linked with provision and attainment of internal satisfaction rather than joy in hedonic values. However, 32% of the respondents marked neutral as their response because of being unsure as the joy is attained through materialistic values and satisfaction through hedonic values and thus, gave neutral as their response. Yet, on the disagreement side, 10.5% of respondents that make up a small proportion disagreed that material belongings provide internal satisfaction as opposed to joy in the hedonic values. Overall, the responses were in agreement that feeling of internal satisfaction is gained through materialistic values. The study by Norris et al. (2012) showed that internal satisfaction by acquisition of material things is part of materialistic values.

The materialistic values are the determinants of differentiation between the consumers as per their belonging and possessions.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	63	31.5	31.5	31.5
	Agree	79	39.5	39.5	71.0
	Neutral	47	23.5	23.5	94.5
	Disagree	10	5.0	5.0	99.5
	Strongly Disagree	1	.5	.5	100.0
	Total	200	100.0	100.0	

The next statement was regarding the differentiation of consumers within the society based on their belongings and possessions as per the materialistic values. The responses received were mostly on the agreement side of a huge number of respondents agreeing with 71% that consumers are differentiated within the society based on their materialistic values and material possessions that society perceives them to possess. 23.5% of the respondents stayed neutral as they did not know whether individuals are differentiated within the society based on their materialistic values with a small proportion of 5.5% disagreeing that individuals are not stratified based on their material belongings and possessions within the society. Overall, the responses received were in agreement with the statement that consumers are differentiated based on their material possessions as per materialistic values. The study by Kim (2012) indicated that possessions and belongings are part of materialistic values among shoppers.

The materialism is linked with the consumer's acquisition of large number of products and services for expanding the collection for showing off within the society.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	62	31.0	31.0	31.0
	Agree	86	43.0	43.0	74.0
	Neutral	41	20.5	20.5	94.5
	Disagree	9	4.5	4.5	99.0
	Strongly Disagree	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

The next question investigated further on the materialistic values that whether it is linked with consumer's acquisition of a large number of products and services in their collection

for showing off to society. For this statement, approximately 3/4th of the respondents agreed with the statement with the cumulative answer for strongly agree and agree at 74% stating that materialistic value is linked with customer's acquisition of goods and service being prestigious for showing off to society. 20.5% of respondents were neutral on this statement with 5.5% disagreeing that materialistic values are not linked with possession of goods and services by the individual within the society. Overall, a positive response was received from the response. The study of Babin et al. (1994) has indicated that acquisition of large products and services for showing off is considered to reflect materialistic values among shoppers.

The possession of wealth is a major factor contributing to materialistic shopping values within the society.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	64	32.0	32.0	32.0
Agree	83	41.5	41.5	73.5
Neutral	41	20.5	20.5	94.0
Disagree	12	6.0	6.0	100.0
Total	200	100.0	100.0	

The next statement asked the respondents was regarding the possession of wealth that is a major factor that contributes to materialistic shopping values within the society that is for the purpose of possessing wealth, consumers in Pakistan adopt materialistic behaviour in the context of shopping. For this purpose, a large proportion of consumers that are precisely at 73.5% agreed and strongly agreed to the statement opining that people incorporate materialistic values in shopping experience due to possession of wealth. Furthermore, 20.5% of the respondents stayed neutral on the statement that whether possession of wealth is a major factor of materialistic values within the society being unsure of the response. 6% of the respondents disagreed with the statement that possession of wealth is not a major factor contributing to materialistic shopping values in society. Overall, the results were positive towards wealth possession being a major contributor to the materialistic shopping values of people. The study

by Palan et al. (2011) showed that possession of wealth is linked with materialistic values of shoppers.

Materialistic possessions such as luxury cars, big houses and expensive belongings tend to describe the materialistic behavior of consumers in a society, specifically Pakistan.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	63	31.5	31.5	31.5
Agree	85	42.5	42.5	74.0
Neutral	40	20.0	20.0	94.0
Disagree	11	5.5	5.5	99.5
Strongly Disagree	1	.5	.5	100.0
Total	200	100.0	100.0	

The next statement in the materialistic values was asked from the respondents regarding the materialistic possessions such as luxury cars, big houses, and expensive belongings describes the materialistic behaviour of consumers within a society that is Pakistan in this case. For this purpose, the responses received from customers stated that about 74% of the respondents were in agreement with the statement stating that indeed the materialistic possessions by individuals such as luxury cars, big houses and expensive belongings exhibit the materialistic behaviour of consumers within the society which is Pakistan for this study. This tends to illustrate that people having materialistic behaviour are likely to keep luxurious commodities and expensive belongings within their possessions for the purpose of internal satisfaction. Furthermore, another 20% of the respondents tend to stay neutral that luxurious cars and big houses do not necessarily show a materialistic behaviour of the consumers in a society but there might be some other factors that influence this behaviour from the respondents that are shoppers in the Pakistani market. Contrary to both the above answers, 6% of the respondents tend to disagree with the statement that it does not show the materialistic shopping value for consumers within the society if they own luxurious belongings and expensive items that reflect their materialistic value in the society. Overall, the results obtained from questionnaire survey showed that most of the respondents for the study are in agreement that

materialistic possessions by an individual tend to reflect their materialistic values and their materialistic behaviour in the society that is Pakistan in this case. The study of Park (2012) indicated that luxury goods such as cars, big houses and expensive items also contribute to materialistic values among shoppers.

The image of a person within the society is also dependent upon the materialistic values through valuable possessions.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	50	25.0	25.0	25.0
	Agree	91	45.5	45.5	70.5
	Neutral	43	21.5	21.5	92.0
	Disagree	14	7.0	7.0	99.0
	Strongly Disagree	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

The next statement asked the subjects of study that took part in the questionnaire survey was regarding the societal image of the person that other people perceive or look at these individuals in a specific manner. The statement reads whether the image of the person in a society depends upon the materialistic values that are gained through valuable and prestigious possessions acquired by the individual through the shopping experience. For this purpose, the survey revealed that about 70.5% of the respondents were in agreement with the statement that image of the person in society is dependent upon materialistic possession through keeping ownership of valuable belongings. This shows that most of the respondents for the study agreed that societal image of society is a major factor that contributes to materialistic values for the individual that are developed through keeping possession of valuable, expensive and antique items. However, not all the respondents were in agreement with the statement with some of the respondents opining their response as neutral at 21.5% stating that consumers are unsure that whether the societal image is dependent totally upon materialistic values but there might be some other factors that influence the image of an individual within the society. Opposing the previous views, some of the respondents that are about 8% showed disagreement towards the

statement that image of the individual is not dependent upon materialistic values of the society but some other factors in their opinion. Overall, the results stated that image is reflected through materialistic values in a society for valuable possessions. The study of Rasool et al. (2012) indicated that self-image is an important characteristic of materialistic values.

The social status possessed by the individual in a society is reflected by materialistic behavior of individuals.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	67	33.5	33.5	33.5
	Agree	75	37.5	37.5	71.0
	Neutral	42	21.0	21.0	92.0
	Disagree	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

The last question asked the respondents regarding the materialistic values was that whether social status of individuals within society is reflected through materialistic values and behaviours in the society. A large number of respondents agreed with the statement that was about 71% that with most of the subjects agreed that social status of the individual is reflected through materialistic values. 21% of the respondents were neutral being unsure that whether social status represents the materialistic behaviour of customers within the society. 8% of the respondents contrarily were in disagreement that social status does not reflect the materialistic values in the context of shopping for people within the society. Overall, the responses revealed that social status is related to materialistic values for these individuals within the society and they tend to exhibit materialistic behaviour when shopping. The study conducted by Horváth and Birgelen (2015) showed that social status conscious people are more inclined towards materialistic values.

6.3.3. Compulsive Buying Behaviour

I feel a rush of excitement when I shop.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	51	25.5	25.5	25.5
	Agree	68	34.0	34.0	59.5
	Neutral	61	30.5	30.5	90.0
	Disagree	16	8.0	8.0	98.0
	Strongly Disagree	4	2.0	2.0	100.0
	Total	200	100.0	100.0	

With respect to compulsive buying behaviour, the subjects were asked whether they feel a rush of excitement when they shop. 59.5% of the respondents strongly agreed and agreed that they feel a rush of excitement when they go for shopping which represents their compulsive buying behaviour. Furthermore, about 30.5% of the respondents were neutral on the statement opining that sometimes they feel excitement when shopping and sometimes they do not. Yet, 10% of the respondents were averse to compulsive buying behaviour as they opined that shopping does not excite them. Overall, most of the people feel excited when shopping which was determined through the questionnaire survey. The study of Li, Unger and Bi (2014) showed that excitement and rush are part of compulsive buying behaviour among shoppers.

I am an emotional shopper.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	35	17.5	17.5	17.5
	Agree	83	41.5	41.5	59.0
	Neutral	67	33.5	33.5	92.5
	Disagree	11	5.5	5.5	98.0
	Strongly Disagree	4	2.0	2.0	100.0
	Total	200	100.0	100.0	

The second question asked that whether the subjects in the study were emotional shoppers or not. More than half of the respondents that are about 59% agreed that they are emotional shoppers and shop based on their feelings rather than needs. 33.5% stayed neutral on the statement opining that it is not necessary every time that these respondents shop emotionally but it can happen sometimes as dependent upon the mood of the customer. 7.5%

of the respondents tend to disagree with the statement that they are not an emotional shopper and tend to buy things that are needed and rationally make buying decisions. The study of Eisenberg (2014) indicates that emotional shoppers that tend to buy through emotions are linked to compulsive buying behaviour.

I get happy when I find a good product to buy.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	38	19.0	19.0	19.0
Agree	78	39.0	39.0	58.0
Neutral	62	31.0	31.0	89.0
Disagree	19	9.5	9.5	98.5
Strongly Disagree	3	1.5	1.5	100.0
Total	200	100.0	100.0	

The next statement asked regarding happiness of consumer when they buy a good product. In this context of Pakistani market, 58% of the respondents were in agreement that they feel good when they find a good product to buy and it makes them feel happy. Furthermore, 31% of the respondents were neutral opining that they neither feel happy nor sad when they find a good product and they buy it. Contrary to it, 11% of the respondents were negative to the statement by disagreeing that they do not feel happy when they find a good product or service to buy. Overall, the results showed that people feel happy when they buy a good product. The study of Kasser (2016) showed that compulsive buyers are likely to be happy if they find a product which they are looking for.

I shop to escape my worries.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	44	22.0	22.0	22.0
Agree	91	45.5	45.5	67.5
Neutral	44	22.0	22.0	89.5
Disagree	18	9.0	9.0	98.5
Strongly Disagree	3	1.5	1.5	100.0
Total	200	100.0	100.0	

The next statement asked whether respondents shopped to escape worries. The results showed that 67.5% of the respondents agreed that they shop to escape their worries while 22%

opined neutral to the statement being unsure of whether they shop to escape worries or not. On the other hand, 10.5% of the respondents were in disagreement that they do not shop to escape worries and either engage in different activities. The study of Bearden, Netemeyer and Mobley (2013) showed that individuals adopt compulsive buying behaviour to escape from the worries and problems faced by them in society.

I prefer shopping when I am stressed.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	47	23.5	23.5	23.5
Agree	70	35.0	35.0	58.5
Neutral	61	30.5	30.5	89.0
Disagree	16	8.0	8.0	97.0
Strongly Disagree	6	3.0	3.0	100.0
Total	200	100.0	100.0	

The next statement asked the respondents that whether they prefer shopping when they are stressed. In this context, 58.5% of the respondents agreed that they tend to prefer shopping in the condition of stress. Furthermore, 30.5% stayed neutral that they do not every time go for shopping when stressed. Yet, 11% of the respondents were in disagreement that they do not prefer shopping when stressed. Overall, the results showed that most people prefer shopping when they are stressed. The study of Brici, Hodgkinson and Sullivan-Mort (2013) showed that compulsive buying behaviour is adopted by individuals to show that they are not stressed and it works as a stress reliever.

Online buying has facilitated my shopping.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	36	18.0	18.0	18.0
Agree	84	42.0	42.0	60.0
Neutral	59	29.5	29.5	89.5
Disagree	15	7.5	7.5	97.0
Strongly Disagree	6	3.0	3.0	100.0
Total	200	100.0	100.0	

The next statement asked from respondents was regarding online buying which asked whether the facility to shop online has helped the customers that were subjects in the study. 60% of the respondents out of 200 opined that online has facilitated their online shopping experience with 29.5% opining their neutral response as online shopping has neither facilitated their shopping experience neither deteriorated it. 10.5% of the respondents also disagreed that online shopping has not facilitated their shopping experience. In a nutshell, it can conclude that most of the users have been facilitated through online shopping. The study of Bindah and Othman (2012) described that online buying facilitate the compulsive buyers with the quick source of achieving satisfaction along with an ease of buying the products and services repeatedly at any time without getting notice

I shop to maintain my social image.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	12	6.0	6.0	6.0
	Agree	23	11.5	11.5	17.5
	Neutral	44	22.0	22.0	39.5
	Disagree	70	35.0	35.0	74.5
	Strongly Disagree	51	25.5	25.5	100.0
	Total	200	100.0	100.0	

The next statement asked regarding the materialistic value and compulsive buying behaviour of respondents. It was asked that whether people shop to maintain their social image or not. A large number of respondents that are 73.5% tend to strongly agree that people as part of subjects of study shop to maintain their social image which is a part of materialistic values. However, not all the subjects possessed materialistic value within their shopping experience at about 20% being neutral to the statement. 6% of the respondents disagreed that they do not shop to maintain their social image exhibiting non-materialistic values in their shopping behaviour. It can be said that materialistic values influence the compulsive buying behaviour of respondents. The study of Muruganantham and Bhakat (2013) showed that social image is an important element which forces the consumer to buy compulsively.

Cultural factors impact my buying behavior.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	6	3.0	3.0	3.0
	Agree	24	12.0	12.0	15.0
	Neutral	49	24.5	24.5	39.5
	Disagree	63	31.5	31.5	71.0
	Strongly Disagree	58	29.0	29.0	100.0
	Total	200	100.0	100.0	

The last question investigated in this context was related to cultural factors impacting the buying behaviour of respondents which is related to hedonic values and compulsive buying behaviour. 55% of the respondents agreed that cultural factors tend to impact their buying behaviour and 33.5% staying neutral in their response. However, 11.5% responses were towards disagreement that cultural factors do not impact buying behaviour. Hence, it can be seen that hedonic values influence the buying behaviour of respondents. The study by Chaplin and John (2010) indicated that cultural factors also tend to impact the buying behaviour of respondents which is part of hedonic values.

As a conclusive statement revealed from the frequency analysis carried out above, it has been identified that majority of the customers in Pakistan shop for the sake of pleasure and enjoyment while some of them shop in order to relieve from mental stress and anxiety. Moreover, the frequency analysis also revealed that the compulsive buying behaviour in Pakistani shoppers is influenced by their cultural aspects as well. This is because the working men and women in Pakistan feel stressed during their jobs and workload, while shopping is the only activity that can help them in forgetting about their problems. Moreover, another finding has been revealed from the frequency analysis carried out above that customers in Pakistan are influenced through online shopping while companies offering online shopping services can have high number of customers as it helps them in saving the transportation costs. While on the other hand, it has also been revealed from the analysis carried out above that customers in Pakistan also shop in order to meet their materialistic needs and wants and to maintain their

social and economic status. This is because people in Pakistan purchase luxury and expensive items sometimes to represent enhance their social image and remains on the top of the societal status. Hence, from the frequency analysis, it can be said that customers are engaged in compulsive buying behaviours for the sake of enjoyment and pleasure and to maintain their social identity in the society.

6.4. *Quantitative Analysis*

The quantitative analysis section of the study is to highlight main findings from the study obtained from survey analysis. The quantitative analysis section of the chapter is aimed to include correlation and regression analysis applied through SPSS. The correlation and regression tests helps in identification of the impact of hedonic and materialistic values factors on consumer buying behaviour in the context of Pakistani shoppers. For this study, the fourth objective of the study is to be met by this section. The fourth objective of the study was to develop a regression model that shows the relative influence of the identified factors i.e. hedonic values and materialistic values on consumer buying behaviour. This section is also used to test the hypothesis developed for the study. After the application of regression analysis, the researcher can deduce the impact of hedonic and materialistic values on the consumer buying behaviour amongst the Pakistani shoppers. Following hypothesis is going to be tested in this section.

H_{A1} = There is an influence of hedonic values on compulsive buying behaviour of the Pakistani shoppers

H_{A2} = There is an influence of materialistic values on compulsive buying behaviour of the Pakistani shoppers

6.4.1. Correlation Analysis

Correlation analysis is carried out in order to understand the interrelationship or interdependence which exists among the variables of the research. It is referred to the statistical evaluation of two or more variables in order to depict the strength of the relationship among them. Correlation analysis is used by the researcher when the research wants to establish that there is a possible connection between the variables under study (Podobnik and Stanley, 2008, p. 84). If the correlation is found among two or more variables of the research it means that if there is a systematic change in one variable then the change will also occur in another variable of the research because of the presence of interdependency among the variables of the research. The existence of relationship or interdependence among different variables under study can either be positive or negative. If the relationship is negative it signifies that if one variable increases the other variable also increases simultaneously. On contrary to this in the case of a negative relationship if one variable increases the other variable tends to decrease.

There are different statistical tools with the help of which correlation among two variables can be depicted. The most commonly used statistical tool for the purpose of carrying out correlation analysis is with the help of SPSS. The metric of measuring the correlation is Person correlation coefficient which can be between the ranges of +1 to -1. +1 indicates the strongest positive correlation with two or more variable of the research on the other hand -1 signifies the strongest negative relationship among the variables of the research (Pedhazur and Schmelkin, 2013). It can be said that the stronger the coefficient to either of these numbers the stronger is the correlation among the variables under study. 0 indicates that there is no correlation among the variables of the research it means that if the value of the coefficient is near to zero it means the correlation among the variables is quite weak.

For this research, the correlation among the dependent and independent variable is tested out with the help of SPSS. The independent variables of this research are Hedonic values

and materialistic values; on the other hand, the dependent variable of this research is compulsive buying behaviour. The data of this research has been obtained from 200 respondents. With the help of the questionnaire, the respondents were asked questions regarding the variables for the purpose of determining the relationship and interdependence which exist among them. The correlation test in the study was used in order to analyse the relationships between hedonic and materialistic values on the compulsive buying behaviours of Pakistani shoppers. The correlation analysis between these variables needs to be carried out prior to addressing the third objective of the study, i.e. to analyse the influence of hedonic and materialistic values factors on consumer buying behaviour based on age, gender, geographic boundaries and cross – national races. Therefore, conducting the correlation analysis will further help in meeting the fourth objective of the study which helps in identification of the impact of hedonic and materialistic values on the compulsive buying behaviours of Pakistani shoppers.

		Correlations		
		Compulsive_ Buying_Behav iour	Hedonic_Valu es	Materialistic_ Values
Compulsive_Buying_Beh aviour	Pearson Correlation	1	.934**	.903**
	Sig. (2-tailed)		.000	.000
	N	200	200	200
Hedonic_Values	Pearson Correlation	.934**	1	.888**
	Sig. (2-tailed)	.000		.000
	N	200	200	200
Materialistic_Values	Pearson Correlation	.903**	.888**	1
	Sig. (2-tailed)	.000	.000	
	N	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 5.6: Correlation

The above table signifies the correlation between the variables of the research which are hedonic values, materialistic values and compulsive buying behaviour. The first two variables are the independent variables of the research and the latter one being the dependent

variable of the research. The significant values which are important in order to analyse the correlation among the variable under study are the value of Pearson coefficient and the significance value. As it is mentioned above the Pearson coefficient indicates the strength of the relationship between the variables of the research while the significant value in the table shows the significance of the strength of the variables.

If the value of Person correlation coefficient is greater than 0.70 it signifies that the relationship among the variables of the research is strong. The above table has two components as there are two independent variables of this research hedonic value and materialistic value. For the first independent variable of the research, the value of Pearson coefficient is more than 0.70 which is 0.934 which means there is a strong relationship between compulsive buying behaviour and hedonic values. Or it can be said that the relationship is 93.4% strong. The other independent variable of the research is materialistic values; it is evident from the table that the strength of the relationship among this independent variable and the dependent variable of the research are strong. Particularly the interdependence of materialistic values and compulsive buying behaviour is 90.3% strong.

Other than the dependence between the variables of the research this table of the research also signifies the relationship among the two independent variables which are Hedonic values and Materialistic values. The Pearson correlation coefficient of these two variables is calculated to be 0.888 which is higher than the value of 0.70 hence the relationship is strong. To be specific, it can be said that the strength of relationship among hedonic values and materialistic values is 88.8%. Overall it can be said that the variables of this research which are compulsive buying behaviour, hedonic values, and materialistic values are strongly correlated with each other.

Therefore, it can be said that both independent variables of the study have found out to be positively correlated with the compulsive buying behaviours of the Pakistani shoppers. The

figures and analysis carried out above shows that the third objective of the study has been addressed and it has been identified that the hedonic and materialistic consumer buying behaviour is present in Pakistani shoppers. This indicates that there might be a significant influence of hedonic and materialistic values on the compulsive buying behaviours of the Pakistani shoppers which can be analysed using regression model.

6.4.2. Regression analysis

The fourth objective of the study can be addressed through regression model which is considered as the best statistical tool that helps in identification of the influence of independent variable on the dependent variable. The regression test is applied in this research in order to explain the impact of hedonic and materialistic values on the compulsive buying behaviour of Pakistani shoppers. The reason for the selection of regression model for addressing the fourth objective is because of the reliable results that can be obtained from the application of regression model. Moreover, the strength of the influence of hedonic and materialistic values on the compulsive buying behaviours of Pakistani shoppers can also be identified through regression model. The application of regression model is carried out once the correlation between the dependent and independent variables is strong and positive.

The regression analysis is a statistical process which is carried out by a researcher for the purpose of estimating the relationship which exists between the variables of the study. In order to be more specific, it can be said that regression analysis helps the researcher to understand the change in the dependent variable of the research when any one of the independent variables is changed keeping the other things constant (De Vaus, 2013). In social research, the researcher makes use of a regression analysis when there is a need to determine the relationship between the variable of the research. The most commonly used regression model includes independent variable, dependent variable and unknown parameters. It basically

signifies the existence of relationships among the variables and unknown parameters in the research.

While carrying out the regression analysis there are certain assumptions which are to be considered. One of the major assumptions is that the sample which is selected for carrying out the regression analysis is an efficient representation of the entire population. Another important assumption is that error is a variable which has a random nature and cannot be explained. Lastly, the nature of independent variable is independent in literal terms which mean that it is not possible to express any predictor as the linear combination of others. While keeping these assumptions the regression analysis is carried out in order to know about the relationship between the variables of this research (Fox, 2015).

In order to carry out the regression analysis for this research, the researcher has used the statistical software of SPSS. The variables under test for this research are hedonic value, materialistic value, and compulsive buying behaviour. Hedonic value and materialistic value are the independent variables of this research while the compulsive buying behaviour is the dependent variable of the research. The regression analysis is carried out in order to determine the change in compulsive buying behaviour when hedonic values and materialistic values are changed. The data has been collected with the help of a survey questionnaire where 200 respondents were asked questions regarding the major variables of the research. The regression analysis for this research is carried out in order to know the impact of hedonic values and materialistic values on the compulsive buying behaviour.

The regression analysis for the study has been carried out in order to analyse the influence of materialistic and hedonic values on the compulsive buying behaviours of the Pakistani shoppers. Since, the fourth objective of the study was to analyse the data with respect to the regression model in order to analyse the impact of hedonic and materialistic values on consumer buying behaviours, therefore, this section meets the fourth objective of the study.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.948 ^a	.898	.897	.27361

a. Predictors: (Constant), Materialistic_Values, Hedonic_Values

Figure 5.7: Model Summary

The above table is the summarized version of the regression analysis carried out for this research. There are certain important values of this research which are R and R square. The value of R signifies the relationship between all the variables which are included in the research. On contrary to this the value of R square shows the combined impact of all the independent variables of the research on the dependent variable of this research. The R value of this research shows the relationship between hedonic values, materialistic values, and compulsive buying behaviour. The value of R square shows the impact of hedonic values and materialistic values on the compulsive buying behaviour. The value of R for this table is 0.948 which means that there is 94.8% relationship among all the variables of the research. Moreover, the R square of this research is 89.8% which means that there is a strong impact of hedonic values and materialistic values on the compulsive buying behaviour of a consumer.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	130.118	2	65.059	869.072	.000 ^b
	Residual	14.747	197	.075		
	Total	144.866	199			

a. Dependent Variable: Compulsive_Buying_Behaviour

b. Predictors: (Constant), Materialistic Values, Hedonic Values

Figure 5.8: ANOVA

The above table is the ANOVA table which is the abbreviation of analysis of variance. There are two most important values in this table which are significance value and F value. The significance value shows the significance of the relationship between the variables of the

research. On contrary to this F value signifies the fitness of value of the model which is used for the research. Higher the F value of the regression analysis the more fit the model of the research is. For this research, the F value is high which shows that the model used for this research is fit. In order for the results to be significant, it is important that the value should be less than the alpha value of 0.05. For this research, the sig. value is 0.000 which is less than the acceptance value of 0.05 hence the results of this research are significant.

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.190	.044		4.290	.000
	Hedonic_Values	.692	.054	.627	12.705	.000
	Materialistic_Values	.363	.052	.346	7.018	.000

a. Dependent Variable: Compulsive_Buying_Behaviour

Figure 5.9: Coefficients

The above table is the coefficient table which signifies the impact of independent variable/s of the research on the dependent variable of the research. For this research, the independent variables are hedonic values and materialistic values and the dependent variable of this research is compulsive buying behaviour. The important values in this research are the beta value of the independent variables of the research. The beta value of hedonic value is 0.692 which means that one unit change in hedonic value brings about 0.692 units change in compulsive buying behaviour. The beta value of materialistic values is 0.363 which means that from one unit change in materialistic values brings about change in compulsive buying behaviour about 0.363 units.

The results from the regression analysis show that there is a significant impact of hedonic values and materialistic values on the compulsive buying behaviour in the Pakistani market. Hence, it can be said that the application of regression and correlation test are found out to be positive in the case of the hedonic and materialistic values and their impact on the

compulsive buying behaviours of the customers in Pakistan. From the frequency analysis, it can be said that majority of the customers have agreed they are influenced by the hedonic and materialistic values while doing shopping. This has been true as indicated from the results of correlation and regression analysis. Moreover, the thematic analysis carried out below shows similar results where it has been found out that the managers are well-aware of what hedonic and materialistic values are in the context of shopping that can influence customers to purchase. Moreover, the thematic analysis results also showed that the managers of companies in Pakistan agree that there are certain influencers and drivers that can make a customer happy. However, effective strategies need to be selected in the case of Pakistan and to influence Pakistani customers to shop when influenced materialistically or hedonically. Hence, it can be said that the qualitative findings from thematic analysis and quantitative findings from correlation and regression are similar. Hence, both the hypothesis statements for the study are accepted and null hypotheses are rejected.

6.5 Qualitative Analysis

The qualitative section of the study is aimed to interpret and integrate the findings of the research obtained through all the secondary and primary qualitative methods selected. Since, the impact of hedonic and materialistic values on the compulsive buying behaviours of Pakistani shoppers is identified through primary and secondary methods using survey, interviews and other existing studies, therefore, the researcher is intended to integrate all the findings in this section so as to provide the gist of the overall findings obtained in the research. This section is intended to meet the first, second and the third objective of the study. The first objective of the study was to critically analyse the literature review on compulsive buying behaviour, hedonic values and materialistic values. Therefore, in this section, the researcher reviews various studies and available literature in order to understand the notions of compulsive

buying behaviour, hedonic values and materialistic values in the context of shopping. Moreover, the second objective of the study was to analyse the extent of hedonic and materialistic consumer buying behaviour in Pakistani shoppers. Various researches and existing journals were accessed in order to evaluate the hedonic and materialistic values in the context of consumer buying behaviour in Pakistani shoppers. The third objective of the study was established in order to evaluate the hedonic and materialistic values factors on consumer buying behaviour based on age, gender, geographic boundaries and cross – national races. Therefore, this section is aimed to analyse the thematic analysis findings while relating it with the existing literature in order to meet the first three objectives of the study.

While assessing the secondary literature, it was analysed that the compulsive buying behaviour is the one that serves as an addictive behaviour and due to such behaviour the consumer used to develop an overwhelming desire to acquire, feel or experience a material of products. This behaviour is considered to be repetitive buying process as the consumer used to purchase the product repetitively to satisfy himself by fulfilling the needs and wants. The compulsive buying behaviour is further considered to be irresistible, chronic and pleasurable in context and involves the repetitive purchase of the products. These behaviours at times appear negative for the consumers.

While configuring out the cultural factors influencing the compulsive buying behaviour, it was found that the impulsive behaviour was highly influenced by the cultural factors namely self-identity and normative influences. It was revealed that culture was a critical factor that was associated with the compulsive buying behaviour mostly associated with the habit of the family to shop. If the family members used to shop excessively than this norm will influence the individuals to shop continuously. The results of the research showed significantly that culture is a variable that influences the compulsive buying behaviour of the respondents

During the qualitative literature research, the researcher inquired the respondents regarding the social factors that influence the compulsive buying behaviour of the consumers. It was analyzed through thematic analysis that social pressure is a factor that increases the surge towards buying and initiates the compulsive buying behaviour. The other factor as analyzed through the thematic analysis was social image and the perception was another variable that used to engage the individuals to buy the products that initiate the compulsive buying behaviour. The third social factor that was analyzed through primary research thematic analysis was self-esteem that showed that the compulsive behaviour has lower self-esteem. Individuals shop more to make them feel better and increase their self-esteem.

6.5.1 Hedonic Factors and Compulsive Buying Behaviour

The current research designed the conceptual framework in order to test the hedonic factors under the context of compulsive buying behaviour. A secondary literature search showed that the individuals used to make a choice regarding the purchase of the products in large quantities in order to satisfy their needs and wants. However, those individuals who are unable to buy the extensive products results in unpleasant feelings and negative feeling. It was evidenced that when the consumers were prone to the hedonic factors than in such situations the consumer was expected to search for pleasure or enjoy with that particular product. This is mainly because the product provides the consumer the sense of self-indulgence and adventures to the consumers. The conceptual framework model was selected for the current research as it contributed to the hedonic and materialistic factors chosen for the current research. However, different scales were obvious in the literature that used to measure the influence of the hedonic and materialistic factors on the consumer compulsive buying behaviour. The hedonic factors thus chosen by the researcher for the current research was enjoyment, sense of adventure, pleasant and self-indulgent. The model by Eren, Eroglu, and Hacıoglu (2012) was good to

follow for the current research and this model was determined through the confirmatory factor analysis (CFA) and the findings of the model represented a moderately fit model. Therefore, the model was best fit for the current research. The qualitative thematic analysis showed that consumers were aware regarding the compulsive buying behaviour they knew that this term refers that this behaviour is associated with the obsessive compulsive disorder (OCD) however, related to shopping, the person develops an obsession with shopping. The thematic analysis showed that the compulsive buying behaviour was inclusive of several elements namely retail therapy, over spending, acquisitive desire and lastly affluenza. The factors of hedonic values are specifically evaluated with the compulsive buying behaviour. The researcher here involved triangulation of the factors of hedonic values with the compulsive buying behaviour. The research showed through the qualitative research design showed the opinions regarding the factors influencing the hedonic values and the compulsive buying behaviour. The survey questionnaire on the other hand was used to evaluate the impact of the hedonic factors on the compulsive buying behaviour. The results of the hedonic factors namely cultural values, enjoyment and satisfaction were triangulated with the secondary literature.

6.5.1.1 Cultural values and Compulsive Buying Behaviour

The quantitative research conducted through the survey questionnaire showed that 68 of the individuals were influenced by the hedonic values (cultural values) within Pakistan. The individuals were focused more on the eastern dressing rather western. However, 3 individuals strongly disagreed that the cultural values as a hedonic factor influence compulsive buying behaviour. The social values as evaluated through the thematic analysis showed that the consumer indulges himself in the compulsive buying behaviour mainly because he/she wants to be noticed in the society. This verified that hedonist is a person that used to do everything mainly to achieve pleasure and gratification. Some of the respondents as part of thematic

analysis showed that the hedonism was associated to the emotional value that is obvious through the compulsive buying behaviour. This referred to the fact that the social and emotional hedonic values used to initiate a compulsive buying behaviour. The results could be further supported by Chui et al. (2014) that showed the factors adventure, social, gratification, role, value and notion acting as hedonic variables greatly influence the consumers to be impulsive to the products. In order to triangulate the primary research findings with the secondary literature, it was analysed that the results of the current research could be supported by the study of Irani and Hanzae (2011) demonstrated that culture plays a critical role in the Iranian industry in order to initiate compulsive buying behaviour under the context of hedonic variable. Furthermore, the results could be supported by Farah and Fawaz (2016) study conducted in Arab showed that the cultures play a strong influence on the consumers towards engaging in the compulsive buying behaviour.

Research finding showed that the luxury goods were the goods towards which the Pakistani consumers were more inclined with respect to their compulsive behaviour. This could also be supported by the study conducted in China and United States (Adams, 2011). The results of the study showed that the culture plays a critical role for the purchase of the luxury goods mainly because a prestige good in the USA is considered as a hedonic product while the same is considered as the utilitarian good in China.

6.5.1.2 Enjoyment and Compulsive Buying Behaviour

While triangulating the results of this research, it was analyzed that the current research showed that the emotional side of shopping experience was related to the consumer's levels of enjoyment, pleasure, and excitement as an intangible factor while the consumer is aimed at buying a product. These results could be supported by the work of Irani and Hanzae, (2011) that showed that the consumer behaviours were significantly influenced by the hedonic factors

as excitement and enjoyment. It was also analyzed that in view of the respondents the compulsive buying behaviour was simply a desire that involved shopping for no reason.

During the qualitative thematic analysis, a researcher from the findings of three questions displayed the results regarding the hedonic factors. The primary qualitative research showed that the hedonic factors were mainly associated with enjoyment and pleasure of individual. However, one of the respondents notified that gratification was another factors representative of the hedonic values. Thematic analysis showed that the hedonic values were considered to have an association with the standard of living, due to the reason that when individual shifts to a better standard of living, the individuals make buying decisions unnecessarily and the products that were bought were irrespective of the needs of the respondents. The researcher was aimed at configuring the impact of hedonic factors on the consumer buying behaviour and thus displayed the qualitative and quantitative research findings.

The literature showed that the consumers used to satisfy their needs due to two and different types of benefits namely hedonic and utilitarian. The research by Ottar Olsen and Skallerud (2011, p. 532), showed a comparison between the hedonic and utilitarian values representing the fact that further showed that the consumers were found more satisfied with the hedonic variables in comparison to the utilitarian variables. The consumers in the research were found more satisfied to the design, appearance, and brand apart from the quality as well as the price of the product. The current research findings have shown similar results and show that consumers when receive fun and enjoyment, they indulge in the compulsive buying behaviour. The research showed through the secondary quantitative analysis that the feelings of fun and enjoyment were an important part of hedonic values under the context of the luxury fashion brands in the Pakistani industry with 73 respondents agreed to the response. Furthermore, the quantitative research here also evaluated that whether the hedonic values follow a task oriented

approach for fun, excitement and enjoyment and evaluated that approximately 71 of the respondents agreed to the opinion, 51 were neutral and 25 of the respondents disagreed to the response.

6.5.1.3 Satisfaction and Compulsive Buying Behaviour

Thematic analysis revealed that the connection between the hedonism and satisfaction exists when the consumer is aimed at buying products. The respondents were of the opinion that they engage in the compulsive buying mainly to satisfy their needs and wants and also to nourish their behavioural intentions. The primary research through both the qualitative and the quantitative research designs showed that the Pakistani consumers were inclined to the luxury goods for the aim of satisfying their physical and physiological needs. The research findings displayed that the consumers indulge in the compulsive buying behaviour mainly because they want to increase their levels of self-esteem. The results of the primary research also displayed that the consumers were more inclined to the compulsive buying behaviour when they want to increase their social image and represent themselves from being in the upper social class. The research conducted by Colucci and Scarpi (2013) showed that the individuals are inclined towards the compulsive behaviour mainly due to the utilitarian or hedonic perspectives. The results of Bakirtas and Divanoglu (2013) supports the results of the current research mainly because the results displayed that the consumers used to get satisfied with the hedonic values as the motivator during the compulsive buying process. The results of Bakirtas, Bakirtas, and Cetin (2015), also supported the results of the current research by demonstrating that hedonic shopping values greatly influence the consumers to satisfy their needs through compulsive buying with the variables as enjoyment and fun. One of the studies conducted by Bui and Kemp (2013) showed that music shopping significantly enhances the consumers shopping and this

mainly due to the fun, pleasure, enjoyment and other similar attributes of hedonic values. The research further showed that the impulsive behaviour is greatly influenced by such variables.

6.5.1.4. Impact of Hedonic Values on the consumer buying behaviour

Thematic analysis significantly displayed that there is an impact of the hedonic values on the consumer buying behaviour. When the respondents were inquired regarding the two variables namely the hedonic values and compulsive buying behaviour and found that the respondents considered the hedonic values as the impact of pleasure on the consumer compulsive buying behaviour is through engaging in shopping and aimed at gratification. The primary and secondary research showed that the emotions play a critical role in indulging the consumer in the impulsive buying behaviour.

In order to triangulate the results of the primary and secondary research with the hedonic values impact on the compulsive buying behaviour, it was found that the hedonic factors significantly influence the compulsive buying behaviour as shown in the research conducted by Byun and Sternquist (2010). The research showed that for the luxury goods, when the consumer consider that he will obtain pleasure out of it after consumption or when the consumer consider this product as more exciting, in such situations the consumers compulsive buying behaviour originates. The study further revealed that these drivers let the consumer to purchase the product by repetitive purchase. This is true while consuming product or service both. The research further revealed that the individuals who were having higher hedonic motivation were more likely to get influenced and adopt the compulsive buying behaviour. Byun and Sternquist (2010) study also revealed that the compulsive buying behaviour is considered a disorder that is obvious among many locations across the globe. The consumers used to buy massive amounts of products that are not necessarily dependent on the needs of the consumers and they do such acts in order to get some fun and excitement regarding shopping

of the luxury brands. These could be evidenced from the current research here, that shows similar sort of results.

Some of the respondents as evaluated through the thematic analysis were found to conduct compulsive shopping mainly because this behaviour helps the consumer to attain a state of pleasure. It was also analyzed that the consumers used to engage in the compulsive buying behaviour mainly because the hedonic values tends to arouse the consumers. The thematic analysis as part of the primary qualitative research revealed that the respondents were mostly aware of the fact that compulsive buying behaviour exists and the hedonic factors substantially influence them while they make decisions. It was found that the individuals used to engage themselves in the compulsive buying behaviour due to the irresistible urge regarding the emotional and social factors.

The primary research findings from the quantitative research were assessed through survey questionnaires and the regression and correlation analysis in order to derive valuable conclusions regarding the research questions. The quantitative research showed that ethical and psychological hedonism is concerned with the feelings of pleasure and pain for the consumers with 71 respondents agreed to the response while 33 negating it. While assessing the emotional values as part of the hedonic values it was found that 72 of the consumers were inclined to the opinion that the feeling of fun and enjoyment is an important part of hedonic values for people in the context of shopping. 73 respondents agreed to the opinion and 22 individuals disagreed to the respondents. Through the quantitative analysis, it was configured that the irresistible desires have the potential to influence shopping experience through the amusing and enjoyable experience. A total of 71 respondents agreed to the response while 32 disagreed to the opinion.

These results could be supported by Eisenberg (2014) showing that the emotional motives were inclined towards the emotions. This showed that the consumer buying behaviour gets influenced by hedonic values inclusive of emotions, pleasure, and excitement. However,

contrasting reviews have been produced by the research of El Hedhli, Chebat and Sirgy (2013, p.856) showing that the customer lies under the domain of utilitarian motives when the durability, reliability and other associated factors are under consideration as compared to the emotional factors. In such situations, the consumers are found more focused at making a purchase in a timely manner which shows a shopping experience under minimum possible irritation.

The work of Šeinauskienė, Maščinskienė, and Jucaitytė (2015, p.687) notified the influence of the hedonic values on the consumers and illustrated that the study focused on the experiential, extrinsic and non-instrumental aspects regarding the purchases. The study evaluated that the compulsive buying behaviour was found to significantly influence by the emotional benefits as well as the entertainment as associated to the consumer's hedonic values. The results of Chen et al. (2015, p.246) showed that the hedonic factors were associated with the active role of consumers while they explore the market place in which the compulsive buying behaviour of the consumers was highly obvious.

While aimed at assessing the research questions the researcher here conducted an extensive secondary quantitative analysis through the correlation and regression analysis. The regression and correlation analysis is mainly to recognize the impact of the independent variable namely hedonic values on the dependent variable namely; compulsive buying behaviour. The correlation analysis showed that the hedonic values strongly influenced the consumers towards the compulsive buying behaviours with 0.934 or 93.4% Pearson correlation value. This value showed that these two variable are strongly associated with each other. The significant value obtained from the primary quantitative research was found to be 0.000 representing that the independent variable has a statistically significant relationship with the dependent variable. Simply, it can be said that the current research provided justification that the two variables are strongly connected to each other. The researcher conducted an extensive

regression analysis in order to determine the impact of the independent variable on the dependent one. It was found that the hedonic variable influence on the consumer to engage in the compulsive buying behaviour and it was analyzed through the model summary table of regression analysis that the value of R was 94.8% representing a strong influence. The ANOVA table showed a value of 0.000 that is statistically significant. The coefficient table showed the value of beta as 0.627 representing that the hedonic variables play a critical role in indulging the consumer in compulsive buying.

The primary qualitative and quantitative research findings evaluated the fact that in the Pakistani market the trend of the compulsive buying behaviour has increased substantially over time. The hedonic values are more inclined to the younger generation towards the luxury goods. The results of the correlation analysis as a whole represented a positive, strong and significant association between the hedonic values on the compulsive buying behaviours. These results could be supported by the work of Kim and Jang (2013, p.306) that notified that the hedonic variables are the motivators and reinforce of consumers compulsive buying decisions.

The result of Han and Ryu (2007) showed that the hedonic buyers were expected to seek a variety of products enclosed with innovations. The hedonic variables are those towards which the consumers are found more inclined and also show high response towards the promotional influences under the context of product choices. The consumers are more conscious towards the brands that provides them high self-esteem and high social value in their environment. The results of this research could be triangulated with the cultural factors of hedonic values as evidenced in the qualitative thematic and the quantitative survey analysis of the current research. The result showed that the cultural factors are the main drivers for the consumers to make a buying decision. The consumers are more focused at buying those brands that provide them social recognition in their community. They feel more inclined towards those products that were luxury and they could use them as a social symbol being part of culture.

The results of the current research could be extensively triangulated with the literature in order to critically analyze the research findings with the literature and found that hedonic values were found to be related to fantasy, emotional attributes and the multisensory aspects of the consumptions (Richins, 2013, p.1). The regression analysis also significantly reported that the impact of hedonic factors in initiating the compulsive buying behaviour strongly exists. The results reported that the Pakistani market is greatly influenced by the hedonic factors and the Pakistani consumers are more inclined towards the compulsive buying behaviours. These results are worthy enough to support the current research. The impact as evaluated through the regression and correlation analysis could be used by the marketers to increase the purchase of their products through understanding of the significance of the hedonic variable and the compulsive buying behaviour.

6.6.1 Materialistic Values Influence on the Compulsive Buying Behaviour

The second hypothesis statement drawn for the research is directed towards understanding the materialistic values which influence the compulsive buying behaviour. For the present research, the researcher has considered the verification and extension of the compulsive buying behaviour of the customers which according to the previous theories can also be conceptualised as the buying intention which eventually converted into the actual buying pattern of the customers. However, the study has facilitated the readers with the verification of the theories and conceptual framework by studying the compulsive buying behaviour in a highly comprehensive manner because it incorporates the verification of the hedonic and materialistic values of the Pakistani shoppers from the thematic analysis and the questionnaire analysis for judging their behaviour.

The results of the study opined that the materialistic values against the hedonic values are found to be a significant influence on the behavioural intentions of the consumers, where the satisfaction of the customers has also been a triggering role for changes in the behaviour of the customers. Moreover, the customers mainly perceived that the materialistic values indirectly influence the compulsive buying behaviour. However, the retailers in Pakistan should acknowledge this fact and further seek to improve the perceptions of the customers regarding the materialistic and hedonic values in ensuring satisfaction, thereby enhancing the positive behaviour emotions such as revisiting the outlet and discussing positively the shopping experience in different outlets, shops or the restaurants. In the further sections of this chapter, the researcher has discussed the factors associated with the materialistic values and how it relates to the findings of the thematic analysis, quantitative analysis, hypothesis assessment, and literature review which have been executed in the previous chapters.

6.6.1.1 Wealth and Compulsive Buying Behaviour

The first variable which was found to be associated with the compulsive buying behaviour of the customers is “*wealth*” which implies that the people have monetary possessions of the individuals and is found to be an important factor which mainly constitutes the materialistic values. However, the relation of the wealth of the customers has been evaluated with the compulsive buying behaviour of the customers by means of thematic analysis, quantitative analysis and the literature review analysis. The factor of wealth has drawn significant and direct attention by the retailers and the researchers as it said to have a direct influence on the materialistic shopping motives along with the purchase decision involvement of the customers. In addition to the above statement, it was expected from the theoretical framework of the study that the attention of the consumers which is directed towards the social

identity and impressions derived from the social comparison information is regarded to have a direct and significant impact on the materialistic shopping values of the customers.

From the thematic analysis which was carried out by the managers to which it was found that materialism and its link with consumer behaviour are significant within the context of wealth possessions. In addition to the above statement, it was also found that the wealth in the human mind is considered as imperative for the social development and their contentment for their lives which directly leads to the compulsive buying behaviour of the customers. Moreover, the individuals or the customers in this scenario learn from their societal setup that the consumerism approach mainly defines the social status and the happiness is the key to success for the people. But the point is how it can be related to the compulsive buying behaviour of the people. For this notion, it can be stated that the social needs of the people with their ideal social images are developed and shaped by the reference groups. However, these reference groups also operate as the benchmark for social comparison of the individuals.

It was also observed from the interview analysis which was carried out by the managers of the companies that in the present modern social setup, it is found commonly that the individuals within such societies mainly portrays that the individuals regard themselves as prosperous and wealthy which leads towards the observers for learning to judge others by their outlooks or the possessions they have. This practice is commonly found in the Asian cultures where the people are judged by their outlooks or their living styles either they have a luxury lifestyle or a living as a normal human being. Therefore, the individuals in this essence search different ways for the purpose of conforming and creating their individuality because of their social status which can directly impact their materialistic intensity.

It was also found from the interview analysis that the managers focus on the materialistic values before observing the compulsive buying behaviour of the customers because they design their strategies in accordance with their materialistic values as identified

by their marketers. In addition to the thematic analysis findings, it was also revealed from the analysis that connection between the materialistic values and satisfaction of the customers mainly exists when the consumer is aimed at buying the luxurious products for maintaining their status within the society. The interview respondents were of the opinion that they engage in the compulsive buying mainly to satisfy their needs and wants which are related to their luxury lives. The findings of the interviews are relatable with the findings of Fellow (2012), which stated that the people who are living within a certain society or following a culture value the material objects as it defines their wealth or the material possessions they have within their families or the surroundings.

The findings of the study also relate to the study conducted by Sidhu and Foo (2015) which stated that the social and economic systems of the people mainly encourages the people or the consumers to desire more for the material wealth alongside the freedom of the individual. Therefore, it can be uttered that the materialistic values of the customers can be correlated positively with the behaviours, attitudes, and experiences of the amassing possession and wealth of the individuals which is also related to their popularity and image as they are also focused towards the hedonistic pleasures and the materialistic goals.

Likewise, the findings of the interviews suggested that the wealth and possessions are the ultimate influencing factors of the materialistic values, the findings of the quantitative analysis also presented the same idea in the research that wealth is a significant factor in the compulsive buying behaviour of the customers which is in relation with the materialistic values of the customers and the individuals. In addition to the quantitative analysis was conducted through the survey questionnaire showed that majority of the individuals were influenced by the materialistic values (wealth values) within Pakistan shopping settings. Also, the quantitative findings of the study also suggested that 56.5% of the respondents were in agreement with the statement stating that materialism is indeed linked with wealth possession

and status in the society for the individual that is tangible and gives credibility to the person possessing these things.

This mainly implies that the wealth is considered as an important factor for the materialistic values because it is considered as the source of status and symbol for the people. In addition to the findings of the study, it was also revealed that materialism is linked with wealth possession and material objects ownership that is the major concern for people that exhibit materialistic values in their shopping and buying behaviour to which majority of the respondents were in the favour of the statement. This explains that the wealth of the customers gives them inner satisfaction and leads to a peaceful life of the respondents. The findings of the quantitative are highly relatable to the findings of the study conducted by Aboujaoude (2014) in which it was highlighted that materialistic values are relatively higher when the consumers pursue their wealth and possessions as the favourable factor in their purchases and consider it as the status symbol. Based on the findings of the study regarding the wealth and possession of the customers, it can be recommended to the retailers of the company that they should think of enhancing the shopping experience of the customers so that they can value their materialistic values more as compared to the hedonic values.

6.6.1.2 Materialistic Possession and the Compulsive Buying Behaviour

The second variable which is under discussion here is the “*materialistic possession*” that primarily suggests that people which are associated with materialism are constantly related to valuable possessions which are forced to enhance their image and status from the perspective of the society and the public image. In addition to the findings of the study, the relation of the material possession of the customers has been evaluated with the compulsive buying behaviour of the customers by means of thematic analysis, quantitative analysis and the literature review analysis. Moreover, a factor of material possession has drawn significant and direct attention

by the retailers and the researchers as it said to have a direct influence on the materialistic shopping motives along with the purchase decision involvement of the customers.

The findings gathered from the thematic analysis of the study revealed that the material possession of the customers can be associated with the materialistic attitudes of the individuals which are supported by the attention paid to the self-identity of the customers. It has been observed constantly that the interview respondents of the study have regarded the self-identity of the customers as the important factor because it has been used repeatedly by the respondents. In addition, it was also revealed from the interview analysis that the reference groups or the influences found in the family have the desire to direct to individuals present in their family because they are conformed to established the norms which are comprised of less or more orientation of the materialistic values. In addition to the aforementioned statement, this mainly implies that the happiness is related to the material possession and money which is referred to the materialistic attitude of the people present in the society.

The findings of the thematic analysis also revealed that material possession makes certain individuals happy and pleased; this is the sign of materialism or materialistic value. The cumulative results of the interview responses were focused towards the fact that the materialism or materialistic values are perceived to be the love or happiness which comes from the passion of material things. It is truly evident in the present society that the people who possess material objects and things are found to be content and satisfied with their lives which are a common practice in the culture of Pakistan. However, the people who have luxuries along with the materialistic possessions are found to be better in the perspective of the general population and the norms of the society.

In the next phase of the discussion, the focal point of discussion here is the quantitative analysis where the respondents of the questionnaire analysis were in the favour of the fact that the materialistic possession is also considered as an essential part of the materialistic values

because it known for the status symbol and formation of a better and highly reputed image in the perspective of the society and other consumers. The research showed through the primary quantitative analysis that the feelings of contentment and satisfaction a significant portion of the materialistic values under the context of the luxury fashion brands which are present in the Pakistan. However, the majority of the respondents were leading the fact that the material objects and belongings providing internal satisfaction to the consumers through their shopping as compared with the feeling of joy in the hedonic values.

On the other hand, the quantitative analysis carried out for the hedonic values revealed that the hedonic values mainly follows a task oriented approach for excitement, fun, and enjoyment and evaluated to which the majority of the responses of the study were in the favour and agreed with the fact that the materialistic values for the customers bring success, joys and fun in their lives and ultimately enhances their living styles. In addition to the results carried out from the respondents of the research study, it was also highlighted that consumers are differentiated within the society based on their materialistic values and material possessions that society perceives them to possess which is quite true in the Pakistani society as the people are judged on the basis of their material possession which they possess as it reflects their status and image within the society they are living in. The quantitative findings of the study also suggested that most of the consumer acquire a large number of products and services in their collection for showing off to society that they are rich and enhances their image in the public.

The findings of the quantitative study can be related to the study carried out by Eren, Eroglu and Hacioglu (2012), materialistic values are the form of expressing the importance of material things in one's life and acquiring those things in order to get satisfaction. In addition to the above statement, the behaviour of the customers tends to develop the compulsive buying behaviour among the people living in a particular society and tends to show that people would spend excessive amount for acquiring material things and valuable assets because it concerned

with their status symbol. In this essence, the companies in Pakistan who are offering luxurious products to the customers are required to have a deep insight of the hedonic and materialistic values of the customers so as to develop feasible strategies for the purpose of attracting a large number of customers to trigger their compulsive buying behaviours.

The researcher also conducted a literature on the following materialistic values which are in the relationship with the material possessions and the compulsive buying behaviour of the customers. From the analysis of the literature review carried out for the study, it was revealed that the customers are willing to spend a large amount of their income to purchase luxury goods in order to get a high status in the society they are living in. Moreover, the theories and concepts which were incorporated in the study revealed that the customers are focused towards having a large number of assets or the luxurious goods because it can enhance their public image and trigger the compulsive buying behaviour of the customers.

According to the study conducted by Ahmed, Farooq and Iqbal (2015), it was highlighted that the materialistic objects tends to increase the satisfaction level and happiness of the people because they feel contented and joyful from their lives and further they are willing to spend more so that they can live a peaceful and healthy lives in the society and secure their future. In addition, the findings of the study carried out by Hurst et al. (2013, p. 257), suggested that the materialistic values are identified as the expression of important material things and also that their ownership for an individual along with seeking happiness, contentment and gratification in their lives because of the material things facilitates the customers with the tendency that individuals have to judge their own achievement with others by means of possession of material things. Therefore, the findings are consistent with that of the interviews and the quantitative analysis of the study.

6.6.1.3 Image in the Materialistic Values and the Compulsive Buying Behaviour

The third variable which is under discussion here is the “*image*” that primarily suggests that people which are associated with materialism are constantly related to their self-image which is directed towards enhancing their status from the perspective of the society and the public image. In addition to the findings of the study, the relation of the image of the customers has been assessed with the compulsive buying behaviour of the customers by means of thematic analysis, quantitative analysis and the literature review analysis. Furthermore, the factor of the image which is seen by the customers has drawn a significant importance by researchers and the economic policy makers as it said to have a direct influence on the materialistic shopping reasons along with the purchase decision engrossment of the customers.

The image for the present study is referred to the self-image of the individual from the perspective of the society and it is found to be a fundamental element for materialism regarding compulsive buying behaviour emergence among respondents. From the findings of the thematic analysis, it was reflected on the statements given by the interview respondents that the customers are highly concerned with the self-image because they take into consideration their status and the perspectives of the people as what other people think about them within the present society. The interview respondent for the study was in the opinion that in order to maintain a desirable social image and perception the individuals tend to engage in excessive shopping which ultimately results in an obsessive disorder. From this statement, it can be observed that the customers wish to maintain their self-image within the public by doing excessive shopping as it will lift their image in the society. In the present society, the customers conduct excessive purchases in the shopping malls and have become more brand conscious because there is a wave of people who have become brand conscious as they only wear or consume the brands which are owned by top companies. In doing so, the purchases from the

reputable and the renowned brands will enhance their self-image from the perspective of the public.

The researcher also asked the questionnaire respondents regarding the image of the customers with respect to their compulsive buying behaviour to which it was revealed that the image of the person in a society depends upon the materialistic values that are gained through valuable and prestigious possessions acquired by the individual through the shopping experience. For this purpose, it can be observed that the image of the customers in the public is reflected through materialistic values in a society for valuable possessions. In addition to the findings of the questionnaires, it was revealed from the study that most of the respondents were in the favour of the fact that image of the customers mainly influences the compulsive buying behaviour of the customers as it will affect their self-esteem and tends to influence their shopping experience from the outlets present in Pakistan.

The findings of the quantitative analysis can be related to the study carried out by Roberts, Manolis, and Pullig, (2014) in which it was highlighted that the image of the customers mainly deals with the how they are living within the society and how it boosts their social image which is commonly judged by the people by the way of social interaction and with respect to the knowledge about the products and services, trendy shopping places and the current trends. Moreover, the people in the Pakistani culture prefers to go to the markets for shopping so that they can avail the opportunity for social interaction which can also make them the part of the community or the social groups as they are highly fashionable or the frequent visitors of the shopping places. In addition, the people follow the styles by means of indulging themselves into buying which can lead to the compulsive buying behaviour stages. Therefore, it is recommended to the customers that they should engage in different channels so as to know and assess their basic needs along with the luxury needs so as to match their status in the society.

6.6.1.4 Status in the Materialistic Values and the Compulsive Buying Behaviour

The last variable of the study is named as “*status*” which is also found to be an important part of the materialistic values which is the main influencer of the compulsive buying behaviour. The researcher in this section has presented the findings from the literature, thematic and quantitative analysis for the purpose of triangulating the study with the literature and the previous studies which have been carried out in the favour of status as the integral part of the materialistic values. It has been observed throughout the dissertation that the status is regarded as the significant influence of the materialistic values which impacts the compulsive buying behaviour of the customers specifically within the Pakistan shoppers. However, in the context of non-utilitarian reasons the comfort seeking primarily enhances the status which is considered as the culture of the consumers.

The finding of the study which is gathered from the thematic analysis mainly reveals that the respondents of the interviews were of the opinion that the status is the essential aspect of the compulsive buying behaviour of the customers. However, there were certain interview respondents who regarded that the hedonic values are common in the Pakistani market because of the perception that luxury goods are a status symbol the Pakistani market tends to engage in compulsive buying behaviour. Yet, there were also the interview participants who regarded the materialistic values as the means of the status symbol for the compulsive buying in the Pakistani setting and they also engages in the shopping experience so as to enhance the status for increasing their public image and further respond to the challenges associated with the basic and the luxury needs.

In addition to the above statement, the findings of the quantitative analysis revealed to the researcher that the possession of the luxury material things such as wealth and the societal image is linked with the status of the individuals because it drives the public image with respect

to the customers present in the society. Furthermore, the findings from the quantitative analysis also reflected that the status is considered as the common norm of the culture because it may take the emotional side of the people which is worthwhile reality present in the society. However, there are a number of individuals who live and mainly impel the buying behaviour of the compulsive nature of themselves and other people who are present in the society which is also controlled by the control, quality and the social power of the people.

Furthermore, the people living in different societies of Pakistan struggle daily to avail pleasure through their possessions and assets also these individuals also feel that it is possible to attain a social status in the society by continuous hard work. The findings of the study are triangulated with the research carried out by Bushra and Bilal (2014) to which it was highlighted that the compulsive buying behaviour is characterised by the materialistic and status standards that lead to post purchase remorse of characters in Pakistan with all having an important influence as examined through a regression model.

The correlation analysis carried out in the research also presented the idea that the materialistic values have strength of the relationship with the compulsive buying behaviour because it was estimated at the percentage of 90.3% which is relatively strong and hence the hypothesis of the statement was accepted as it was found that there was a significant impact of the materialistic values on the compulsive buying behaviour of the respondents. Therefore, on the basis of these findings and discussion, it can be recommended that the companies and the policy makers should have an in-depth understanding of the hedonic and materialistic motives of the customers as it can alleviate the social harms of compulsive buying behaviours for the customers.

6.6. Discussion of Hypothesis

H_{01} = *There is no influence of hedonic values on compulsive buying behaviour of the Pakistani shoppers*

The first hypothesis of the study was associated with finding if there is no influence of hedonic values on compulsive buying behaviour of Pakistani shoppers. The results have shown that one of the hedonic values such as pleasure seeking has a significant impact on compulsive buying behaviour. Most of the respondents have also considered the significant impact of hedonic values on compulsive buying behaviour. This has also been evident in the qualitative findings of the study where customers have opined that *hedonic values are related to the enjoyment and pleasure of an individual and it has a direct impact on compulsive buying behaviour*. On the other hand, previously conducted studies such as Bridges and Florsheim (2008) by Allen (2001) Han and Ryu (2007) have provided the similar results. With respect to this, this hypothesis of the research has been rejected due to identified results and previously conducted studies.

H_{A1} = *There is an influence of hedonic values on compulsive buying behaviour of the Pakistani shoppers*

The second hypothesis has been associated with testing if there is an influence of hedonic values on compulsive buying behaviour. The quantitative findings of the study have identified the hedonic values related to fulfilment of gratification and satisfaction of human desires through shopping experience of respondents that are Pakistani shoppers. Overall, the results specified that customers in the Pakistani market assume that hedonic values accomplish the gratification for human desired through their shopping experience and the results were overall satisfactory. The hedonic values have further been identified regarding fun and enjoyment as important part of compulsive buying behaviour for people in the context of shopping. This inclines to show that fun and enjoyment are factors that make up hedonic values

for the Pakistani shoppers for which, the responses of the respondents were mostly on the agreement side stating that fun and enjoyment feelings are indeed the most important constituents of hedonic values for shoppers in the Pakistani market. It has also been demonstrated in thematic analysis of the study where it has been identified that *“there is a connection between hedonism and satisfaction which makes the individual buy things”*. According to a respondent, *“through the satisfaction, the consumer tends to shape their behavioural intention and then engage in consumer buying behaviour”*. Thus, this hypothesis of the study has been accepted by considering both quantitative and qualitative findings of the research.

H₀₂ = There is no influence of materialistic values on compulsive buying behaviour of the Pakistani shoppers

Considering the third hypothesis of the study related to identifying if there is no influence of materialistic values on compulsive buying behaviour of Pakistani shoppers. With respect to the main findings of the research, materialistic values have been regarded as the materialism in shopping that is linked with the possession of material things such as wealth and societal status of individual and also linked with possession of luxury goods. In addition to this, the results from the quantitative analysis showed that materialism is indeed linked with possession of wealth and ownership of material objects for the society and show off. The previously conducted studies such as Hameed and Soomro (2014), Kasser (2016), Norris et al. (2012) and Kim (2012) have also provided that there is a strong influence of materialistic values on compulsive buying behaviour. This indicates that this hypothesis of the research is rejected as the findings of this study as well as previously conducted studies negate the idea and hence reject the hypothesis.

H_{A2} = There is an influence of materialistic values on compulsive buying behaviour of the Pakistani shoppers

The fourth hypothesis has been associated with identifying that there is an influence of materialistic values on compulsive buying behaviour of Pakistani shopper. The quantitative findings of the study have professed that certainly materialism is related with wealth possession and material objects possession that is the major apprehension for people that display materialistic values in their shopping and buying behaviour. The findings of the study have also identified that the possession of wealth is a major factor that contributes to compulsive shopping values within the society and is associated with possession of wealth amongst consumers in Pakistan. This tends to illustrate that people having materialistic behaviour are likely to keep luxurious commodities and expensive belongings within their possessions for the purpose of internal satisfaction. Overall, the responses revealed that social status is related to materialistic values for these individuals within the society and they tend to exhibit materialistic behaviour when shopping. The previous studies such as Park (2012), Horváth and Birgelen (2015), Rasool et al. (2012) and Palan et al. (2011) have also supported the notion that there is an influence of materialistic values on compulsive buying behaviour of Pakistani shopper. Hence, this hypothesis of the study has been accepted by the findings of the study.

6.7. Meeting Research Objectives and Answering Research Questions

The findings of the research had met all the objectives of the research as well as answered research questions. The accumulated findings with respect to aim and objectives of the research are given below:

6.7.1. Objective 1: To critically analyse the available literature on compulsive buying behaviour, hedonic values, and materialistic values

The following objective sets out to analyse the available literature presented on the compulsive buying behaviour, hedonic and materialistic values. The research has included a

relevant literature on compulsive buying behaviour, hedonic and materialistic values. The literature findings suggested that compulsive buying behaviour is the tendency of the consumers for buying goods and services in a larger amount than needed. However, the critical review of the literature has propounded that the compulsive buying behaviour has been influenced by hedonic and materialistic values (see chapter 2: literature review). The critical literature has suggested that hedonic values are the ones which influence consumers to make purchases of the products which are not needed. On the other hand, materialistic values have been identified in the literature as ones which have purported the consumers to make purchases of material possessions which are regarded high in the society. The critical literature has also been used for justifying the findings which were later incorporated in the research. Hence, this objective has been covered in chapter 2 of the research thesis.

6.7.2. Objective 2: To assess the extent of hedonic and materialistic consumer buying behaviour in Pakistani shoppers

The objective two sets out to assess the extent for the hedonic and materialistic consumer buying behaviour in the Pakistani Shoppers. The accumulated research outcomes have proposed that the hedonic and materialistic values of the consumers in Pakistan have been regarded as the wealth, possession, image, and status. This objective of the research has been achieved by conducting interviews and survey questionnaire consisting of the answers about hedonic and materialistic values and consumer compulsive buying behaviour in Pakistan. It has been identified that consumers make purchases if they are upset or sad (see chapter 5: frequency analysis) as well as when they want to have a higher social status. The research outcomes have also suggested that the shopping is the habit that makes people more inclined towards pleasure and excitement. It means that consumer compulsive buying behaviour gets affected by the hedonic and materialistic values of the consumers in Pakistan to a greater extent.

It has been identified by the findings of the research that the major influence of the hedonic and materialistic values on compulsive buying behaviour is related with the cultural preferences of the consumers (see chapter 5: thematic analysis). Hence, this objective of the research has been achieved by concentrating on the findings of the research achieved from both thematic analysis applied on survey interview and descriptive analysis along with correlation and regression applied on survey questionnaire.

6.7.3. Objective 3: To analyse the influence of hedonic and materialistic values factors on consumer buying behaviour based on age, gender, geographic boundaries and cross – national races

This objective was achieved by the identification of the factors of compulsive buying behaviour with reference to the hedonic and materialistic values of the consumers. The factors identified on the basis of research findings. The selected geography was case study of Pakistan and the time horizon was cross sectional study (see chapter 4: research methodology). The sample size was 200 respondents for questionnaire and 100 respondents for survey interviews. The age horizon was limited for questionnaire which was identified in chapter 4: research methodology. The factors were divided into two dimensions such as hedonic and materialistic values amongst Pakistani shoppers. Each identified factor had led towards answering the research questions which was if there is an influence of hedonic and materialistic values on compulsive buying behaviour. Hence, this objective of the research has been achieved as shown as the respective chapters referred to each main finding of the study.

6.7.4. Objective 4: To develop a regression model that shows the relative influence of the identified factors i.e. Hedonic values and materialistic values on consumer buying behaviour

The objective 4 of the study sets out to develop the regression model which presents the relative influence of the hedonic and materialistic values on the consumer behaviour. The regression model was designed by the formulation of conceptual framework. The framework was designed on the basis of identified variables. The model is given below:

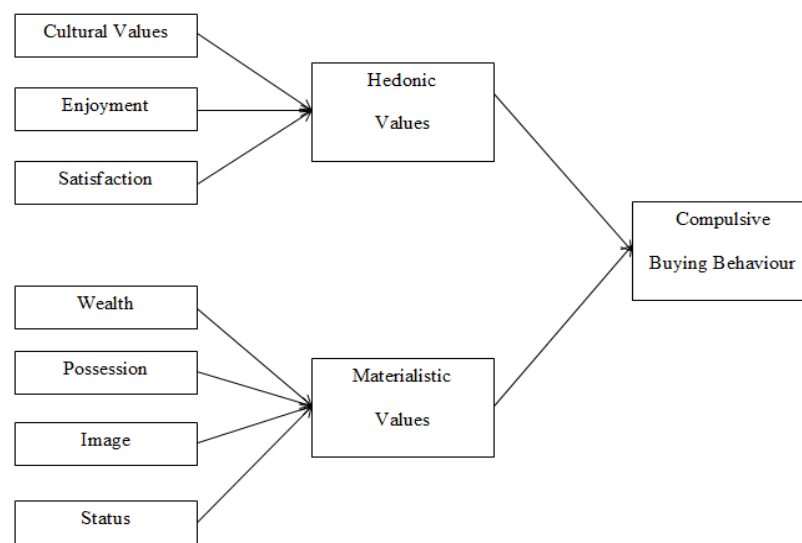


Figure 7.1: Regression Model

The model identified the main variables of the research such as compulsive buying behaviour and hedonic and materialistic values. The independent variables such as hedonic and materialistic variables were further divided into their respective sub-variables. The hedonic values included cultural values, enjoyment and satisfaction. On the other hand materialistic variables were divided into wealth, possession, image and status. The model shows the relationship between dependent and independent variables as well as the impact of hedonic and materialistic values on compulsive buying behaviour..

The quantitative research showed that 68 of the individuals were influenced by the hedonic values (cultural values) within Pakistan. The individuals were focused more on the eastern dressing rather western. Some of the respondents as part of thematic analysis showed that the

hedonism was related to the emotional value that is noticeable over the compulsive buying behaviour. This referred to the fact that the social and emotional hedonic values used to initiate a compulsive buying behaviour. In order to triangulate the primary research findings with the secondary literature, it was analysed that the results of the current research have been supported by the study of Irani and Hanzae (2011). The second important variable is enjoyment and it was analyzed that the current research showed that the emotional side of shopping experience was related to the consumer's levels of enjoyment, pleasure, and excitement as an intangible factor while the consumer is aimed at buying a product. It was also analyzed that in view of the respondents the compulsive buying behaviour was simply a desire that involved shopping even when there is no need to buy a product.

It was also found from the primary qualitative research that the hedonic factors were mainly associated with enjoyment and pleasure of individual. However, one of the respondents notified that gratification was another factors representative of the hedonic values. Thematic analysis presented that the hedonic values were deliberated to have a relationship with the standard of living, due to the reason that when individual shifts to a better standard of living.

Thematic analysis revealed that the connection between the hedonism and satisfaction occurs when the customer is meant to buy products. The respondents were of the belief that they involve in the compulsive buying mostly to please their wants and desires and also to nurture their social purposes. The primary research through both the qualitative and the quantitative research designs showed that the Pakistani consumers were prone to the luxury

goods for the purpose of sustaining their mental and physical needs. The research findings exhibited that the customers are undertaking compulsive buying behaviour primarily since they want to upsurge their levels of self-confidence.

The other variable, material values, has first sub-variable wealth that is mostly associated with compulsive buying behaviour. The relation of the wealth of the customers has been assessed with the compulsive buying behaviour of the customers by means of thematic analysis, quantitative analysis and the literature review analysis. The factor of wealth has drawn significant and direct consideration by the retailers and the researchers as it said to have a through influence on the materialistic shopping purposes alongside the purchase decision of the customers.

From the thematic analysis which was carried out by the managers to which it was found that materialism and its link with consumer behaviour are significant within the context of wealth possessions.

The second variable which is under argument here is the materialistic possession that mainly advocates that people which are related with materialism are continually connected to valuable belongings which are compulsory to improve their image and status from the viewpoint of the people and the public image. In addition to the findings of the study, the relation of the material possession of the customers has been assessed with the compulsive buying behaviour of the customers by means of thematic analysis, quantitative analysis and the literature review analysis.

The third variable which is undertaken in the regression model is image that mainly suggests the factor of the image which is seen by the customers has drawn a significant importance by researchers and the economic policy makers as it said to have a direct effect on

the materialistic shopping reasons along with the buying decision of the customers. From the findings of the thematic analysis, it was revealed on the statements given by the interview respondents that the customers are extremely apprehensive with the self-image because they take into respect their status and the viewpoints of the people as what other people think about them within the present society.

The last variable in the regression model is status which is also established to be a significant fragment of the materialistic values which is the main influencer of the compulsive buying behaviour. It has been observed throughout the qualitative and quantitative findings that the status is observed as the noteworthy influence of the materialistic values which influences the compulsive buying behaviour of the customers definitely within the Pakistan shoppers. However, in the context of non-utilitarian reasons the comfort seeking primarily enhances the status which is considered as the culture of the consumers.

The finding of the study which is gathered from the thematic analysis mainly divulges that the respondents of the interviews were of the opinion that the status is the vital feature of the compulsive buying behaviour of the customers. Though, there were definite interview respondents who observed that the hedonic values are common in the Pakistani market because of the perception that luxury goods are a status representation the Pakistani market inclines to involve in compulsive buying behaviour. The regression model showed that there has been a significant impact of hedonic and materialistic values on compulsive buying behaviour (see chapter 5: regression analysis). Hence, this objective of the research has been achieved which also answered the main research question. The proposed regression model has included only those factors which have the most influence on compulsive buying behaviour. It is different from the adopted Eren's model that has been taken in the study for extracting a number of

variables. Hence, the new model offers a complete description of how only certain hedonic and material values can influence the compulsive buying behaviour in Pakistan.

6.8. Factors having Strongest Influence on Consumer Behaviour

One of the main hedonic values that have the strongest impact on compulsive buying behaviour is gratification and satisfaction. As it is shown in the findings that for the statement asked from respondents regarding the hedonic values fulfilment of gratification of human desires through shopping experience, it has been identified that the agreement ratio was high at 58% that is more than half of the respondents in the study. Moreover, another major factor that has a strong impact on compulsive buying behaviour is fun and enjoyment as the respondents were asked regarding fun and enjoyment as important part of hedonic values for people in the context of shopping. This tends to show that fun and enjoyment are factors that make up hedonic values for the Pakistani shoppers for which, statistically from the frequency analysis, 52% of the respondents cumulatively agreed and strongly agreed on the statement stating that certainly fun and enjoyment make up an important part of hedonic values. One of the main materialistic values that have the strongest impact on compulsive buying behaviour is belongings and possessions. The responses received were mostly on the agreement side of a huge number of respondents agreeing with 71% that consumers are differentiated within the society based on their materialistic values and material possessions that society perceives them to possess and hence they indulge in compulsive buying behaviour.

The qualitative and quantitative findings of the study showed that there is strong influence of the hedonic and materialistic values on the compulsive buying behaviours of Pakistani shoppers. The frequency analysis carried out in the study has shown that majority of the participants are influenced to buy when they are happy and see any benefit while purchasing a certain product or service. When survey participants were inquired regarding their shopping behaviours, it has been identified that most of the customer purchase when they are frustrated

from their normal routines or when they need to relieve from their mental stress. This is because participants feel relieved and worriless when they shop. Similarly, the thematic analysis results also illustrate the same picture. The interview respondents replied that hedonic and materialistic values are the major influencers that affect the consumer buying behaviours in Pakistan. From the interview responses, it has been identified that shoppers in Pakistan are more influenced when they feel stressed and need a relief from their hectic routines. It has been identified that customers feel enjoyment and pleasure when they shop or purchase any new item. Various existing studies has also been studied that showed the similar findings.

From the correlation analysis, it has been identified that the customer buying behaviours and the hedonic and materialistic values have strong relationship with each other. The correlation between materialistic values and compulsive buying behaviour is 90.3% strong and strength of relationship among hedonic values and materialistic values is 93.4%. This implies that the correlation between the independent and dependent variable is strong and positive. Moreover, the 0.000 sig values of regression analysis showed that there is a strong influence of hedonic and materialistic values on the compulsive buying behaviours of Pakistani shoppers. Hence, it can be said that in this study, the null hypothesis statements are rejected.

6.9. Contribution of the Research to the Literature

The research gap identified that the previous research has been focused on the traditional modes of the compulsive buying behaviour which are based on the premises of the utilitarian values of the consumers (Nepomuceno and Laroche, 2015; Nejati and Parakhodi Moghaddam, 2013; Neuner, Raab and Reisch, 2005; Nwankwo, Hamelin and Khaled, 2014; Omar et al., 2014). This research has added to the body of knowledge by considering the different hedonic and materialistic values that can impact the compulsive buying behaviour. Previous study on the compulsive buying behaviour has mostly used either the qualitative or quantitative research design (Aboujaoude, 2014; Adomaviciute, 2014; Ahmed, Farooq and

Iqbal, 2015; Bashar, Ahmad and Wasiq, 2013) and in many instances had examined the dimensions of compulsive buying behaviour on the basis of case study other than Pakistan (Zhou and Wong, 2004; Workman, 2010; Wong et al., 2012; Weaver, Moschis and Davis, 2011). The underlying assumption of this study has used both the mix of both research designs; qualitative and quantitative research design. It included the formulation of hypothesis on the basis of literature and formulation of questionnaire on the basis of identified factors of compulsive buying behaviour. The accumulated findings of this research has highly contributed in understanding the various factors compulsive buying behaviour which would be significant for marketing managers to understand how to target both kinds of consumers; those who make purchases on the basis of satisfaction and enjoyment and those who make purchases on the basis of their needs.

6.10 Conclusion

The chapter was intended towards discussing the findings gathered from the thematic analysis, quantitative analysis and the literature review for the purpose of triangulating with the findings as for how they are interrelated within the context of the present study. It can be concluded from the study that the influence of hedonic and materialistic values on compulsive buying behaviour is viable in the Pakistani shoppers because from the analysis both hedonic values and materialistic values of the Pakistan shoppers were identified by the researcher to which it was recommended that the companies and policy makers should have a sound understanding of the hedonic and materialistic values of the customers so that they can build an effective set of strategies for their compulsive buying behaviour and then elevate their satisfaction level.

From the chapter, it was also highlighted that the how the materialistic values and the hedonic values can be linked to the shopping behaviour of the customers which eventually

leads to the compulsive buying behaviour. In addition to the above statement, the chapter further discussed the triangulation of the quantitative and qualitative results with the literature review carried out for this research. As discussed in the results earlier that there are a number of research which are existed towards focusing on the compulsive buying behaviour of the customers along with the relationship of materialistic and hedonic values. These studies have conducted mainly in USA, Europe and other countries. However, there were limited researches carried out in the favour of Pakistani shoppers.

In this essence, this chapter discussed how the past researches are similar to the research which has been carried out in the favour of the Pakistan shoppers. In addition, the findings revealed from the thematic and quantitative analysis mainly reveals that how different factors such as personality trait or the materialism can contribute towards the self-identity of the customers.

CHAPTER 7: CONCLUSION, CONTRIBUTION AND RECOMMENDATIONS

7.1. Introduction of Chapter

The preponderant aim of this research was to identify and analyse the influence of the influence of compulsive buying behaviour through hedonic and materialistic values among Pakistani shoppers. This study has been done in purpose of establishing the understanding of how hedonic and materialistic values impacts the compulsive buying behaviours of the Pakistani customers and to identify how these materialistic and hedonic values enable the customers to increase or decrease their buying behaviour through compulsion. Since the business world is at revolutionary stage and thrive to use effective strategies in order to attract more customers to buy their products, therefore the companies nowadays are aiming to influence the materialistic and hedonic values of the shoppers which affects the buying behaviours of customers. For this purpose, understanding the influence of hedonic and materialistic values on the compulsive buying behaviours of the shoppers was the main concern of this research and for this, the researcher has identified several key factors of hedonic and materialistic values of the Pakistani customers which were aimed to be significantly influencing the compulsive buying behaviours of the shoppers, especially located in Pakistan.

This chapter of the research comprehends the overall conclusion of the study as per the implementation of different theories and models identified in previous chapters (chapter 2 and chapter 3). In this particular chapter, the researcher has mentioned some of the major sections which are necessary to be looked upon in order to conclude the research. This chapter begins with a brief introduction of the study, significance and contribution of the study in different areas, methodological contribution of the study which contains the justification of the choices of methods used in this study in purpose of meeting the aim and objectives of the study.

Furthermore, this chapter also incorporates the recommendations, direction for the future research, research limitations and reflection of the researcher. In the last, the researcher has presented the overall findings and conclusion of the study.

7.2. Research Contribution and Significance of the proposed model

The accumulated findings of the research revealed that the in Pakistan the consumers purport compulsive buying behaviour due to hedonic and materialistic values. As the focus of the study was based on finding how these values influence compulsive buying behaviour in consumers of Pakistan, the study has contributed in finding number of factors to answer the research question. The development of the research outcomes about compulsive buying behaviour has brought tremendous revelations about the consumer trends in Pakistani market. It has been contributed in the knowledge and practical based implications which would further help the marketers in formulating valuable marketing activities. The research has also revealed the consumption pattern of the consumers regarding their cultural and social values. These dimensions have been founded on the basis of hedonic and materialistic values of consumers which urge them to make large amount of purchases. The present research would enable the marketers to understand consumption patterns of individuals as well as burgeoning norms and trends in Pakistani society in terms of consumption behaviour.

The research has been considered as significant in comprehending variations in consumption behaviour. The findings have opined that the consumption behaviour in Pakistan has changed over the course of time as the material and hedonic values have evolved in a rapid pace. The compulsive buying behaviour has been regarded as dysfunctional behaviour of the consumers which is adopted due to their own self-esteem. This research has contributed in the knowledge horizons that the marketers are using repetitive advertisement messages which are showing that certain products can provide pleasure to the user or consumer. The case study of

Pakistan has been undertaken in this study which has given some major revelations. It has contributed in the practical implications about how consumers in Pakistan have been compulsively shopping due to their own desire and self-esteem. It has not only due to the self-esteem of consumers but also due to their desire of maintaining social status. The findings of the study have been significant to apprehend that consumer behaviour has a dark side which is often termed as compulsive buying behaviour.

Previous researches have been conducted on consumer behaviour and how consumers make buying decisions. Although, this study has contributed in the other dimensions through which consumers make buying decisions. In this way, there was a need for incorporating hedonic and materialistic values for understanding why and due to what factors consumers make buying decisions especially in Pakistan. Hence, this research has contributed in identifying the influence of hedonic and materialistic values on compulsive buying behaviour. Moreover, this research has also contributed in determining the relationship between the hedonic and materialistic values and also contributed in bringing attention towards the social dimensions of Pakistan due to which consumer engage in compulsive buying behaviour. This research has designed a proper and clearer conceptual framework which would be significant for the marketing managers in Pakistan how the hedonic and materialistic values have altered the compulsive buying behaviour in the consumers. This study has introduced some tremendous dimensions of social and cultural values such as self-esteem, social image, enjoyment and personal satisfaction which have contributed in the comprehension how the trends have been changing with regard to consumers' social and cultural values.

This study has revealed in the findings section that the consumers make purchase choice in order to satisfy themselves. This satisfaction can be related with the options and brands available in the market. The present study has been carried out by taking the emergence of new markets and brands into consideration which have contributed in the favour of materialistic

values and needs of the consumers. The paradigms of compulsive buying behaviour in the Pakistan have been identified to be increasing in significant amount due to consumers' hedonic and materialistic values. However, there has not been much evidence available on how the hedonic and materialistic values have influenced the compulsive buying behaviour in consumers particularly in Pakistan. Hence, this study has been significant to understand the underpinning concepts of consumer compulsive buying behaviour and the influence of hedonic and materialistic values on compulsive buying behaviour in Pakistan.

The study has played an important role in identifying and highlighting the various factors of compulsive buying behaviour along with the inclusion of hedonic and materialistic values. The study evidences have been derived by adopting mixed method research design in order to reach to the accomplishment of research aim and objectives. The marketers would be benefited by the research findings and could make market opportunities for attracting large number of audience from all statuses and backgrounds. Amongst Pakistani consumers, this study has revealed that the shopping dynamics have changed over a period of time due to the increase in hedonic and materialistic values of the consumers. The study findings have contributed in the practical implications of how the global companies can attract those consumers who have large number of materialistic needs which can alter their shopping behaviour as well. The mixed method analysis from both survey questionnaire and survey interview has shown the evidence of why the consumers in Pakistan prefer to make purchase without having a need of that particular product. However, the scope of the study is not limited to one area as it has broadened the horizons for the several global trends and new aspects of compulsive buying behaviour.

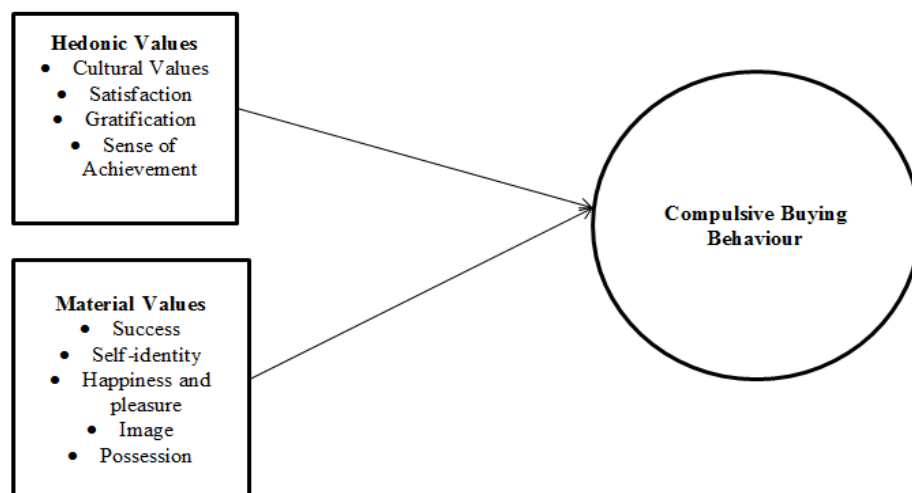
The theoretical perspective of the study has propounded all social, psychological and marketing aspects of compulsive buying behaviour. Hence, the present study has contributed in broadening the horizons of compulsive buying behaviour by adding the prospect of hedonic

and materialistic values. The large sample size of this research has even contributed in the elucidating the factors of materialistic and hedonic values which affect compulsive buying behaviour. The notion of compulsive buying behaviour has been viewed in the context of materialistic and hedonic values; hence it would be significant for the understanding of how simple enjoyment and satisfaction can lead the consumers towards compulsively buying the products. The present study has achieved a variety of responses from the research participants which has been significant for comprehensively explaining how the hedonic and materialistic values have been regarded as the influencing factors of compulsive buying behaviour in consumers.

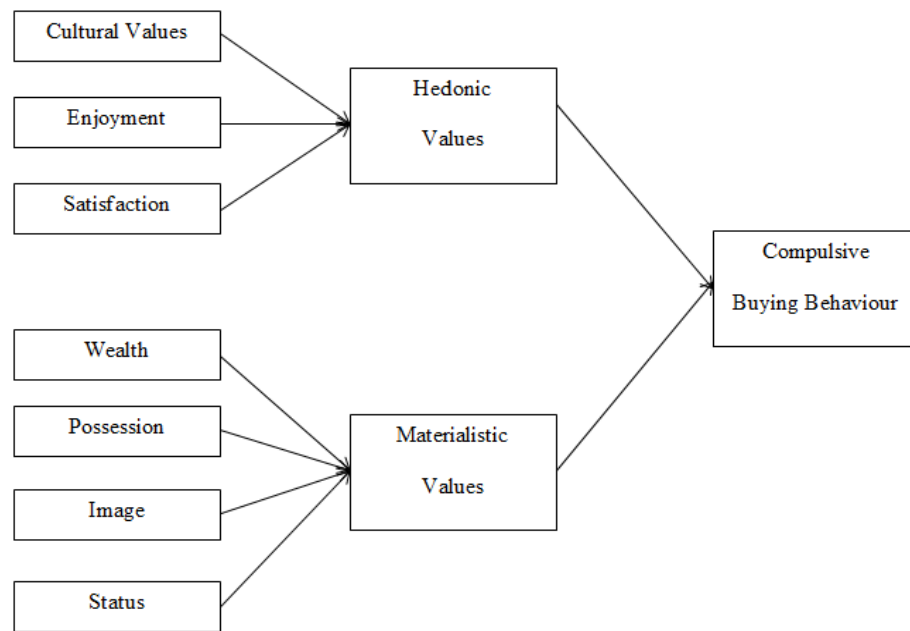
The proposed model in the conceptual framework chapter is of great importance for future researchers and managers of Pakistani organisations. The conceptual framework proposed in this research explains the significance of hedonic and materialistic values in terms of the identification of compulsive buying behaviours of Pakistani shoppers. The model uses existing studies that explained the role of hedonic and materialistic values in influencing customers to shop, while limited studies have covered the Pakistani culture and the perceptions of customers while they shop. The model proposed in the study is suitable for future researchers in order to analyse the factors that affect the hedonic and materialistic values of the shoppers living in Asia or similar to any country whose cultures match with Pakistan. This is because other Asian countries such as India and China have somewhat similar buying cultures and behaviours. Moreover, the model proposed in the study and findings help readers and managers of Pakistani organisations to understand what is necessary to be done in order to compel customers to buy from them. The model used in the study uses cultural values, enjoyment and satisfaction for hedonic values and wealth, possession, image and status for materialistic values. Hence, managers and readers under how these factors can influence Pakistani shoppers to buy and what could be done to increase the customer base of the organisations.

From the quantitative analysis, correlation and regression tests are applied that are carried out in order to analyse the relationship and impact of hedonic and materialistic values on the compulsive buying behaviours of Pakistani shoppers. The regression test applied in the research showed that each independent variable has strong influence on the compulsive buying behaviours of Pakistani shoppers. However, from the correlation analysis, it has been identified that the hedonic values are more crucial and have 93.8% relationship with the compulsive buying behaviours of Pakistani individuals while materialistic values have 90.8% relationship with compulsive buying behaviours of Pakistani individuals. Hence, it can be said that compulsive buying behaviours of Pakistani individuals are more affected by the hedonic values as compared to that of materialistic values.

As per the qualitative findings of the study, the following conceptual model has been proposed:



The aforementioned figure shows the conceptual model based on qualitative findings. It shows that hedonic values and materialistic values are impacting compulsive buying behaviour. The model also shows that the hedonic values are cultural values, satisfaction, gratification and sense of achievement whereas the material values are success, self-identity, happiness and pleasure, image and possession. In contrast to this model based on qualitative findings the following conceptual model belongs to this study and is based on hypothesis:



Comparing the conceptual model of this research based on hypothesis and the one identified by qualitative findings, it is evident that some of the material and hedonic values differ between two models. Such as, the model based on qualitative findings has included gratification and sense of achievement as the hedonic values which are not present in the conceptual model of this research. However, satisfaction and cultural values are similar in the given models. Moreover, a number of material values are also different in both the models; for instance, success, self-identity and happiness and pleasure are the three variables which are found in the model based on the qualitative findings but not in the conceptual model of this research. Nevertheless, image and possession are the two variables which are found to be similar in both the models stated above.

7.3 Methodological Contribution of this Research

In order to determine the influence of hedonic and materialistic values on compulsive buying behaviours of the Pakistani shoppers, the researcher has selected the mixed methodology so as to determine the subjective as well as the objective responses of the people while meeting the main aim and objectives of the study. The mixed methodology has enabled the researcher to use quantitative and qualitative methods both using survey questionnaire and

interviews which enabled the researcher to collect the primary data from the people who are random shoppers of Pakistan. The use of both, quantitative as well as qualitative methods of carrying out the research allowed the researcher to gather rich and knowledgeable information from a larger audience. The selection of mixed methodology also increased the validity and reliability of the research as well. This is because the loopholes of each method were filled by the other method, enabling the researcher to gather massive information of how hedonic and materialistic values and compulsive buying behaviours is being perceived by the respondents. The value of the study also increased by using mixed methodology as the researcher has selected viable and authentic sources and sample size in order to collect the data and enabling the researcher to understand the phenomenon of compulsive buying behaviours and the influences of materialistic and hedonic values as per the views of the respondents. Furthermore, the selection of qualitative and quantitative methods assisted the researcher to acquire deep knowledge and insights of the main research topic which might not be possible to acquire while using any one of the research design (quantitative or qualitative design).

Within mixed methodology, the researcher has selected survey questionnaire as a quantitative method to collect the information while the interviews were selected as a qualitative method of collecting the data from the respondents. Both primary and secondary method has been selected in order to collect the data from the people as well as the reading materials which come under the category of secondary resources. The survey questionnaire was formulated on the basis of the questions while covering both the variables of the study (i.e. hedonic and materialistic values as the independent variables while compulsive buying behaviours of the Pakistani shoppers as the dependent variable). Each question of the survey questionnaire was formulated while covering each of the factors of compulsive buying behaviour (see section 2.3). Furthermore, the researcher has also included each of the hedonic and materialistic value of the study in the questions so as to acquire the information from the

participants regarding how these values are being perceived by them and to understand their views regarding the effects of these values on compulsive buying behaviours. The questionnaire presented to the participants and distributed on online platforms was constructed as per the funnel approach in which the easy-to-answer questions were put at the top while the difficult questions were mentioned at the end. This enabled the researcher to maintain a level of trust with the participants. The use of Likert scale in the question also played a vital role in eliminating the confusions within the participants and the closed-ended questions prompts the ease to answer the questions while maintaining the consistency within the questions. The survey questionnaire was formulated by using simple words so as to reduce the complexity to the respondents. A total of 200 samples were selected to fill the questionnaire while each of the respondents was given liberty to play their part in the research by filling the questionnaire.

On the other hand, interviews were conducted from 100 participants in which, they were asked regarding their views and the contribution of hedonic and materialistic values in influencing the compulsive buying behaviours of the customers. The interview questions were formulated so as to acquire rich and subjective information from the participants in order to understand the role of hedonic and materialistic values on compulsive buying behaviours on the Pakistani shoppers. The presentation of the interview questions and the use of semi-structured questions in the interviews maintain the flexibility within the room and the researcher was free to ask the questions as the conversation proceeds. The use of both, surveys and interviews allowed the researcher to maintain a significant level of trust between the researcher and the participants; since each of the respondents was allowed to participate as per their own wishes and none of them were forced to participate in the survey or in interviews. The use of survey questionnaire and interviews enabled the researcher to collect huge information from the respondents in the form of qualitative and quantitative manner which made it easy for the researcher to interpret their responses and to conclude the research.

The data collected from both, qualitative and quantitative means was then interpreted through thematic and statistical method analysis which is considered to be the effective ways of analysing the respective types of data. SPSS software was used in order to analyse the statistical data which was presented in quantitative format. The use of SPSS enabled the researcher to easily understand what the figures obtained through survey depict and how they shows the relationship between the compulsive buying behaviours and the hedonic and materialistic buying behaviours of the Pakistani shoppers. On the other hand, the use of thematic analysis allowed the researcher to decode the responses from the interviewees on the basis of different codes and themes which eased the researcher to understand the responses as per the research questions of the study. In terms of secondary data, the researcher has selected authentic sources and reliable databases so as to collect the relevant articles, books and journals as per the research topic in order to meet the aim and objectives of the study. The researcher has selected viable books written by well-known authors and scholars so as to include their findings in this study. The findings and the analysis of the study obtained from past studies were included in this study in purpose of increasing the overall credibility of this study on the basis of different views and perspectives of the past scholars and authors while determining the influence of hedonic and materialistic values of the Pakistani shoppers on the compulsive buying behaviours. The findings from those studies were included in the literature review so as to set the synopsis of the research topic as per the findings from the previous researches.

7.5. Researcher's Reflection and Recommendations for other Researchers' practice

I have conducted this research because my passion for knowledge and practicality of the area of my interest. Due to this, I had chosen the topic of influence of hedonic and materialistic values on compulsive buying behaviour. This section would cover my own experience during the conduct of the research. I had used the notion of hedonic and materialistic values because I have observed that people have been making large amount of purchases

despite of having no need for buying products. It had led towards the choice of the topic as I wanted to know how the hedonic and materialistic values of the consumers should be regarded as influencers of compulsive buying behaviour. In my own experience the major connotation was connected with finding the factors of compulsive buying behaviour being related with hedonic and materialistic values. I got to know some unique dimensions of cultural, social and psychological factors which purport compulsive buying behaviour in consumers.

After the comprehensive reading and reviewing the existing literature on the chosen topic, I designed my research strategy. The research strategy helped me to understand how the research should be conducted in a systematic and methodical manner. In order to answer the research question I chose mixed method research design so that the aim and objectives of the research could be accomplished by undertaking the techniques and procedures used in both qualitative and quantitative research designs. As for future researchers, with my own experience, I recommend that the research design should be selected on the basis of nature of the research. Moreover, mixed method should be adopted when there is an investigation of two or more variables and their impact on the other variable is involved. This research has included my personal experiences which I gained by undertaking number of activities. For instance, the chosen research design had allowed me to design a survey questionnaire and interview questions. Furthermore, the mixed method research design had also allowed me to incorporate a large sample size in the study.

While designing questionnaire, I had included the number of questions which could cover all the identified variables I found in the literature review and conceptual framework. I covered all the variables in a way that it led towards the inclusion of meaningful and easy questions for the respondents. As for survey interview I used questions which were easy to understand and let the respondents to give their honest opinion about the influence of hedonic and materialistic values in compulsive buying behaviour. I analysed the responses by

using a proper step by step approach to data analysis. I would suggest that the future practitioners should keep the process of research analysis systematic so that the answers would not be manipulated or biased. It has led towards the inclusion of research ethics which was the most important part of the research. I was obliged to adhere to research ethics and rules and regulations which were also ordained by the institution. I would recommend that the data collected should be secured, maintained and well-documented so that the future errors can be mitigated.

I prefer to keep the process of the research transparent which is why I shared all the dimensions of data collection with the respondents such as why they were questioned and for what purposes. It had led towards the fair and honest answers of the respondents. The quantitative analysis of the research was less time consuming however the qualitative data analysis was time consuming. Nevertheless, it was important for me to gather information from all the dimensions of the study such as from analytical perspective as well as from behavioural perspective. I used SPSS and thematic analysis so that the risk of error could be mitigated from the research. The data findings were required to be justified so I used the part literature to justify the research findings. Hence, I would suggest the future research practitioners to connect the research findings with the existing research so that the credibility, validity and authenticity of research findings can be maintained.

The major findings have led towards the discussion of the objectives. I observed that discussion session is considered being important because it identifies how the accumulated findings can be justified by the existing literature. It has led towards the appropriate recommendations for the researchers and marketing managers as well as customers. From my own experience, I would recommend the future researchers to understand the systematic grounds of research as well ethical considerations related to it. In this way, there would be no or less amount of error as well as the results would be authentic and credible.

7.6. Recommendations

In this research, the researcher has determined that there is a significant influence of materialistic and hedonic values on the compulsive buying behaviours of the customers located in Pakistan. In this regards, the researcher has identified that hedonic and materialistic values are considered to be playing an influential role which encourages the Pakistani shoppers to buy the products due to compulsive behaviours on the basis of different theories explained in chapter 2 and as per the conceptual framework formed in chapter 3. The cultural values, enjoyment and satisfaction are considered to be some of the major hedonic values while on the other hand, wealth, materialistic possession, image and status are the major materialistic values which pose great influence on the compulsive behaviours of the Pakistani shoppers. Although this particular study covers all the necessary domains of the materialistic and hedonic values while this section incorporates number of essential recommendations proposed to the companies, consumers and policy makers of Pakistan so as to identify the effects of these hedonic values on compulsive buying behaviours of the products within Pakistan shoppers. Some of the major recommendations are proposed as follows:

7.6.1 Recommendations for Consumers

In terms of consumers, several recommendations can be made in order to guide the customers to understand their hedonic and materialistic values in order to buy the products on compulsive behaviours. The recommendations are proposed as follows:

1. The study recommends that Pakistani shoppers are recommended to include the procedures of re-assessing their needs and wants along with the inclusion of the assessment of their psychological needs. The assessment and reassessment of these needs and wants would enable the customers to assess whether there is a genuine need

of buying a certain product or they are just establishing the needs of buying goods as per their hedonic and materialistic values. The inclusion of these strategies would enable the customers to restrain from buying unnecessary products.

2. The study recommends that customers should include the strategy of economic cost assessment in which the customers will not be carried away from any hedonic or materialistic values developed by the customers. This allows the customers to minimise the propensity of the shoppers of Pakistan to engage in the compulsive behaviours of buying unnecessary products.

3. The study recommends that customers of Pakistan are also recommended to engage in different channels so as to know and assess their basic needs while eliminating and reducing the ways of getting involved in compulsive buying behaviours which might pose negative influences on the consumers. Recognising their behavioural and psychological drawbacks would significantly decrease the urges of the customers to engage in compulsive behaviours.

7.6.2 Recommendations for Companies

As per the nature of the study, the researcher has also recommended the companies of Pakistan while engaging the customers in compulsive buying behaviours in order to increase their sales as well as understanding the hedonic and materialistic motives of the customers.

1. The study recommends that Companies of Pakistan should have a deep insight of the hedonic and materialistic values of the customers so as to develop viable strategies in order to attract more customers to trigger their compulsive buying behaviours.

2. The study recommends that placement of the avatar by the companies at the exit section would allow the customers to rethink whether they are in need of buying the specific product or they want to buy the products as per their compulsive natures.

3. The study recommends that Pakistani companies are recommended to produce ideal social images in front of the customers which triggers their hedonic values and consequently increases their compulsive natures of the buying the products and services.

7.6.3 Recommendations for Policy Makers

Some of the recommendations can also be proposed to the policy makers of the country which include psychiatry institutions and public institutions for policy making purposes. The recommendations are proposed to the policy makers so as to decrease the unnecessary social desire of the customers to buy products and services.

1. The study recommends that policy makers are recommended to understand the hedonic and materialistic motives of the customers while alleviating the social harms of compulsive buying behaviours to the customers. Hence policy maker authorities are encouraged to develop authentic and specific guidelines and policies for the marketing agencies in order to refrain from developing strategies which might influence their hedonic and materialistic values of the customers hence triggering their compulsive natures of buying unnecessary products.

2. The study recommends that the policy makers, marketing agencies and retailing agencies are also recommended to understand the motivations of the customers to do shopping in order to evaluate the personalities of the people based on hedonic and materialistic motives in order to predict the buying behaviours of the customers as per their compulsions.

3. The study recommends that policy makers and marketing agencies of the Pakistani companies are also recommended to establish effective marketing interventions on different online platforms in terms of counselling and guiding the customers in purpose of controlling the compulsions of the customers regarding their buying behaviours which may cause financial, social or economic harm.

7.7. Direction for Future Researches and Managerial Bodies

In this particular study, the researcher has discovered several hedonic and materialistic values of the Pakistani shoppers along with some of the major factors of compulsive buying behaviours of these shoppers. The researcher has strained to determine the influences of those hedonic and materialistic values of the customers on the compulsive buying behaviours of the customers therefore this particular research is considered to be playing a vital role in providing potential and viable evidences and support for the future researches. However, the quantitative and qualitative analysis of this study give a rise to different research questions in the context of customers, companies and policy makers while encouraging them to contribute in this particular research topic; elaborating and defining different factors and increasing the generalizability of the research. In this regards, the researcher has identified some of the potential domains and provide suggestion for the future researchers to extend the study based upon the main discoveries and findings of the study.

- Since this particular research has been carried out while focusing upon the hedonic and materialistic motives of the customers located in Pakistan, however future researchers are encouraged to conduct the study while laying their emphasis on different countries such as UK, USA or China. This would allow the future researchers to search for the areas of improvements of this particular study in order to examine the influences of the

hedonic and materialistic values of those customers on the compulsive buying behaviours of the customers.

- Total of 200 questionnaires and 100 interviewees were selected as the sample sizes for quantitative and qualitative analyses of the responses. The sample size selected for this particular study was selected on the basis of time constraints. However in this regards, the future researchers are encouraged to increase the sample size while bifurcating each gender as per their compulsive natures of buying behaviours. The increase in sample size would enable the future researchers to focus on the responses collected in excess amount which might increase the overall generalizability of the findings over larger population.
- In this study, the researcher has strained to identify some of the major factors which result in increase or decrease in the compulsive buying behaviours of the customers. With this regards, the researcher has identified some of the major cultural, social and environmental values of the customers. However the researchers in future are suggested to determine the political influences on the hedonic and materialistic motives of the customers as per their geographic regions. The researchers might feel a need of developing the understandings of the readers as per the political influences which might pose great significance on the compulsive buying behaviours of the customers located in a specific region.
- This particular study mainly focuses upon three hedonic while four materialistic values of the Pakistani customers and to examine their influences on the compulsive buying behaviours of those customers. However as per this case, the future researchers are suggested to identify more additional factors of each category in purpose of increasing the overall credibility of the study. With the inclusion of more hedonic and materialistic values of the customers, such as pleasure, social interaction, novelty and fun which are

considered as the additional hedonic values, while the inclusion of happiness as the materialistic value can significantly allow the future researcher to increase the credibility of the study.

- As per the theoretical context, this particular study has been carried out by using cross-sectional approach which enabled the researcher to collect the data which is to be analysed through different models and methods. The use of the cross-sectional approach in this study however ignored the prospective consequences of using hedonic and materialistic values as per the buying behaviours of customers. In this regards, the future researchers are suggested to conduct the research my using the longitudinal approach in study which is capable of predicting the future as well as existing consequences of the hedonic and materialistic values of the customers which give a rise to the compulsive buying behaviours of the customers which also have the propensity of impacting the future behaviours of the customers.
- This particular study has laid its main focus on the hedonic and materialistic values and their influence on the compulsive buying behaviours of the customers. However future researchers are encouraged to focus on exploration of other personality characteristics in relation with the compulsive buying behaviours of the customers. For instance, the future researchers can lay their focus upon the family structures and social identity of the customers which might influence the compulsive buying behaviours of the customers. Future researcher may include the factors such as age and cognitive process of decisions of the customers to understand their compulsive buying behaviours of the customers.

7.8. Research Limitations

The findings of this study demonstrate some of the potential evidences in order to understand how hedonic and materialistic values influence the compulsive buying behaviours of the customers. Every research has some limitations which are needed to be covered in the future researches. In this regards, this particular research also have certain limitations that are necessary to be looked upon so as to eliminate the lacks and gaps of this study in the future researches.

This particular study is based upon the identification of the influence of hedonic and materialistic values on the compulsive buying behaviours of the customers while emphasising on the shoppers of Pakistan. This restricts the scope of the study and implicates that this study can only be studied and referred to the context of Pakistan. This also means that the study cannot be used in different contexts, regions, and as per different hedonic and materialistic values.

Another limitation of the study can be seen in the context of smaller sample size, the researcher has limited time, and budget allocated to conduct this research therefore the researcher was unable to include large responses from the participants. The use of smaller sampling size has enabled the researcher to gather limited amount of data regarding the perceptions and views of the customers regarding the hedonic and materialistic values and the compulsive buying behaviours of those customers. The use of larger sampling size may have enabled the researcher to understand large amount of views and reviews of the respondents which could have allowed the researcher to understand and conclude the research while referring to large number of responses in the form of interviews and survey questionnaires.

Another limitation of this study can be seen in terms of time and budget. The researcher has limited timeframe to and budget frame which enabled the researcher to gather limited information from the surveys and interviews. The researcher was not able to collect larger

responses from the respondents. Moreover, the scope of this particular study is narrowed as this study is conducted on the basis of cross-sectional study. The use of cross-sectional study is unable to understand the influences of the hedonic and materialistic values in different time periods. However if the researcher might have enough time frame to carry out longitudinal study in which the researcher might have used different time periods in order to determine the influences of hedonic and materialistic values on the buying behaviours of the Pakistani shoppers due to compulsion. Another limitation of this study can be seen in terms of the additional characteristics of the personalities. The author of this study has identified a total of seven hedonic and materialistic values however cognitive and emotional responses and the development of the feelings to compulsively purchase the products can also be incorporated in this study so as to understand the influence of cognitive, emotional and other psychological reasons which might have significant influences on the compulsive buying behaviours of the customers present in different locations of Pakistan.

7.9. Conclusion

The main aim of the study was to identify the influence of hedonic and materialistic values on compulsive buying behaviour. For this purpose, the aim was divided into several objectives so that the research could be conducted in a systematic manner. The formulation of aim and objectives had led towards the conduct of literature review which covered all the dimensions and key areas of the area of study and its related component. The review of the literature allowed the researcher to draw a conceptual framework. The framework suggested that three sub-variables of hedonic values and four sub-variables of materialistic values were selected to find their impact on compulsive buying behaviour. The sub-variables of hedonic values included cultural values, enjoyment and satisfaction and the sub-variables of materialistic values included possession, wealth, image and status. The conceptual framework

showed an influence of all these variables on one dependent variable compulsive buying behaviour.

The nature of the study had introduced a chosen research methodology. It was observed that the influence of hedonic and materialistic values on compulsive buying behaviour could be best identified by using mixed method research design. The mixed method research design had led towards the inclusion of research philosophy, approach and chosen method of data collection. The chosen data collection techniques included both primary and secondary data collection. Two main instruments were selected to collect primary data. These instruments included survey questionnaire and survey interviews. The survey questionnaire was designed on the basis identified variables whereas interview questions were designed in way which could be easier for the respondents to understand. The sample size of the study kept large such as 200 respondents for survey questionnaire and 100 respondents for survey interview.

After designing data collection instruments, this research included as comprehensive explanation of the tools for data analysis. As the survey interview and survey questionnaire was chosen the data analysis techniques included thematic analysis for the survey interview and SPSS analysis for survey questionnaire in which correlation, regression, and validity and reliability tests were conducted. The data collected from survey interview was turned into transcripts and then converted into codes. These codes led towards the formation of relevant themes covering all the dimensions of research. After the process of systemic data handling, the researcher included the analysis of all the qualitative and quantitative findings. Each table derived from SPSS tests were analysed along with the analysis of themes derived from interviews. The next step of the research included the triangulation of the data findings. In this section, the findings of survey questionnaire were compared with the findings of survey interviews. It was done so that the data collected from both the instruments could be aligned

with each other. Along with that, this part also justified the findings by the inclusion of relevant literature and referencing the present findings with the findings of the existing literature.

The accumulated research findings have observed that the hedonic and materialistic values have been considered as the influencers of compulsive buying behaviour. It was identified that in Pakistani society the people make buying choices because they have an urge to feel satisfied and accepted in the society. The material possessions have opined to be the reason of consumer satisfaction and excitement in Pakistan. It has been propounded that the consumers have a tendency to incorporate the habits which gives them social status and image in the society which could be by the inclusion of any material possession. The findings have also suggested that the consumers have a tendency to follow their cultural dimensions which means that consumers make buying decisions because of their cultural preferences. The hedonic dimension of the research had found that the consumers make buying decision for the sake of pleasure instead of need. Hence, the present findings of the research had led towards the accomplishment of aim and objectives of the research as well as towards answering the main research question.

Lastly, the research included directions to the future researcher and recommendations to the marketing managers, customers, and policy makers. It has been recommended that the marketers should understand the various dimensions of the hedonic and materialistic value of customers so that that the valuable advertisement strategies could be incorporated. On the other hand, the consumers are recommended to rethink their buying needs and separate them from their desire. The marketing managers of various companies were recommended to create a positive brand image so that the positive buying behaviour of the consumers can be achieved. The research findings have some future implication for marketers that they would be benefited by the study if they use the compulsive buying behaviour of the consumers in a positive way.

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Appendix – Questionnaire

General Information:

Gender

- Male
- Female

Age

- 18-24 years
- 25-31 years
- 32-38 years
- 39-45 years
- More than 45 years

Monthly Income (PKR)

- Less than 20,000
- 20,000 – 30,000
- 31,000 – 40,000
- 41,000 – 50,000
- 51,000 and above

Variables:

Please rate your responses by 'X' the value that you think is more appropriate:

<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
1	2	3	4	5

	1	2	3	4	5
<i>Hedonic Values</i>					
1. The hedonic values related to shopping are concerned with pleasure seeking in general terms.					
2. Ethical and psychological hedonism are concerned with the feeling of pleasure and pain for the customers.					
3. The hedonic values are fulfilled by gratification obtained through shopping experience for human desires.					
4. The feeling of fun and enjoyment is an important part of hedonic values for people in the context of shopping.					
5. The hedonic values are more associated with the design, appearance and brand name rather than quality and price of product.					
6. Irresistible desired can influence the shopping experience through amusing and enjoyable experience.					
7. Hedonic values follow a task oriented approach for purpose of fun, excitement and enjoyment.					
8. The hedonic values are influenced by cultural values within country i.e. in Pakistan; eastern dressing is preferred as compared to western resting.					
9. Hedonic values are also linked with customer satisfaction because inner satisfaction tends to derive hedonic values for buying behavior of respondents.					
<i>Materialistic Values</i>					
10. The materialism in the shopping has been linked to possession of material things such as wealth and societal status.					
11. The materialistic values in the shopping context are linked with possession of wealth, and ownership of material objects.					
12. Material belongings tend to provide internal satisfaction to consumers in context of shopping as compared to feeling of joy with hedonic values.					

13. The materialistic values are the determinants of differentiation between the consumers as per their belonging and possessions.					
14. The materialism is linked with the consumer's acquisition of large number of products and services for expanding the collection for showing off within the society.					
15. The possession of wealth is a major factor contributing to materialistic shopping values within the society.					
16. Materialistic possessions such as luxury cars, big houses and expensive belongings tend to describe the materialistic behavior of consumers in a society, specifically Pakistan.					
17. The image of a person within the society is also dependent upon the materialistic values through valuable possessions.					
18. The social status possessed by the individual in a society is reflected by materialistic behavior of individuals.					
<i>Compulsive Buying Behavior</i>					
19. I feel a rush of excitement when I shop.					
20. I am an emotional shopper.					
21. I get happy when I find a good product to buy.					
22. I shop to escape my worries.					
23. I prefer shopping when I am stressed.					
24. Online buying has facilitated my shopping.					
25. I shop to maintain my social image.					
26. Cultural factors impact my buying behavior.					

Interview Questions

1. What do you think is compulsive buying behaviour?
2. What according to you are the cultural factors which contribute to compulsive buying behaviour?
3. What according to you are the environmental factors which contribute to compulsive buying behaviour?
4. What according to you are the social factors which contribute to compulsive buying behaviour?
5. Do you think self-esteem has a role to play in compulsive buying behaviour of an individual?
6. What do you know about hedonic values of a consumer?
7. Do you think that Hedonic factors can impact a buying behaviour of a consumer?
8. What is the impact of Hedonic factors on the compulsive buying behaviour of a consumer?
9. What do you know about materialistic values of a customer?
10. Do you think materialistic values can impact the buying behaviour of a consumer?
11. What is the impact of materialistic values on the compulsive buying behaviour of a consumer?
12. Do you think that the concept of compulsive buying behaviour is evident in the Pakistani market?
13. What is the role of Hedonic value in terms of compulsive buying behaviour in the Pakistani market?
14. What is the role of materialistic values in terms of compulsive buying behaviour in the Pakistani market?

Interview Transcript (Participant One)

1. What do you think is compulsive buying behaviour?

Answer: Compulsive buying behaviour has something to do with obsessive compulsive disorder (OCD) but related to shopping, it makes the person develop an obsession with shopping.

2. What according to you are the cultural factors which contribute to compulsive buying behaviour?

Answer: Impulsive buying is impacted greatly by cultural factors such as self-identity and normative influences as it helps the person in understanding how the shopping should be done keeping in mind the cultural values followed in Pakistan.

3. What according to you are the environmental factors which contribute to compulsive buying behaviour?

Answer: I guess the environmental factors which mainly contribute towards the compulsive buying behaviour are the recent trends which are going on in the fashion industry of Pakistan. As it is one of the contributing factors that shape the compulsive buying behaviour of the individuals. Likewise, the cultural factors can also influence the compulsive buying behaviour of the person or the urge to purchase a thing on which he/she has been stuck at.

4. What according to you are the social factors which contribute to compulsive buying behaviour?

Answer: I believe that the social factor which contributes towards the compulsive buying behaviour is the gathering and lifestyle of the person along with the friend circle they have. You know that the friend circle can significantly influence the CBB of the person.

5. Do you think self-esteem has a role to play in compulsive buying behaviour of an individual?

Answer: Yes definitely! Self-esteem of an individual is an extremely important aspect of an individual's personality and hence it impacts the compulsive buying behaviour as well

6. What do you know about hedonic values of a consumer?

Answer: Hedonic values are related to the enjoyment and pleasure of an individual which they find while shopping at their favourite outlet or purchasing the luxurious materials.

7. Do you think that Hedonic factors can impact a buying behaviour of a consumer?

Answer: Obviously, the hedonic factors are highly associated with the buying behaviour of the consumer because personal influence and impulsive buying behaviour are two closely linked together. These are considered as the gratification of the consumers by means of enjoyment and fantasy directed towards the brands.

8. What is the impact of Hedonic factors on the compulsive buying behaviour of a consumer?

Answer: Hedonic values can trigger and drive internal satisfaction of consumers and are consumed for luxury purposes with respect to consumption of the brands and products.

9. What do you know about materialistic values of a customer?

Answer: Presently, every person run around the materialistic things which is why they say that materialism is everything. However, it can be the subject to provide an individual with seeking happiness and contentment along with the sense of achievement in his life.

10. Do you think materialistic values can impact the buying behaviour of a consumer?

Answer: Yes proolly! It can affect the CBB of the consumers because it creates a sense of achievement with others by means of possession of material.

11. What is the impact of materialistic values on the compulsive buying behaviour of a consumer?

Answer: It can affect the purchase intention of the customers with respect to compulsive buying behaviour and the materialistic possessions of the objects.

12. Do you think that the concept of compulsive buying behaviour is evident in the Pakistani market?

Answer: Yes! Since our society has reshaped drastically, there are many compulsive buyers you will find in the big stores purchasing the luxurious brands for their self-achievement.

13. What is the role of Hedonic value in terms of compulsive buying behaviour in the Pakistani market?

Answer: The hedonic values are considered as the social and emotional facets for the shopping because it reflects the potential for shopping at their favourite stores for the purpose of entertainment and enjoyment.

14. What is the role of materialistic values in terms of compulsive buying behaviour in the Pakistani market?

Answer: Same goes with the role of materialistic values that people prefer to buy the things which differentiates them from other people living in the society so yes it can influence the compulsive buying behaviour of the people particularly in the Pakistan market.

Filled Questionnaire**General Information:****Gender**

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49. I prefer shopping when I am stressed.					
50. Online buying has facilitated my shopping.					
51. I shop to maintain my social image.					
52. Cultural factors impact my buying behavior.					



DECLARATION

This Work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Signed Maryam Iqbal Khan (candidate)
Date 25-09-2020

STATEMENT 1

This thesis is the result of my own investigations, except where otherwise stated. Where correction services have been used, the extent and nature of the correction is clearly marked in a footnote(s).

Other sources are acknowledged by footnotes giving explicit references. A bibliography is appended.

Signed Maryam Iqbal Khan (candidate)
Date 25-09-2020

STATEMENT 2

I hereby give consent for my thesis, if accepted, to be available for photocopying and for inter-library loan, and for the title and summary to be made available to outside organisations and that I do hereby give Cardiff Metropolitan University the right to make available the Work.

Signed Maryam Iqbal Khan (candidate)
Date 25-09-2020

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Signed Maryam Iqbal Khan (candidate)
Date 25-09-2020