

“When Going Gets Tough, The Tough Go Shopping“: A Case Of Young Female Consumers

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Abstract

Nowadays, shopping has become a recreational and leisure activity. Consumers not only buy because they need a certain product but also because the shopping experience and the act of buying itself serves needs like escape from daily life, self-gratification, sensory stimulation, physical activity, and aesthetic enjoyment. Although, all of us have experienced a sudden urge to buy a certain product in order to get an 'emotional uplift', the act of buying as a means of counterbalancing unmet needs and desires can be considered as a 'dark side' of consumer behaviour. Compulsive buying is a 'dark side' of consumer behaviour and it refers to the irrational consumer behaviour that deviates from the standard economic model of decision making. Given that young female consumers are particularly keen to become compulsive shoppers, the present study focuses on this segment of consumers. The main purpose of this study is to investigate young female consumers' compulsive buying tendency from the perspective of psychological motivation. Specifically, this research seeks to examine the influence of self-esteem, positive affect, negative affect, and overall satisfaction with life (well-being) on young female consumers' compulsive buying. As expected, findings provide evidence that consumers with low self-esteem are more likely to engage in compulsive buying. Also, findings support the view that negative mood triggers compulsive buying. The present study contributes to the literature on young consumers' compulsive buying by providing the insight into the motivation behind compulsive buying.

Keywords

Compulsive buying, Self-Esteem, Mood, Life satisfaction, Young consumer