

Tüketicilerin Kompulsif Satın Alma Davranışlarının Ürün Kategorisi ve Demografik Değişkenler Çerçevesinde İncelenmesi¹

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Öz

Bu çalışmada, mağdurları üzerinde yıkıcı bir etkiye sahip olan kompulsif satın alma davranışının demografik değişkenlere ve ürün türlerine göre nasıl farklılaştığını incelenmektedir. Bulgulara göre genel olarak kadınlar, bekarlar ve gençler erkeklere, evlilere ve yaşlı nüfusa göre daha yüksek kompulsif satın alma eğilimine sahiptir. Kadınlar moda, kozmetik, süpermarket, ev ve hobi ürünlerinde erkeklere göre daha yüksek kompulsif satın alma eğilimine sahipken, erkekler içinse otomotiv ve spor ürünlerinde benzer bir durumun varlığından söz edilebilir. Medeni duruma ilişkin değerlendirmeye göre, bekarların moda, kozmetik, elektronik, spor, hobi ve eğlence ürünleri için evlilere göre daha yüksek kompulsif satın alma eğilimleri olduğu görülmektedir. Evli olanlar ise bebek bakımı ve bahçe ürünlerini zorunlu olarak satın alma eğilimindedir. Buradan hareketle kompulsif satın alma davranışının ürün grupları ve demografik değişkenlere göre farklılık gösterebileceği söylenebilir.

Anahtar kelimeler: Kompulsif satın alma, demografik değişkenler, ürün kategorisi, tüketici davranışları.

Jel kodları: M31, D91

Investigating the Consumers' Compulsive Buying Tendencies within the Scope of Product Category and Demographical Factors

Abstract

This study examines how compulsive buying behavior, which has a destructive effect on its sufferers, differs according to demographic variables and product types. According to the findings, in general, women, singles, and youngsters have a higher compulsive buying tendency than men, married ones, and the older population. Women have a higher compulsive buying tendency than men in fashion, cosmetics, supermarket, home, and hobby products, while men have the same tendency for automotive and sports products. According to the evaluation on marital status, singles have a higher compulsive buying tendency than married ones for fashion, cosmetics, electronics, sports, hobbies, and entertainment products. In contrast, married ones tend to buy baby care and garden products compulsively. From this point of view, it can be said that compulsive buying behavior may differ according to product groups and demographic variables.

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Jel codes: M31, D91

1. Introduction

One of the research areas on consumer behavior in marketing is determining the reasons that drive consumers to purchase (Sukarta, 2018). By the time, many theories such as choice, motivation, expectation, action, planned behavior, etc., were utilized, and the findings put forward in the light of these theories are mostly generalizable. On the other hand, although general consumer buying behavior literature can explain the typical consumer behavior, some specific and niche consumer groups still diverge from acceptance of consumer behavior as compulsive buyers. When the current studies are examined, although the rate of individuals who display compulsive buying behavior (CBB) in the adult population is between 1% and 17%, the general acceptance for that rate is between 5% and 10% (Tamam, 1998; Koran et al., 2006; Weinstein et al., 2016). According to Turkish Statistical Institute data, Turkey's population was 84.680.273 in 2021. Therefore, it can be inferred that between 4 and 8 million of the population suffers from compulsive buying behavior.

Compulsive buying behavior is a behavioral disorder that consumes individuals by driving them to consume more than they need (Odabasi, 2006). Although their social, economic, and personal life is affected negatively, compulsive buyers cannot give up this behavior. Therefore, this behavior is compared to alcohol and substance addiction by Glatt (1987) and Krysc (1989) (Cited by Özkorumak and Tiryaki, 2011). Today where stress, anxiety, and depression increase their effects on people day by day, consumption is a way for people use for avoiding these emotional depressions. As stated in the literature, it is highly possible that there is an emotional trauma behind compulsive buying behavior (Valence et al., 1988; O'Guinn and Faber, 1989; Scherhon, 1990; Faber and O'Guinn, 1992; Deserabo and Edwards, 1996; Koran et al., 2006). Therefore, it would not be wrong to claim that the number of individuals who become sufferers of compulsive buying behavior will increase as long as these conditions continue.

Ultimately, consumers who have high compulsive buying tendencies consume their financial, psychological, and even social resources due to these behaviors (Müller et al., 2015; Japutra and Song, 2020). Therefore, it would be appropriate to say that they are paying for that devastating habit. For this reason, it is a crucial need to understand and define the individuals who display compulsive buying behavior and the reasons behind this behavior.

Even though there are a plethora of studies regarding compulsive buying in the literature, few studies handled the limited product category. Therefore, in this study, compulsive buying behavior will be examined from the point of demographic variables and product category in Turkey.

2. Literature review

2.1. *Compulsive buying behavior*

Compulsive buying behavior has emerged with studies in the field of psychology, and there are many given names in the literature for compulsive buying as; oniomania, compulsive shopping, buying mania, compulsive consumption, uncontrollable buying, etc. (Tamam et al., 1998). However, the majority of the previous research in the literature applied "compulsive buying behavior" while defining the concept.

Compulsive buying behavior is an addictive and repetitive action that is a result of lack of impulse control, depression, low level of self-esteem, need for approval, anxiety, materialism, being excluded from society, perfectionism, the search for entertaining, and denial of the negative experiences

(O'Guinn and Faber, 1989; Desarbo and Edwards, 1996; Faber and O'Guinn, 1992; O'Guinn and Faber, 1989; Koran et al., 2006; Scherhorn, 1990; Hoyer and MacInnis, 2007; Kaur and Mearns, 2021; Ali et al., 2021). Consumers may buy compulsively to move away from these negative feelings (Scherhorn, 1990; Japutra and Song, 2020; Ali et al., 2021). Thus, compulsive buyers are applying the buying process as a stimulus to decrease the impact of negative feelings; because of this, they do not concern about the functional benefits of what they buy (Faber and O'Guinn, 1988; Hassay and Smith, 1996; O'Guinn and Faber, 1989; Ali et al., 2021).

Valence et al. (1988) collected the factors that trigger compulsive buying behavior in two main groups. These are:

- Socio-cultural factors: Culture, commercial life, and advertising activities that put pressure on material ideals.
- Psychological factors: Personality-state interaction, family environment, genetic factors.

Compulsive buyers have an instantaneous, uncontrollable, obsessive, and impulsive buying tendency, and they do not think about the results before and during the purchase (Rao, 2003; Cited by Devrani, 2018; Maccarrone-Eaglen, 2017). Moreover, with the improving internet technologies, compulsive buying behavior gains a cyber dimension since people can lose control while online shopping (Günüç and Keskin, 2016).

Also, personal goals may trigger compulsive buying behavior rather than relieving the pressure (Roberts and Pirog, 2004; Otero-Lopez and Villardefrancos, 2015; Japutra and Song, 2020). Usually, the need for acceptance by others encourages that kind of behavior (Roberts and Pirog, 2004). People who make compulsive buying follow fashion and tend to buy apparel products compulsively to look attractive to other people (Kasser and Ryan, 1996; Japutra and Song, 2020). Based on these assertions, compulsive buying can be considered a goal-directed behavior that increases self-respect (Roberts and Pirog, 2004).

2.1.1. Characteristics of compulsive buyers

Hoyer and MacInnis (2007) indicate that compulsive buyers buy more than they need even though they do not have enough financial resources. According to Korur and Kimzan (2016), most compulsive buyers are adults at the beginning of their 20s; women tend to exhibit that behavior more than men, and 2% to 16% of the adults are sufferers of that behavior. These findings are parallel to the previous research of Roberts (1988) and Shoham and Brencic (2003).

Black (1996) and McElroy et al. (1995); assert that people with compulsive buying disorder have attacks periodically. These attacks are usually effective between 1 to 7 hours. Attack periods may differ from person to person. People who have that behavioral disorder may have 17-18 attacks on average per month (Tamam et al., 1998). Compulsive buyers are usually materialistic, more tend to daydream, depressed, obsessive, and might have anxiety disorders who behave under the impact of the stress, frustration, and sadness (O'Guinn and Faber, 1989; Scherhorn, 1990; Roberts and Jones, 2001; Koran et al., 2006).

The imagination skills of compulsive buyer individuals have attracted the attention of researchers. Individuals may avoid negative emotions and provide themselves with social acceptance (O'Guinn and Faber 1989). On the other hand, dreaming can help the individual focus on positive things instead of negative ones. Moreover, if the individuals' security needs are not met, they may emphasize materialistic values and passions, thus turning purchasing behavior into a working mechanism to gain status (Neuner et al., 2005). Valence et al. (1988) state that anxiety triggers improvised behavior and encourages individuals to buy compulsively by giving uncontrolled courage to reduce the pressure.

Mittenberger et al. (2003) found that compulsive buyers defined their mood as sad before they arrived in the shopping environment, and after shopping, they indicated they felt guilty. There are also studies stating that compulsive buyers tend to be concerned about the product return policies of where they shop (Hassay and Smith, 1996). That might be an escape strategy from guilt. Jones and Roberts (2001) state that individuals with high compulsive buying tendencies may have difficulty paying the loans they use or cannot pay at all and may suffer considerable financial crises, and they attribute this to the weakness of the individual's self-control mechanism.

In the literature, some researchers argue that compulsive buying tendency should be of interest to marketing ethics. Hoyer and MacInnis (2007) state that sales consultants can often persuade customers with a high compulsive buying tendency with their suggestions about how attractive they look or how much the gift recipient will like it. Roberts and Jones (2001) state that advertisers primarily emphasize status after price emphasis. According to Roberts and Pirog (2004), advertisers targeting individuals with compulsive buying tendencies emphasize the perception that the individual can reduce the internal pressure experienced by owning the product by raising the materialistic desires. Gilbert and Jackaria (2002) identified four tactics used to trigger compulsive purchasing in their study; shopping coupons, price discounts, trial items, and get-one-for-one free offers.

Gupta (2013) recommends the following tactics to be handled ethically with considering the individuals who tend to compulsive buying:

- Sales tactics like promotions,
- Market segmentation strategies,
- Avoiding the factors in product packaging that trigger the compulsive buying behavior,
- Avoiding expressing that anxiety, depression, and bad feelings would disappear by consuming a specific product,
- Avoiding emphasizing status, prestige, and promotions in advertising (Gupta, 2013).

Of course, it is impossible to assume that all marketing practitioners will take these recommendations into account. In fact, some marketing practitioners would say that the individual's behavior, impulse control, or mood disorder are an individual's own problems. Therefore, it is the individual who should take precautions. However, being aware of the situation, taking or not taking responsibility is, of course, up to the marketing practitioner's initiative.

2.1.2. Compulsive buying behavior and demographic variables

Demographical parameters such as; age, gender, education, income etc. are essential indicators for understanding and explaining consumer behavior. According to the current literature, compulsive buying behavior differentiates between men and women.

Women give much importance to being attractive more than men, and women who have compulsive buying tendencies are spending much money on cosmetic and apparel products (Roberts and Pirog, 2004). Shoham and Brencic (2003) found that women and youngsters are more tend to buy compulsively. Roberts (1988) also indicates that women are more tend to buy compulsively. On the other hand, Annagür (1998) found that 14% of patients with depression also have compulsive buying problems. Annagür (1998) and Maccarrone-Eaglen, (2017) also assert that a more significant part of these compulsive buyers are women.

Compulsive buying behavior also differs between different socio-economic levels. Valence et al. (1988) assert that consumers from low socio-economic levels may tend to compulsive buying behavior to reduce the pressure they feel. There is also a relation between compulsive buying behavior,

materialism, self-esteem, and apparel consumption (Yurchisin and Johnson, 2004; Reeves et al., 2021). Yurchisin and Johnson (2004) also assert that compulsive buyers also tend to make symbolic consumption and define themselves with symbols. Researchers indicate that apparel products have high communication value, and compulsive buyers prefer such products because of their low social status and high level of irrational buying tendency (Lafferty and Dickey 1980; Solomon and Douglas, 1987). On the other hand, previous research show that low self-esteem is another reason for compulsive buying behavior (Roberts, 1998; Xu, 2008; Yurchisin and Johnson, 2004; Hoyer and MacInnis, 2007). Another substantial clue for identifying a compulsive buyer is their desire to have the newly-introduced products before anyone else (d'Astous and Jacob, 2002; Prendergast et al., 2008).

3. Methodology

Since the population of the study is adult consumers, the participants are individuals over the age of 18 after developing the research model and creating the data collection tools, the data were collected with both online and printed out questionnaire forms. Data were collected from the residents of Ankara between 1st of July 2018 and 1st of September 2018.

The data collection form includes the following sections:

- Demographic data,
- Compulsive buying scale designed with a 5-point Likert scale (obtained by combining two scales developed by Faber and O'Quinn, 1992 and Edwards, 1993),
- and a section asks the participants with a 5-point Likert scale for products they often buy even though they do not need, and then they regret that behavior. Product categories are derived from the well-known online shopping web sites.

One of the most frequently used methods in consumer behavior when trying to explain consumers' buying behavior is to consider the issue through demographic variables. By examining the demographic factors, buying behavior of individuals with different demographic characteristics becomes understandable. There is some information about compulsive buying behavior and demographic variables in the literature. For example, studies reveal that woman (Roberts, 1988; Shoham and Brencic, 2003), young people (Korur and Kimzan, 2016), and individuals with a low socio-economic class (Valence et al., 1988) have higher compulsive buying tendencies. Based on this information, it is considered appropriate to test the following hypotheses:

- H1 Compulsive buying tendency significantly differs among demographical variables (income, marital status, gender, age).

On the other hand, it is stated in the literature that the compulsive buying tendency for some products varies depends on the demographic variables (e.g., Kasser and Ryan, 1996; Roberts and Pirog, 2004). For this reason, it was decided that it would be appropriate to test the following hypotheses.

- H2 There is statistically a significant difference between the averages of the compulsive buying tendencies between men and women based on the product type.
- H3 There is statistically a significant difference between the averages of the compulsive buying tendencies between married ones and single ones based on the product type.

The data obtained by the survey were first classified with the MS Office Excel program, and the questionnaire forms that did not respond appropriately to the control questions were excluded. Later, these data were analyzed by using the IBM SPSS Statistics 22 and AMOS programs.

4. Findings

An online survey and a conventional survey form have been established to obtain the data. Both convenience sampling and snowball sampling were applied at the data collection phase. Seven hundred seventy-six valid forms were obtained after eliminating the improper forms. Frequency analysis has been applied to classify the data, and the result of the analysis is given in Table 1.

Table 1: Summary of the demographical variables

Gender		Marital status	
Male	415	Married	496
Female	361	Single	280
Age		Income	
Between 18-28	119	Less than 1603 TL	62
Between 29-39	428	Between 1604-2800 TL	85
Between 40-50	80	Between 2801-3800 TL	135
Between 51-61	59	Between 3801-4800 TL	123
62 or older	90	Between 4801-5800 TL	97
Education level		Between 5801-6800 TL	69
High school degree	61	Between 6801-7800 TL	77
Associate degree	94	Between 7801-8800 TL	50
Bachelor's degree	525	Between 8801-9800 TL	21
Master's degree	96	9801 TL or more	57

As seen in Table 1, most participants are married, middle-aged, well educated, and have a middle income.

Participants were asked about the products that they got regret for buying and intended to return after buying unintentionally. A 5-point Likert questionnaire was applied for obtaining the data.

Results of the t-test of the marital status and gender for compulsive buying tendency are given in Table 2.

Table 2: Marital status, gender and compulsive buying behavior

Parameter	Marital status	N	Mean	Std. dev.	Std. err.	Mean dif.	Sig.	Sig. (2 tailed)
Marital Status	Single	496	1,7864	0,543	0,02438	,18477	,000	,000
	Married	280	1,9711	0,696	0,04164			
Gender	Men	415	1,74	0,549	0,02699	,24351	,000	,000
	Women	361	1,983	0,647	0,03408			

T-test results show that the mean differences between women and men and being married and single are significant ($p < 0,05$). According to these findings, it can be said that women and singles are more tend to buy compulsively than men and married ones.

Table 3: Test of Homogeneity of variances for marital status

Levene Test Statistic	df1	df2	Sig.
19,614	774	471,874	,000

Although the One-Way ANOVA test shows no significant difference between the education levels ($p < 0,328$), means for each education level of compulsive buying tendencies are given in Table 4 to hazard an opinion about the general situation. The table shows that the highest mean of compulsive buying tendency is for the MSc graduates.

Table 4: Means of compulsive buying tendencies for each education level

CBB	High School	Associate Degree	Bachelor's Degree	Master's Degree
N	61	94	525	96
Mean	1,7443	1,9238	1,8261	2

Table 5: Levene's Test for Equality of Variances for education

Levene Test Statistic	df1	df2	Sig.
8,883	3	772	,000

One-Way ANOVA analysis result ($p < 0,05$) shows that age groups have significant differences in compulsive buying tendency. Since the variances were not homogenous, Tamhane Statistics were applied to calculate the estimates.

Table 6: Age and compulsive buying behavior

Multiple Comparisons Table						
ANOVA Sig.: ,000						
Levene Sig.: ,000						
Independent Variable: Compulsive Buying Behavior						
Tamhane		Mean Dif. (I-J)	Std. Err.	Sig.	95% Confidence Interval	
Age (I)	Age (J)				Min.	Max.
Between 18-28	Between 40-50	,26783*	0,09112	0,036	0,0098	0,5258
	Between 51-61	,30848*	0,08068	0,002	0,0797	0,5372
	62 or older	,53488*	0,08223	0	0,3021	0,7677
Between 29-39	Between 51-61	,17579*	0,05283	0,012	0,0251	0,3265
	62 or older	,40219*	0,05517	0	0,2457	0,5587
Between 51-61	62 or older	,22640*	0,06409	0,006	0,0442	0,4086
62 or older	Between 40-50	-,26706*	0,07682	0,007	-0,4853	-0,0488

Based on the Tamhane Multiple Comparison Table results, when the differences between the compulsive buying tendency and age groups are examined, the highest difference appears between 18-28 and those aged 62 and over. These are followed by those between the ages of 29-39 and those aged 62 and over. Based on that finding, it would be appropriate to say that compulsive buying behavior decreases with age.

According to the descriptive statistics table, the mean for compulsive buying tendency decreases as age increases. While the mean for the lowest of the five different age groups is 2.039 (between 18 and 28), and the highest is 1.504 (62 or older).

One-Way ANOVA analysis result ($p < 0,05$) shows that income levels significantly differ for compulsive buying tendency. Since the variances were not homogenous, Tamhane Statistics were applied to calculate the estimates.

Table 7: Compulsive buying behavior and income level

Multiple Comparisons Table						
ANOVA Sig.: ,000						
Levene Sig.: ,002						
Independent Variable: Compulsive Buying Behavior						
Tamhane		Mean Dif. (I-J)	Std. Er.	Sig.	95% Confidence Interval	
Income (I)	Income (J)				Min.	Max.
Between 2801-3800 TL	Between 5801-6800 TL	,26234*	0,07455	0,02	0,0159	0,509
	Less than 1603 TL	-,50444*	0,12555	0	-0,924	-0,085
Between 7801-8800 TL	Between 2801-3800 TL	-,39716*	0,09384	0	-0,712	-0,083
	Between 6801-7800 TL	-,33376*	0,09744	0,04	-0,66	-0,007

According to the multiple comparison table, 7801-8800 TL income levels negatively differ from 3 other income levels. That income levels also have the lowest level of compulsive buying tendency mean.

Table 8: Compulsive buying behavior and means of income levels

CBB	Less than 1603 TL	1604- 2800 TL	2801- 3800 TL	3801- 4800 TL	4801- 5800 TL	5801- 6800 TL	6801- 7800 TL	7801- 8800 TL	8801- 9800 TL	9801 TL+
N	62	85	135	123	97	69	77	50	21	57
Mean	2,094	1,802	1,987	1,895	1,795	1,725	1,924	1,590	1,605	1,732

The highest compulsive buying tendency was found in 1603 TL and lower-income level (2,094/5).

The typical components of compulsive buying behavior definitions involve repetitiveness, uncontrollability, exhaustion of the victim, and pointless purchasing. Therefore, it is essential to consider which individuals tend to exhibit this kind of behavior towards which products. One-Way ANOVA analysis result ($p < 0,05$) shows that attractive products for compulsive buyers differ significantly by gender. These product categories are; Fashion, Cosmetics-Personal Care, House and Office, Sports, Hobby, Automotive, Grocery. The table below shows how these differences occur based on gender.

Table 9: Compulsive buying behavior, gender, and product category

Group Statistics								
Product Class	Gender	N	Mean	Std. Dev.	Std. Err.	Sig.	Mean Dif. (W-M)	Higher Tendency for
Fashion	Men	415	2,099	0,947	0,046	,000	-0,973	Women
	Women	361	3,072	1,049	0,055			
Cosmetics- Personal Care	Men	415	1,829	0,891	0,044	,000	-1,190	Women
	Women	361	3,019	1,163	0,061			
House and Office	Men	415	1,916	0,876	0,043	,000	-0,214	Women
	Women	361	2,130	0,970	0,051			
Sports	Men	415	1,933	1,003	0,049	,012	0,185	Men
	Women	361	1,748	0,969	0,051			
Hobby	Men	415	2,560	1,138	0,056	,000	-0,330	Women
	Women	361	2,890	0,979	0,052			
Automotive	Men	415	1,766	1,038	0,051	,000	0,220	Men
	Women	361	1,546	0,887	0,047			
Grocery	Men	415	2,887	1,296	0,064	,000	-0,654	Women
	Women	361	3,540	1,164	0,061			

One-Way ANOVA analysis result ($p < 0,05$) shows that attractive products for compulsive buyers differ significantly by marital status. These products are Fashion, Electronics, Cosmetics-Personal Care, Baby-Mother, Garden-Outdoor Living, Sports, Hobby, and Entertainment-Arts.

Table 10: Compulsive buying behavior, marital status, and product category

Group Statistics								
Marital Status		N	Mean	Std. Dev.	Std. Err.	Sig.	Mean Dif. (W-M)	Higher Tendency for
Fashion	Married	496	2,450	1,064	0,048	,001	-0,283	Single
	Single	280	2,732	1,159	0,069			
Electronics	Married	496	1,857	0,998	0,045	,000	-0,304	Single
	Single	280	2,161	1,176	0,070			
Cosmetics- Personal Care	Married	496	2,298	1,123	0,050	,008	-0,234	Single
	Single	280	2,532	1,278	0,076			
Baby and Mother	Married	496	1,800	1,192	0,054	,000	0,593	Married
	Single	280	1,207	0,599	0,036			
Garden and Outdoor Living	Married	496	1,486	0,755	0,034	,003	0,161	Married
	Single	280	1,325	0,692	0,041			
Sports	Married	496	1,746	0,901	0,040	,000	-0,279	Single
	Single	280	2,025	1,112	0,066			
Hobby	Married	496	2,601	1,059	0,048	,000	-0,314	Single
	Single	280	2,914	1,087	0,065			
Entertainment and Arts	Married	496	2,127	1,038	0,047	,000	-0,402	Single

The Compulsive buying behavior part of the questionnaire has been established by combining two well-known scales asserted by Faber and O'Quinn (1992) and Edwards (1993). Validity and reliability tests for this section can be seen in Table 11.

Table 11: Validity and reliability statistics for the CBB questionnaire

Parameter	Estimated Value	Acceptable Limits	Reference
Number of Dimensions	5	-	-
Total Variance Explained	71,44%	66%	Büyüköztürk, 2002
Cronbach's Alpha	0,929	$0,70 \leq Cr\alpha$	Vale et al., 1997; Christmann and Aelst, 2005
CMIN/DF	2,699	$2 \leq CMIN/DF \leq 5$	Marsh and Hocevar, 1985; Awang, 2012
CFI	0,912	$0,90 \leq CFI$	Noudoostbeni et al., 2018
GFI	0,911	$0,90 \leq GFI \leq 0,95$	Chan and Sun, 2019
RMSEA	0,074	$0,05 \leq RMSEA \leq 0,08$	Noudoostbeni et al., 2018

Based on the statistical analysis made by SPSS and AMOS, it can be said that all the validity and the reliability estimations are acceptable and the CBB section of the questionnaire serves well for the aim of the study.

5. Discussion and conclusion

It is seen that compulsive buying behavior differs statistically significantly according to demographic variables. The most crucial point to note here; the education variable does not significantly affect compulsive buying behavior. As a result of the analysis, compulsive buying behavior decreases with increasing age or income. For this reason, it can be asserted that as age increases, individuals' control over their purchasing behavior increases. This situation coincides with the findings of studies conducted by Shoham and Brencic (2003) and Saleem and Salaria (2010). Consistent with these findings, the compulsive buying behavior tendency of the participants in various product groups tended to decrease with the increase of age and income.

Women's compulsive buying tendency was higher than men's, as stated in the literature based on the analysis (Roberts, 1988; Faber and O'Guinn, 1992; Shoham and Brencic, 2003; Roberts and Pirog, 2004). Based on this research's findings, women compulsively buy fashion and cosmetic products more than men even they do not need these products.

When compulsive buying behavior is considered through the product category, it is understood that fashion products and personal care products are preferred by individuals who exhibit compulsive buying behavior at a higher rate. That is because such products stand out in compulsive purchasing behavior due to the low self-esteem level in the literature. It is stated that individuals seek social acceptance by buying such products and experiencing a momentary increase in self-esteem (Hoyer and MacInnis, 2007). On the other hand, it is possible to say that compulsive buying behavior is observed in other categories such as home-office equipment, electronic products, sports products, etc., at a low rate.

Based on the data analysis, the summary table on the product groups in which compulsive buying behavior is more common according to gender can be seen below. Therefore, it can be thought that the issue may also be related to the level of interest in the products.

Table 12. Compulsive buying behavior based on gender and product category

	Gender	
	Men	Women
Product Category	Sports Goods	Fashion Products
		Cosmetic Products
	Automotive Products	Hobby Products
		Grocery Products
		House-Office Products

It would be appropriate to indicate the impact of people who go to the shopping environment together. According to the literature, the probability of compulsive buying behavior decreases when shopping with family members and increases when going alone or with friends. The studies carried out by Kollman and Unger (2010) in Austria, and Reisch et al. (2011) in Denmark confirm our study's outputs in terms of marital status and compulsive buying behavior. Therefore, it can be said that when married individuals go shopping with nuclear family members, that prevents them from showing compulsive buying behavior. On the other hand, it can be thought that the result regarding marital status has cultural dimensions. For example, Nicoli de Mattos et al. (2016) stated that compulsive buying behavior does not differ according to marital status.

There is a negative correlation between age and compulsive buying tendency when age is considered. It is possible to attribute this to the individual's increasing control over his / her experiences and behaviors and the instinct of avoiding the destructive effects of the negative shopping behaviors that he/she exhibited over time. According to our findings, compulsive buying tendency decreases with the increasing income, same as age variable. These two variables show an inverse relationship with compulsive buying behavior in parallel with the literature. Authors like d'Astous (1990), Black (2001), Koran et al. (2006) shared similar findings in their research. For example, Black (2001) states that as the income level decreases, individuals with compulsive buying behavior tendency prefer to go to more luxury stores instead of ordinary stores, which consumes them more quickly financially.

Data analysis shows no significant differences between compulsive buying behavior and education level. Also, there are no opposite findings in the current literature. On the contrary, researchers such as Kyrios (2004), Wilczaki (2006), Faber (2011), and Weinstein (2016) state that education is not a statistically significant parameter for compulsive buying behavior.

The products in which the participants show their compulsive buying behavior most frequently appear as supermarket products. Today, as it is known, supermarkets' display methods are designed with scientific methods to maximize shopping. On the other hand, it is seen that compulsive buying behavior is the lowest in the garden tools product group. Most of the data were obtained from the downtown of a metropolis. That might be the reason because of the low-level mean for the garden and outdoor living products. The main reason for this is that the housing type in Ankara is not detached but vertical.

After all, no sales organization has survived by making people regret buying from them. This study's framework has been trying to reveal what product groups the individuals with compulsive buying behavior tendencies have weaknesses. Considering this information in product design, protecting individuals with high compulsive buying tendencies may be morally correct. At the same time, being an organization that does not create a feeling of regret after shopping will play a key role in customer satisfaction success in the long run.

Both the private sector and the public administration are at a crossroads on what to do to prevent the devastating consequences of compulsive purchasing behavior in society. Therefore, people in the

position of implementers in the public administration should also plan and implement macro-level measures on this issue. In this regard, by sending informative posters, brochures, and similar materials to family physicians, public enterprises even raise awareness by spreading it to a broader audience through public service announcements and mass media. Such measures can be taken to reduce possible destructive effects.

Considering that individuals with high compulsive buying tendencies correspond to approximately 10% of the society, it is not right to think that such a large group consumes only their financial resources. As is known, these individuals also reflect their payment difficulties to their families. When handled in this way, there is inevitably a social problem. Consequently, it is thought that it would be beneficial to reveal the subject's sociological, psychological and economic dimensions.

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Özet

Kompulsif satın alma davranışı (KSAD); olumsuz durumlar veya duygular neticesinde ortaya çıkan, kronik, tekrar eden, bağımlılık yaratan bir süreç ve satın alma davranışı olarak tanımlanmaktadır. Stresin, kaygıların ve depresyonun bireyler üzerindeki etkisini her geçen gün arttırdığı çağımızda insanların bu duygusal buhranlardan kaçınırken başvurduğu yollardan birisi de tüketim olarak karşımıza çıkmaktadır. Literatürde belirtildiği üzere kompulsif satın alma davranışının temelinde öncül olarak yukarıda belirtilen türde bir duygusal travma bulunması ihtimali oldukça kuvvetlidir. Dolayısıyla kompulsif satın alma davranışı gösteren birey sayısının da bu şartlar devam ettiği sürece artacağını iddia etmek çok da yanlış olmayacaktır.

KSAD'nin demografik değişkenlere göre de istatistiksel olarak anlamlı düzeyde farklılaştığı görülmektedir. Burada dikkate değer en önemli nokta; eğitim değişkeninin KSAD üzerinde anlamlı bir istatistiksel etkiye sahip olmamasıdır. Yapılan analizlerin sonucunda; yaşın veya gelirin artması ile kompulsif satın alma davranışının azaldığı görülmektedir. Buna sebeple yaş arttıkça bireylerin gösterdikleri satın alma davranışı üzerinde kontrollerinin arttığından bahsedilebilir. Diğer taraftan çalışmada elde edilen bulgulara göre yaş arttıkça gelir seviyesinin de yükseldiği, dolayısıyla gelirin artması ile KSAD'nun azalmasının tutarlı olduğu anlaşılmaktadır. Literatürde bu durum genel olarak düşük sosyo-ekonomik düzeydeki bireylerin KSAD eğilimlerinin yüksek olduğu şeklinde ifade edilmektedir. Bu bulgularla tutarlı olacak şekilde çeşitli ürün gruplarında katılımcıların göstermiş oldukları KSAD da yaşın ve gelirin artması ile beraber azalma eğiliminde çıkmıştır.

Cinsiyet değişkeni dikkate alındığında, yapılan analizlere istinaden literatürde de belirtildiği üzere kadınların KSAD eğilimi erkeklerden daha yüksek çıkmıştır. Literatürdeki çalışmalar bunun sebebi olarak erkeklerin alışveriş konusunu bir görev olarak ele alırken, kadınların konuyu araştırma, sosyalleşme, boş vakit geçirme vasıtası olarak görmelerine bağlanmaktadır. Alışveriş olgusuna bu şekilde bakınca, elbette ki kadınların alışveriş için geçirdikleri zaman erkeklerinkinden uzun çıkmakta, bu sebeple de kompulsif bir satın alma kararı verme olasılıkları artmaktadır denilebilir. Burada elde edilen verilere istinaden kadınların moda, kozmetik ürünlerini ihtiyaçları olmadığı halde kompulsif bir şekilde satın alma oranı erkeklerden daha yüksek çıkmıştır.

KSAD, ürün grupları üzerinden ele alındığında moda ürünleri ile kişisel bakım ürünlerinin yüksek düzeyde KSAD eğilimi gösteren bireyler tarafından daha fazla tercih edildiği anlaşılmaktadır. Bu tip ürünlerin kompulsif satın alma davranışında öne çıkmasının sebebi literatürde düşük özsaygı düzeyine bağlanmakta ve bireylerin böylesi ürünleri alarak sosyal kabul arayışına girdikleri ve anlık bir özsaygı yükselmesi yaşadıkları ifade edilmektedir. Diğer taraftan ev-ofis gereçleri, elektronik ürünler, spor ürünleri vb. diğer kategorilerde de düşük oranda olmakla beraber kompulsif satın alma davranışının gözlemlendiğini söylemek mümkündür.

Medeni durum ve kompulsif satın alma davranışı irdelendiğinde bekârların evlilere nazaran kompulsif satın alma davranışına daha meyilli oldukları görülmektedir. Bu noktada alışveriş ortamına beraber gidilen kişilerin etkisinden bahsetmek yerinde olacaktır zira literatür; alışveriş ortamına aile bireyleri ile gidildiği hallerde KSAD gösterme olasılığının azaldığını, yalnız veya arkadaş çevresinden birileri ile gidildiğinde ise arttığını belirtmektedir. Dolayısıyla evli bireylerin çekirdek aile üyeleri ile alışverişe çıkmaları, onların KSAD davranışı göstermelerine mani olmaktadır denilebilir. Diğer taraftan medeni durum ile ilgili sonucun kültürel boyutları olduğu da düşünülebilir. Zira farklı ülkelerde yapılan çalışmalarda (örn. Kanada) medeni durumun KSAD üzerinde bir etkisi olmadığını gösteren bulgulara rastlanabilmektedir.

KSAD yaş üzerinden ele alındığında, yaşın yükselmesi ile KSAD eğilimi de azalmaktadır. Bunu bireyin edindiği tecrübeler ile davranışları üzerindeki kontrolünü arttırmasına ve zaman içerisinde sergilemiş olduğu olumsuz alışveriş davranışlarının yıkıcı etkisinden kaçınma içgüdüsüne bağlamak mümkündür. Yaş değişkeni gibi yükseldikçe kompulsif satın alma davranışının azaldığı bir diğer değişken de gelir durumudur. Bu çalışmada elde edilen analiz verilerine göre katılımcıların otomotiv ürünleri dışında kalan diğer 11 ürün grubu için yaşın ilerlemesi ile beraber KSAD eğilimlerinin azaldığı; otomotiv ile ilgili ürünlerde ise yaş ile KSAD arasında anlamlı bir ilişki olmadığı görülmektedir. Gelir değişkeni üzerinden bakıldığında ise benzer bir bunun tersi bir durum ev-ofis gereçleri, bahçe araç gereçleri ve otomotiv ürünleri dışında kalan 8 ürün kategorisinde gözlemlenebilmektedir.

Eğitim demografik değişkeni ile katılımcıların KSAD gösterme eğilimleri incelendiğinde, yapılan analizde eğitim düzeyinin KSAD üzerinde istatistiksel bir etkisi tespit edilememiştir. Ayrıca yapılan bağımsız örneklem testlerinde de bu durum teyit edilmiştir. Dolayısıyla bu konuda bu çalışma özelinde genel geçer bir çıkarımda bulunmak mümkün değildir.

Katılımcıların KSAD'nı en sık gösterdikleri ürünler süpermarket ürünleri olarak ortaya çıkmaktadır. Günümüzde süpermarketlerin teşhir yöntemleri de bilindiği üzere alışverişi en yüksek düzeye çekmek üzere bilimsel yöntemler ile kurgulanmaktadır. Dolayısıyla sonuçların da bu şekilde çıkması şaşırtıcı değildir. Zira daha evvelce de belirtildiği üzere durumsal faktörler, alışveriş ortamını tasarlayan iradenin elindeki en kontrol edilebilir değişkenler arasındadır. Diğer taraftan bahçe araç gereçleri ile ilgili ürün grubunda KSAD en düşük olduğu görülmektedir. Bunun temel sebebinin esasen Ankara ilinde konutlaşma şeklinin müstakil değil dikey olması ve yerleşik nüfusta aslen Ankaralı olmayıp da Ankara'da ikamet eden ve dolayısıyla kentte kendine ait toprağı olmayan bireylerin çokluğu etkili olmuştur diye düşünülmektedir.