

Compulsive Buying Behavior in the Digital Age: A Systematic Literature Review

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ABSTRACT

This systematic literature review investigates research on Compulsive Buying Behavior (CBB), focusing on an underrepresented consumer group. Utilizing the Scientific Procedures and Rationales for Systematic Literature Reviews (SPAR-4-SLR) protocol and the Theories, Contexts, Characteristics, and Methods (TCCM) framework, 57 articles from the Scopus databases were meticulously analyzed based on predefined keywords and inclusion/exclusion criteria. The review elucidates significant advancements in understanding the theories of CBB, including the Theory of Compulsive Buying Behavior, the Big Five Model, and the Impulsive Buying and Obsessive–Compulsive Buying Theory.

Despite these advancements, the review identifies persistent gaps in areas such as the relationship between materialism and compulsive buying over time, the impact of social media and digitalization, methodological approaches, cultural influences, and societal barriers. The implications of this research highlight the critical need to prioritize inclusivity and adaptability within the field, emphasizing that addressing these gaps can mitigate financial problems and reduce levels of anxiety associated with compulsive buying. Furthermore, this review underscores the escalating obsession with shopping and buying behaviors, which leads to adverse consequences.

Keywords: Systematic literature review, compulsive buying behavior, Consumer behavior, Compulsive buying Disorder, Obsession

INTRODUCTION

The multifaceted effects of compulsive buying behaviors (CBB), which can cause financial hardship, psychological distress, and a reduction in quality of life, have attracted scholarly attention. Studies from the fields of psychology, economics, sociology, and marketing demonstrate the complexity of

CBB. Early studies (2000–2005) focused on behavioral and psychological elements, relating CBB to sociocultural determinants and self-image. The years 2006–2010 saw an expansion of the focus to include outside variables like consumerism and emotional triggers. Research on the neurological and cultural influences on consumer choices was conducted between 2011 and 2015. From 2016 to 2020, research focused on the function of digital environments and social media, specifically brand attachment and the impact of social commerce during the COVID-19 pandemic (Tantawi, 2021). In order to effectively handle the changing scene, marketers, legislators, and mental health practitioners must comprehend these dynamics.

TABLE 1 List of research articles used in the systematic literature review

| Year Range | No | Journal Name | Impact Factor | Article Name | Authors(s) | Citation |
|------------|----|--------------------------------|---------------|--|--|----------|
| 2000-2005 | 1 | Journal of Consumer Marketing | 2.6 | Compulsive comorbidity and its psychological | Kwak H.; Zinkhan G.M.; Roushanzamir E.P.L. | 36 |
| | 2 | European Journal of Marketing | 5.181 | Understanding consumer reactions to premium TM based promotional offers | ASTOUS A.; JACOB I. | 73 |
| | 3 | Journal of Consumer Marketing | 2.6 | Fashion orientation, credit card use, and compulsive buying | Park H.-J.; Burns L.D. | 95 |
| | 4 | Journal of Economic Psychology | 3.5 | Self-image - Is it in the bag? a qualitative comparison between "ordinary" and "excessive" consumers | Dittmar H.; Drury J. | 243 |
| | 5 | Journal of Economic Psychology | 3.5 | Compulsive buying in maturing consumer societies: An empirical re-inquiry | Neuner M.; Raab G.; Reisch L.A. | 155 |
| | 6 | Journal of Consumer Marketing | 2.6 | Baby boomers and busters: An exploratory investigation of attitudes toward marketing, advertising and consumerism | Roberts J.A.; Manolis C. | 79 |
| 2006-2010 | 7 | Marketing Letters | 3.7 | Coping with a natural disaster: Losses, emotions, and impulsive and compulsive buying | Sneath J.Z.; Lacey R.; Kennett-Hensel P.A. | 187 |
| | 8 | Journal of Consumer Marketing | 2.6 | Money, money, money - how do attitudes toward money impact vanity and materialism? - The case of young Chinese consumers | Durvasula S.; Lysonski S. | 84 |
| | 9 | International Journal of | 9.9 | Buying behavior, social support and credit card | Wang J.; Xiao J.J. | 101 |

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|-----------|----|---|-------|---|--|-----|
| | | Consumer Studies | | indebtedness of college students | | |
| | 10 | International Journal of Consumer Studies | 9.9 | Compulsive consumption behaviours: Investigating relationships among binge eating, compulsive clothing buying and fashion orientation | Trautmann-Attmann J.; Johnson T.W. | 13 |
| | 11 | Journal of Fashion Marketing and Management | 4.6 | Compulsive buying in a product specific context: Clothing | Johnson T.; Attmann J. | 52 |
| | 12 | Journal of Economic Psychology | 3.5 | Compulsive buying: Does it matter how it's measured? | Manolis C.; Roberts J.A. | 32 |
| | 13 | Journal of Consumer Marketing | 2.6 | Impulse buying: The role of affect, social influence, and subjective wellbeing | Silvera D.H.; Lavack A.M.; Kropp F. | 174 |
| | 14 | Personality and Individual Differences | 3.951 | Are all facets of impulsivity related to self-reported compulsive buying behavior? | Billieux J.; Rochat L.; Rebetz M.M.L.; Van der Linden M. | 155 |
| | 15 | International Journal of Consumer Studies | 9.9 | The role of time preference and credit card usage in compulsive buying behaviour | Norum P.S. | 60 |
| 2011-2015 | 16 | Journal of Consumer Policy | 2 | A Neurological Study of Compulsive Buying Behaviour | Elger C.E.; Raab G.; Neuner M.; Weber B. | 91 |
| | 17 | Australian Journal of Psychology | 3.6 | Distress tolerance and experiential avoidance in compulsive acquisition behaviours | Williams A.D. | 25 |
| | 18 | Indian Journal of Marketing | 2.12 | Psychological motivations and compulsive buying : A Study of Consumers in Delhi | Singh S.; Tak P. | 0 |
| | 19 | Journal of Global Marketing | | Credit Card Use and Compulsive Buying Behavior | Khare A. | 19 |

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|-----------|----|---|-------|---|--|-----|
| | 20 | Journal of International Consumer Marketing | 2.8 | A Cross-Cultural Analysis of Impulsive and Compulsive Buying Behaviors among Israeli and U.S. Consumers: The Influence of Personal Traits and Cultural Values | Shoham A.; Gavish Y.; Segev S. | 21 |
| | 21 | Journal of Consumer Marketing | 2.6 | Materialism and clothing post-purchase behaviors | Joung H.-M. | 44 |
| | 22 | Journal of Asia-Pacific Business | 4.9 | The Dark Side of Globalization and Consumption: How Similar Are Chinese and German Consumers Toward Their Proneness to Compulsive Buying? | Unger A.; Raab G. | 14 |
| | 23 | Journal of Economic Psychology | 3.5 | Balancing the balance: Self-control mechanisms and compulsive buying | Horváth C.; Böttner O.B.; Belei N.; Adigüzel F. | 21 |
| | 24 | International Journal of Consumer Studies | 9.9 | Who pays your debt? An important question for understanding compulsive buying among American college students | Brougham R.R.; Jacobs-Lawson J.M.; Hershey D.A.; Trujillo K.M. | 49 |
| | 25 | Journal of Global Marketing | 5.9 | Money Attitudes, Materialism, and Compulsiveness: Scale Development and Validation | Khare A. | 18 |
| | 26 | Journal of Retailing European Journal of Marketing | 5.181 | The Role of Price in the Behavior and Purchase Decisions of Compulsive Buyers | Kukar-Kinney M.; Ridgway N.M.; Monroe K.B. | 105 |
| | 27 | European Journal of Marketing | 5.181 | The role of brands in the behavior and purchase decisions of compulsive versus noncompulsive buyers | Horváth C.; van Birgelen M. | 45 |
| | 28 | Australasian Marketing Journal | 6.2 | Antecedents of materialism and compulsive buying: A life course study in Australia | Weaver S.T.; Moschis G.P.; Davis T. | 40 |
| 2016-2020 | 29 | Asia Pacific Journal of | 4.6 | Compulsive buying of branded apparel, its antecedents, and the | Lim X.-J.; Cheah J.-H.; Cham T.H.; Ting H.; Memon M.A. | 47 |

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|----|---|-------|--|--|-----|
| | Marketing and Logistics | | mediating role of brand attachment | | |
| 30 | Journal of International Consumer Marketing | 2.8 | Influence of Materialism on Compulsive Buying Behavior: General Similarities and Differences Related to Studies on Young Adult Consumers in Poland and US | Tarka P. | 23 |
| 31 | Asia Pacific Journal of Marketing and Logistics | 4.6 | Materialism and compulsive buying behaviour: The role of consumer credit card use and impulse buying | Pradhan D.; Israel D.; Jena A.K. | 45 |
| 32 | Journal of Consumer Policy | 2.3 | Compulsive Buying in Poland. An Empirical Study of People Married or in a Stable Relationship | Adamczyk G.; Capetillo-Ponce J.; Szczygielski D. | 16 |
| 33 | Journal of gambling studies | 2.7 | Materialism, Financial Motives and Gambling: Examination of an Unexplored Relationship | Eyzop E.; Vanier A.; Leboucher J.; Morvan H.; Poulette M.; Grall-Bronnec M.; Challet-Bouju G. | 6 |
| 34 | Journal of Retailing and Consumer Services | 12.40 | “I’ll buy what she’s wearing”: The roles of envy toward and parasocial interaction with influencers in Instagram celebrity-based brand endorsement and social commerce | Jin S.V.; Ryu E. | 147 |
| 35 | Global Business Review | 2.5 | A Study of Factors of Internet Addiction and Its Impact on Online Compulsive Buying Behaviour: Indian Millennial Perspective | Suresh A.S.; Biswas A. | 22 |
| 36 | Journal of Gambling Studies | 2.7 | Underlying mechanism of the comorbid presence of buying disorder with gambling disorder: A pathways analysis | Guerrero-Vaca D.; Granero R.; Fernández-Aranda F.; González-Doña J.; Maller A.; Brand M.; Steward T.; Mestre-Bach G.; Mallorquá-Bagué N.; Aymam N.; Gómez-Peña M.; Del Pino-Gutiérrez A.; Baño M.; | 17 |

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|----|--|-------|---|---|---|--|
| | | | | | Moragas L.; Mart n-Romera V.; Mench n J.M.; Jim nez-Murcia S. | |
| 37 | Management Research Review | 3.7 | Demystifying financial literacy: a behavioral perspective analysis | Potrich A.C.G.; Vieira K.M. | 29 | |
| 38 | European Journal of Marketing | 5.181 | The role of ideal self-congruence and brand attachment in consumers' negative behaviour: Compulsive buying and external trash-talking | Japutra A.; Ekinici Y.; Simkin L.; Nguyen B. | 53 | |
| 39 | Journal of Retailing and Consumer Services | 12.40 | How impulse buying influences compulsive buying: The central role of consumer anxiety and escapism | Darrat A.A.; Darrat M.A.; Amyx D. | 97 | |
| 40 | Global Business Review | 2.5 | The Effect of Deals and Moods on Compulsive Buying: A Study on Young Indian Consumers | Pandey S.K. | 6 | |
| 41 | British Food Journal | | Feeling better when buying more? Harmonious passion and obsessive passion in online food group buying | Wang Y.-C.; Tsai C.-T.S. | 14 | |
| 42 | Global Business Review | 2.5 | The Effects of Stress and Human Capital Perspective on Compulsive Buying: A Life Course Study in India | Singh R.; Nayak J.K. | 8 | |
| 43 | Applied Cognitive Psychology | 2.360 | Using Implementation Intentions in Shopping Situations: How Arousal Can Help Shield Consumers Against Temptation | Serfas B.G.; B ttner O.B.; Florack A. | 9 | |
| 44 | International Journal of Research in Marketing | 8.047 | Friends with benefits: Behavioral and fMRI studies on the effect of friendship reminders on self-control for compulsive and non-compulsive buyers | De Vries E.L.E.; Fennis B.M.; Bijmolt T.H.A.; Ter Horst G.J.; Marsman J.-B.C. | 14 | |
| 45 | Journal of Business Research | 11.2 | Compulsive buying in online daily deal settings: An investigation of motivations and contextual elements | Kukar-Kinney M.; Scheinbaum A.C.; Schaefers T. | 106 | |

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|-----------|----|--|-------|--|--|----|
| | 46 | International Journal of Consumer Studies | 9.9 | A cross-cultural and cross-gender analysis of compulsive buying behaviour's core dimensions | Maccarrone-Eaglen A.; Schofield P. | 13 |
| 2021-2024 | 47 | Journal of Consumer Marketing | 2.6 | Brand addiction: brand characteristics and psychological outcomes | Francioni B.; Curina I.; Hegner S.M.; Cioppi M. | 8 |
| | 48 | Journal of Retailing and Consumer Services | 12.40 | Consumers'™ personality and compulsive buying behavior: The role of hedonistic shopping experiences and gender in mediating-moderating relationships | Tarka P.; Kukar-Kinney M.; Harnish R.J. | 29 |
| | 49 | Computers in Human Behavior | 9.9 | Glued to your phone? Generation Z's smartphone addiction and online compulsive buying | Mason M.C.; Zamparo G.; Marini A.; Ameen N. | 20 |
| | 50 | Journal of Business Research | 11.2 | Discovering the dark side of brand attachment: Impulsive buying, obsessive-compulsive buying and trash talking | Japutra A.; Ekinici Y.; Simkin L. | 12 |
| | 51 | International Review on Public and Nonprofit Marketing | 1.8 | Materialism, life satisfaction and Compulsive Buying Behavior: An empirical investigation on Egyptian consumers amid Covid'19 pandemic | Tantawi P.I. | 2 |
| | 52 | Appetite | 9.1 | Self-regulation profiles in addictive behaviors among adolescents: A transdiagnostic approach | Van Malderen E.; Goossens L.; Claes L.; Wilderjans T.F.; Kemps E.; Verbeken S. | 0 |
| | 53 | Personality and Individual Differences | 3.951 | Predicting compulsive buying from pathological personality traits, stressors, and purchasing behavior | Harnish R.J.; Roche M.J.; Bridges K.R. | 6 |
| | 54 | International Journal of Bank Marketing | 6.3 | Intensifying materialism through buy-now pay-later (BNPL): examining the dark sides | Raj V.A.; Jasrotia S.S.; Rai S.S. | 1 |

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|----|-------------------------------|-----|--|-------------------------------|----|
| 55 | Journal of Consumer Marketing | 2.6 | Compulsive buying among young consumers in Eastern Europe: a two-study approach to scale adaptation and validation | Tarka P.; Kukar-Kinney M. | 11 |
| 56 | Stress and Health | 3.9 | Coping associated with compulsive buying tendency | Lawrence L.M.; Elphinstone B. | 15 |
| 57 | Social Marketing Quarterly | 2.3 | Using Social Marketing to Tackle Compulsive Buying | SÃ¼rghie M.M.P. | 2 |

Source: Created by author(s)

Between 2016 and 2020, social media and digital settings accounted for a growing portion of studies on compulsive buying behavior (CBB). Studies on brand attachment, materialism, and the impact of social commerce on compulsive buying have been conducted as a result of the transformation of consumer behavior brought about by the advent of online shopping and influencers (Lim et al., 2016; Jin & Ryu, 2020). These dynamics were further highlighted by the COVID-19 pandemic, which led to studies on how it affected consumer behavior and psychological health (Tantawi, 2021).

Research on the connections among personality traits, stresses, and CBB as well as the effects of financial technologies such as buy-now-pay-later (BNPL) services was conducted between 2021 and 2024 (Raj et al., 2023; Harnish et al., 2023).

The study has specific objectives:

1. Analyze existing studies to identify research gaps and areas for further investigation.
2. Understand current knowledge regarding the CBB phenomenon.
3. Examine the methodologies and theoretical frameworks in CBB research for effectiveness and improvement.
4. Investigate the impacts of CBB on consumers, focusing on financial, psychological, and social dimensions.
5. Develop a comprehensive future research agenda to address identified gaps and advance understanding of CBB.

The organization of the study begins with a literature review methodology, detailing the step-by-step process used in the systematic review following the SPAR-4-SLR method (Paul et al., 2021). It then presents findings and discussions based on the TCCM framework (Paul & Rosado-Serrano, 2019), concludes with future research directions, and explores managerial and societal implications.

2. LITERATURE REVIEW METHODOLOGY

Compared to other forms of literature reviews, the SLR technique is highly recognized for its thoroughness, quality, and clarity (Paul et al., 2021; Paul & Criado, 2020). A double-verification method and the development of a research process that integrates feedback from several subject matter experts enable it to lessen bias in the selection and analysis stages (Paul et al., 2021). This approach is especially suitable for providing a thorough and integrated summary of the literature on

compulsive buying behavior (CBB). This review's main goal is to identify the developments, knowledge gaps, and constraints in this important field of study.

TABLE 2 Summary of findings in the top 10 cited articles

| Article Name | Findings |
|--|--|
| “I’ll buy what she’s #wearing”: The roles of envy toward and parasocial interaction with influencers in Instagram celebrity-based brand endorsement and social commerce (Jin S.V.; Ryu E., 2020) | <ul style="list-style-type: none"> Examines Instagram influencers' effects on buying intention, trust perception, and consumer behavior outcomes related to photo types. |
| Coping with a natural disaster: Losses, emotions, and impulsive and compulsive buying (Sneath J.Z.; Lacey R.; Kennett-Hensel P.A., 2009) | <ul style="list-style-type: none"> Lack of control and income affect stress, depression, and distinct post-trauma purchasing behaviors managing emotional states. |
| How impulse buying influences compulsive buying: The central role of consumer anxiety and escapism (Darrat A.A.; Darrat M.A.; Amyx D., 2016) | <ul style="list-style-type: none"> Highlight key findings, explore compulsive vs. impulse buying, and present a coping theory model. |
| Compulsive buying in online daily deal settings: An investigation of motivations and contextual elements (Kukar-Kinney M.; Scheinbaum A.C.; Schaefer T., 2016) | <ul style="list-style-type: none"> Develops motivation theory for online daily deal promotions. Offers theoretical contributions and transformative consumer research implications |
| Buying behavior, social support and credit card indebtedness of college students (Wang J.; Xiao J.J., 2009) | <ul style="list-style-type: none"> Explore college students' credit card debt, the role of social support, and strategies for responsible use. |
| The Role of Price in the Behavior and Purchase Decisions of Compulsive Buyers (Kukar-Kinney M.; Ridgway N.M.; Monroe K.B., 2012) | <ul style="list-style-type: none"> Compulsive buyers exhibit heightened price and brand consciousness, valuing quality and being prone to sales. |
| Impulse buying: The role of affect, social influence, and subjective wellbeing (Silvera D.H.; Lavack A.M.; Kropp F., 2008) | <ul style="list-style-type: none"> Validates Verplanken et al.'s model by exploring impulse buying predictors like well-being, affect, social influence, and self-esteem. |
| Are all facets of impulsivity related to self-reported compulsive buying behavior? (Billieux J.; Rochat L.; Rebetz M.M.L.; Van der Linden M., 2008) | <ul style="list-style-type: none"> Investigated links between compulsive buying and UPPS impulsivity, highlighting urgency as a key predictor amid anxiety and depression. |
| Self-image - Is it in the bag? a qualitative comparison between "ordinary" and "excessive" consumers (Dittmar H.; Drury J., 2000) | <ul style="list-style-type: none"> Qualitative exploration of impulsive buying. Comparison between ordinary and excessive shoppers |
| Compulsive buying in maturing consumer societies: An empirical re-inquiry (Neuner M.; Raab G.; Reisch L.A., 2005) | <ul style="list-style-type: none"> Replication study using national data discusses the rise of compulsive buying in evolving consumer societies. |

Source: Created by author(s)

Table 3 Top three theoretical backgrounds with research questions.

| Theoretical Background | No. Article | Related Articles | Journal | Research Questions |
|---|-------------|---|---|--|
| Materialism | 12 | Tarka P. (2020); Pradhan D., et al. (2018); Tantawi P.I. (2023); Van Malderen E., et al. (2024); Raj V.A., et al. (2024); Eyzop E., et al. (2019); Jin S.V.; Ryu E. (2020); Suresh A.S.; Biswas A. (2020); Sârghie M.M.P. (2021); Kukar-Kinney M., et al. (2012); Johnson T.; Attmann J. (2009); Weaver S.T., et al. (2011) | Journal of International Consumer Marketing; Asia Pacific Journal of Marketing and Logistics; International Review on Public and Nonprofit Marketing; Appetite; Journal of Retailing and Consumer Services | - Relationship between materialism and compulsive buying in different countries |
| | | | | - Role of credit card (CC) use and impulsive buying (IB) in compulsive buying (CB) |
| | | | | - How Instagram influencers impact consumer behavior |
| | | | | - Impact of materialism on buy-now-pay-later (BNPL) use |
| Compulsive & Impulsive Buying Behavior | 10 | Adamczyk G., et al. (2020); Lawrence L.M.; Elphinstone B. (2021); Sârghie M.M.P. (2021); Weaver S.T., et al. (2011); Kwak H., et al. (2004); Silvera D.H., et al. (2008); Billieux J., et al. (2008); Dittmar H.; Drury J. (2000); Norum P.S. (2008); Neuner M., et al. (2005) | Journal of Consumer Policy; Stress and Health; Australasian Marketing Journal; Journal of Consumer Marketing | - Prevalence and factors influencing compulsive buying |
| | | | | - Role of impulsivity in compulsive buying |
| | | | | - Relationship between coping styles and compulsive buying |
| | | | | - Cross-cultural measurement of compulsive consumption |
| Brand Addiction & Promotional Offer | 8 | Francioni B., et al. (2021); Lim X.-J., et al. (2020); Mason M.C., et al. (2022); Japutra A., et al. (2022); Horváth C.; van Birgelen M. (2015); d'Astous A.; Jacob I. (2002); Park | Journal of Consumer Marketing; Asia Pacific Journal of Marketing and Logistics; Computers in Human Behavior; Journal of Business | - Impact of brand addiction on compulsive buying |
| | | | | - Role of brand attachment in compulsive buying |
| | | | | - Relationship between promotional offers and consumer behavior |

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|--|--|---|--|--|
| | | H.-J.; Burns L.D. (2005); Roberts J.A.; Manolis C. (2000) | Research; European Journal of Marketing | - Effect of fashion orientation on compulsive buying |
|--|--|---|--|--|

Source: Created by author(s)

With a specified topic of concentration, this Systematic Literature Review (SLR) uses a framework-driven content analysis method to synthesize studies and create a structured research agenda for future studies. According to Paul et al., 2021; Paul & Criado, 2020, it is categorized as a domain-based SLR. Using the TCCM framework as a guide, it finds possible areas for more research (Paul & Rosado-Serrano, 2019).

The review describes methods for selecting and analyzing literature, including search terms, inclusion criteria, data extraction, and analytical methodologies, using the SPAR-4-SLR protocol (Paul et al., 2021). The SLR is improved by this method in terms of quality, coherence, and transparency (Jain et al., 2023). To provide a thorough and rigorous review process, the SPAR-4-SLR structure is divided into three primary steps: assembling, organizing, and assessing. Each of these stages has two sub-stages.

2.1 Assembling

2.1.1 | Identification

- The identification substage of the SPAR-4-SLR framework specifies the research domain, questions, source type, and quality for the SLR. This study focuses on consumer buying behavior, particularly materialism and compulsive buying traits. Key research questions were developed by reviewing existing literature and consulting experts, guiding the investigation into the evolution and current state of this field.
- RQ1: What is the current state of research on consumer buying behavior, particularly regarding materialism and compulsive buying traits?
- RQ2: What are the predominant research focuses and methodologies used in these studies?
- RQ3: Where should future research on materialism and compulsive buying traits be directed?
- RQ4: Why is it important for academics, industry leaders, educators, and policymakers to understand consumer buying behavior, materialism, and compulsive buying traits?

This review includes scholarly articles published in peer-reviewed English journals, ensuring high academic quality through rigorous peer review. Non-academic sources, books, and dissertations were excluded. Only articles indexed in reputable databases like Scopus and listed in the Australian Business Deans Council (ABDC) Journal Quality List were included.

2.1.2 | Acquisition

During the acquisition substage, literature is selected from selected databases based on predefined criteria. The primary database used for this study was Scopus, which included data from 1992 to 2024 to look for trends in consumer buying behaviors. Researchers compiled a list of phrases, including "Brand Anxiety" and "Compulsive Buying Behavior," and arranged them into Boolean search strings. 224 publications were produced by this list. These were integrated in Microsoft Excel to eliminate duplication and provide comprehensive coverage. This method provides a solid foundation for understanding the evolution and state of research on materialism, compulsive buying, and consumer purchasing behavior.

Figure 1: Scientific procedures and rationales for systematic literature reviews (SPAR-4-SLR) framework. Source: Created by author(s)

| | |
|-------------------|--|
| ASSEMBLING | Identification |
| | Domain: Consumer Buying Behaviour Research Questions: Source Type: Academic articles published in Scopus Source Quality: Articles indexed in Scopus, ABDC |
| ARRANGING | Acquisition |
| | Databases: Scopus Search Period: 1992 till 2024 Search Keyword: Compulsive Buying Behaviour, impulsive Buying Behaviour, Obsessive buying behavior, addiction, brand addiction, brand anxiety Total Number of article Returned: 224 |
| | Organization |
| ASSESING | Organizing Code: Author, Article name, Year of Publication, Journal name, citation, Organizing Framework: TCCM (Theory-Context-Conceptual-Methods) |
| | Purification |
| | Inclusion Criteria: A*, A, B & C category Journals Exclusion Criteria: Non peered Review articles, conference paper, book chapters, proceedings Article Included: 57 |
| ASSESING | Evaluation |
| | Analysis Method: Content Analysis Agenda Proposal Method: TCCM |
| ASSESING | Reporting |
| | Reporting Conventions: Tables, Figures, Discussions Sources of Support and limitations: Acknowledged |

2.2 Arranging

2.2.1 | Organization

The chosen articles are methodically arranged in the SPAR-4-SLR framework's organizing substage to enable in-depth examination. Coding the papers according to certain criteria, such as author, article name, year of publication, journal name, and citation, was part of the organizational procedure for this evaluation. Throughout the review process, each item will be easily identifiable and cited thanks to this labeling scheme.

The TCCM (Theory-Context-Conceptual-Methods) framework, put out by Paul and Rosado-Serrano (2019), is the organizational framework that is utilized. By classifying the studies according to their theoretical underpinnings, the research environment, the major topics examined, and the methodology employed, this framework enables an organized examination of the literature. The review can methodically find patterns, gaps, and trends in the literature on consumer purchasing behavior—specifically, materialism and compulsive buying traits—by employing the TCCM framework.

2.2.2 | Purification

The TCCM (Theory-Context-Conceptual-Methods) framework, put out by Paul and Rosado-Serrano (2019), is the organizational framework that is utilized. By classifying the studies according to their theoretical underpinnings, the research environment, the major topics examined, and the methodology employed, this framework enables an organized examination of the literature. The review can methodically find patterns, gaps, and trends in the literature on consumer purchasing behavior—specifically, materialism and compulsive buying traits—by employing the TCCM framework.

Following the purification substage, only the best and most relevant research is considered for inclusion in the article selection process. The inclusion requirements required that only papers from journals graded A*, A, B, and C on the Australian Business Deans Council (ABDC) Journal Quality List be taken into account in order to guarantee rigorous peer review. Non-peer reviewed articles, conference papers, and book chapters were rejected based on exclusion criteria in order to guarantee quality. Based on the application of these criteria, 57 publications that provide a comprehensive investigation of consumer purchasing behavior, materialism, and compulsive buying traits were selected for the final evaluation. This process guarantees a full and trustworthy review, offering useful information for later investigations.

2.3 Assessing

2.3.1 | Evaluation

In the evaluation substage of the SPAR-4-SLR framework, the selected articles undergo a comprehensive analysis to extract significant patterns and insights. The primary analysis technique used in this study is content analysis. With an emphasis on materialism and compulsive buying, it allows for a methodical evaluation of the articles to identify recurring themes, concepts, and discoveries related to consumer purchasing behavior. By aiding in the understanding of the underlying themes and connections revealed in the literature, content analysis provides a comprehensive picture of the research topic.

Theory-Context-Conceptual-Methods (TCCM) framework is used to propose a structured research plan. This framework makes it easier to categorize the results of the literature based on the methodologies employed, research contexts, main concepts examined, and theoretical foundations. By organizing the information in this manner, the review can highlight the benefits, drawbacks, gaps, and possible directions for further research in the field of consumer purchasing behavior.

2.3.2 | Reporting

The reporting substage summarizes key information, such as study distribution, research procedures, and conceptual frameworks, using tables and figures and presents the results in an intelligible, structured format. Talks provide a narrative synthesis of the data, both quantitative and qualitative. Subject matter experts are acknowledged for their efforts in the evaluation, along with sources of assistance including the use of ABDC and Scopus indexed journals. The review gains credibility by explicitly identifying its limits, which include the exclusion of non-peer-reviewed sources and selection biases. This also helps readers fully understand the review's scope and limitations.

2.4 Content analysis

The articles in this systematic literature review were evaluated using the TCCM framework (Paul & Rosado-Serrano, 2019), which facilitated the synthesis of the research on compulsive buying behavior. The researchers independently identified the themes and key components, developed and

discussed them, and then applied them to the entire sample. The second step of the study documented theories addressed in the literature by using frequency distribution to identify the six most frequently referred hypotheses. The analysis's findings indicated that psychological triggers and sociocultural effects were the two primary themes associated with compulsive buying behaviors, highlighting the need for more research in these areas.

The TCCM framework clarifies compulsive buying behavior and indicates that theoretical foundations have garnered more attention in the literature than psychological aspects. Most studies used qualitative methods, giving psychological causes more weight than cultural influences. An article summary includes a depiction of journal distribution, publication durations, and citations (Table 1). study characteristics (Table 4), procedures (Table 5), and suggestions for further study (Table 6) are provided in order to improve the contextualization of compulsive buying behavior. Additionally, findings are illustrated using the TCCM framework (Figure 3).

3 | FINDINGS AND DISCUSSION

Findings

Through a systematic literature review (SLR), the researchers compiled key ideas and pinpointed contextual details from publications on compulsive buying behavior. They used the TCCM framework to accomplish this (Paul & Rosado-Serrano, 2019). Each component was defined, and researchers independently reviewed the literature to develop and discuss themes for each. The analysis that came next was impacted by this procedure.

The theories added into the literature became the main emphasis of the second phase. Six significant hypotheses were rated according to how frequently they were cited after a frequency distribution was used to identify which ones were most commonly referenced. The analysis revealed that psychological elements and consumer behavior were the primary topics associated with the literature. Using the TCCM paradigm, the review offered a theoretical, contextual, conceptual, and methodological overview of compulsive buying behavior. It was noted that the majority of studies ignored academic frameworks in favor of psychological factors. In addition, the dominant methodologies were qualitative in character, reflecting the qualitative nature of psychological research.

In addition to citation visualizations, journal distributions, publication dates, and an overview of the papers (see Table 1), the SLR also includes TCCM framework representations (Figure 3) that illustrate the overall results. More details are also provided on research aspects (Table 4), methodologies (Table 5), and future research directions (Table 6) to deepen our understanding of compulsive buying behavior.

Discussion

The findings emphasize the significance of fully comprehending compulsive purchase behavior, particularly in light of broader theories of consumer behavior. Studies show that variations in research focus over time are a reflection of how consumer behavior is changing due to external factors like COVID-19 and economic downturns. There are theoretical gaps that need to be filled with more modern theories from behavioral economics and neuropsychology in order to enhance our comprehension of the mechanisms underlying compulsive purchase. Empirical limitations point to the need for research contexts to be expanded to include digital worlds and a range of cultural situations. There is a need for more research into the new dynamics that social media and online shopping have produced.

Effective consumer protection measures are informed by the identification of both universal and culturally particular factors on compulsive buying, which is made possible by cross-cultural studies. There is a need for more varied research designs in terms of methodology. Qualitative methods are important for deep knowledge even though quantitative methods are more common. Research using a combination of methods may provide a thorough understanding of compulsive purchasing. Filling in these gaps will make consumer protection legislation and actions more successful, underscoring the significance of using an interdisciplinary approach in future research.

TABLE 4 List of research variables

| Variables | No. | Related Papers |
|----------------------------------|-----|---|
| Personality Traits | 3 | Tarka P. et al. (2021) , Tarka P, et al. (2024), Weaver S.T. et al (2011) |
| Buying Behavior | 3 | Horváth C.; van Birgelen M. (2015), Park H.-J.; Burns L.D.(2005), Dittmar H.; Drury J. (2000) |
| Psychological Factors | 3 | Silvera D.H. et al (2008), Park H.-J.; Burns L.D. (2005), Billieux J et al (2008) |
| Socio-Cultural Factors | 3 | Johnson T.; Attmann J. (2009), Horváth C.; van Birgelen M. (2015), Weaver S.T et al (2011) |
| Demographic Factors | 3 | Van Malderen E. et al (2024), Johnson T.; Attmann J.(2009), Norum P.S.(2008) |
| Methodological Considerations | 3 | Kwak H. et al (2004), Manolis C.; Roberts J.A.(2008), Billieux J et al (2008) |
| Digital Consumption Behaviors | 3 | Mason M.C et al (2022), Silvera D.H. et al (2008), Norum P.S.(2008) |
| Brand Engagement | 3 | Japutra A et al.(2022), Johnson T.; Attmann J.(2009), Weaver S.T et al (2011) |
| Psychological Well-being Factors | 3 | Silvera D.H. et al (2008), Park H.-J.; Burns L.D. (2005), Dittmar H.; Drury J. (2000) |
| Impulsivity Traits | 3 | Park H.-J.; Burns L.D. (2005), dâ€™Astous A.; Jacob I.(2002), Billieux J et al (2008) |
| Materialism | 3 | Lim X.-J (2020), Tarka P.(2020), Johnson T.; Attmann J.(2009) |
| Measurement and Reliability | 3 | Kwak H et al.(2004), Manolis C.; Roberts J.A.(2008), Norum P.S.(2008) |

3.1 | Theories (T)

| S.No. | Theory | Articles | Reference |
|-------|--------------------------------------|----------|---|
| 1 | Theory of compulsive buying behavior | 6 | Gardarsdottir and Dittmar, 2012) (Vogt et al., 2014),(Ridgway et al., 2008).ty (Roberts and Roberts, 2012; Singh and Nayak, 2015, Faber and O’Guinn, 1992; Baker et al., 2013 |
| 2 | Attachment Theory | 3 | (Malär et al., 2011; Thomson et al.,2005; Park et al., 2010), (Bowlby, 1980) |

| | | | |
|----|--|---|---|
| 3 | Big five model | 3 | Digman's (1990), Costa and McCrae, 1992, 2008) |
| 4 | Impulsive buying and obsessive-compulsive buying | 3 | (Ridgway et al., 2008) |
| 5 | Theory of d'Astous | 3 | Valence, d'Astous und Fortier (1988) |
| 6 | Hierarchical model of personality | 3 | Mowen, 2000, Mowen and Spears' (1999) |
| 7 | Theory of obsessive-compulsive spectrum disorder | 3 | Hollander and Allen 2006; Hollander and Dell'Osso 2005; McElroy, Phillips, and Keck 1994) |
| 8 | Stimulus-Organism-Response (S-O-R) model | 2 | (Mehrabian & Russell, 1974) |
| 9 | Self-congruence theory | 2 | Aaker, 1999; Sirgy, 1982 |
| 10 | Self-activation theory | 2 | Verplanken et al.'s (2005) model |
| 11 | Attribution theory | 2 | Darley and Gilbert 1992; Mizerski et al. 1979). |
| 12 | Self-determination theory | 2 | (Deci, Eghrari, Patrick, & Leone, 1994 |
| 13 | Social comparison theory | 1 | (Festinger, 1954) |
| 14 | Trait activation theory | 1 | (Tett et al., 2013), as well as Flight et al. (2012 |
| 15 | Theoretical dual-pathway perspective | 1 | (Strack & Deutsch, 2004) |
| 16 | Theory of materialism and consumerism | 1 | Lia and Natswa, 2021; Coffey et al., 2023; Powell et al., 2023, (Pradhan et al., 2018 |
| 17 | Brand addiction conceptualizations | 1 | (Mrad and Cui, 2020; Cui et al., 2018; Mrad, 2018; Mrad and Cui, 2017) |
| 18 | Trans theoretical Model | 1 | Prochaska et al., 1994 ; Weinrich, 2011 |
| 19 | Social attention theory | 1 | Ashton et al., 2002 |
| 20 | 3M Model of Motivation and Personality | 1 | Mowen's (2000) |
| 21 | UPPS impulsivity model | 1 | Cyders and Smith, 2007, Whiteside and Lynam, 2001 |
| 22 | The Theory of the Leisure Clarr | 1 | Veblen, T. (1899)Faber and O'Guinn (1989) |
| 23 | Behavioral models of credit card usage | 1 | Till, R. and Hand, D. (2003) |
| 24 | SEU theory (Subjective expected utility theory) | 1 | Kogan and Wallach (1967) |

| | | | |
|----|---|---|------------------------------------|
| 25 | Symbolic self-completion theory | 1 | Wicklund & Gollwitzer, 1982 |
| 26 | Empathetic understanding | 1 | Christensen and Johnson, 2010 |
| 27 | The theory of rational addiction | 1 | Becker, G.S. & Murphy, K.M. (1988) |
| 28 | Sociative network memory mode | 1 | Keller, K.L. (1998) |
| 29 | Conceptual life course model of consumer behavior | 1 | [adapted from Moschis (2007b)] |
| 30 | Stress theory | 1 | Heckhausen & Schulz, 1995 |
| 31 | Prospect theory | 1 | Kahneman and Tversky's (1979) |
| 32 | The scarcity theory | 1 | (Lynn, 1989) |
| 33 | The theory of symbolic self-completion | 1 | (Dittmar et al., 1996) |
| 34 | Social learning theory | 1 | Bandura (1978) |
| 35 | Escape theory | 1 | Yi, 2012 |
| 36 | Coping theory | 1 | Faber (2004) |

3.1.1 Theory of Compulsive Buying Behavior

This theory examines the psychological, emotional, and sociocultural factors driving excessive purchasing behaviors. Key drivers include low self-esteem, materialism, and emotional distress. Shopping is used as a coping mechanism, leading to frequent, uncontrollable buying followed by guilt. Researchers like Gardarsdottir and Dittmar have extensively explored these dynamics.

3.1.2 Attachment Theory

Attachment Theory, based on Bowlby's work, suggests that early emotional bonds influence later behaviors, including compulsive buying. Malär et al., Thomson et al., and Park et al. have applied this theory to show how insecure attachment styles can lead to shopping as a means of seeking comfort or validation.

3.1.3 Big Five Model

The Big Five Model, developed by Digman, Costa, and McCrae, categorizes personality traits into five dimensions: openness, conscientiousness, extraversion, agreeableness, and neuroticism. This model is used to understand how specific personality traits predispose individuals to compulsive buying behaviors.

3.1.4 Impulsive Buying and Obsessive–Compulsive Buying

This theory differentiates between impulsive buying, which is spontaneous and emotionally driven, and obsessive-compulsive buying, which is more structured and habitual. Ridgway et al. explore how these behaviors overlap and the psychological triggers behind them.

3.1.5 Theory of d'Astous

The theory proposed by Valence, d'Astous, and Fortier focuses on the specific triggers and motivations behind compulsive buying. It examines factors like social influence, psychological needs, and the perceived utility of purchases to understand why individuals engage in excessive buying.

3.1.6 Hierarchical Model of Personality

Mowen's Hierarchical Model of Personality suggests that personality traits influence consumer behavior at different levels, from broad dispositions to specific behaviors like compulsive buying. This model helps in understanding the layered impact of personality on purchasing habits.

3.1.7 Theory of Obsessive-Compulsive Spectrum Disorder

This theory, discussed by Hollander, Allen, and others, places compulsive buying within the broader spectrum of obsessive-compulsive disorders. It highlights the similarities in the compulsive nature and underlying psychological mechanisms between compulsive buying and other obsessive-compulsive behaviors.

3.1.8 Stimulus-Organism-Response (S-O-R) Model

The S-O-R model, by Mehrabian and Russell, explains how environmental stimuli influence an organism's emotional states, leading to specific responses. In compulsive buying, environmental cues like advertising can trigger emotional responses that drive the compulsion to purchase.

3.1.9 Self-Congruence Theory

Aaker and Sirgy's Self-Congruence Theory posits that consumers are motivated to purchase products that match their self-concept. Compulsive buyers may seek products that align with their ideal self-image, using shopping as a means of self-expression and validation.

3.1.10 Self-Activation Theory

Verplanken et al.'s Self-Activation Theory suggests that activating certain aspects of the self-concept can influence behavior. For compulsive buyers, triggering thoughts related to self-worth or identity can lead to increased buying as a way to affirm or enhance their self-view.

3.1.11 Attribution Theory

Attribution Theory, discussed by Darley, Gilbert, and Mizerski, explores how individuals attribute causes to their behaviors and experiences. In the context of compulsive buying, it examines how buyers justify their purchasing habits and the internal or external factors they believe drive their behavior.

3.1.12 Self-Determination Theory

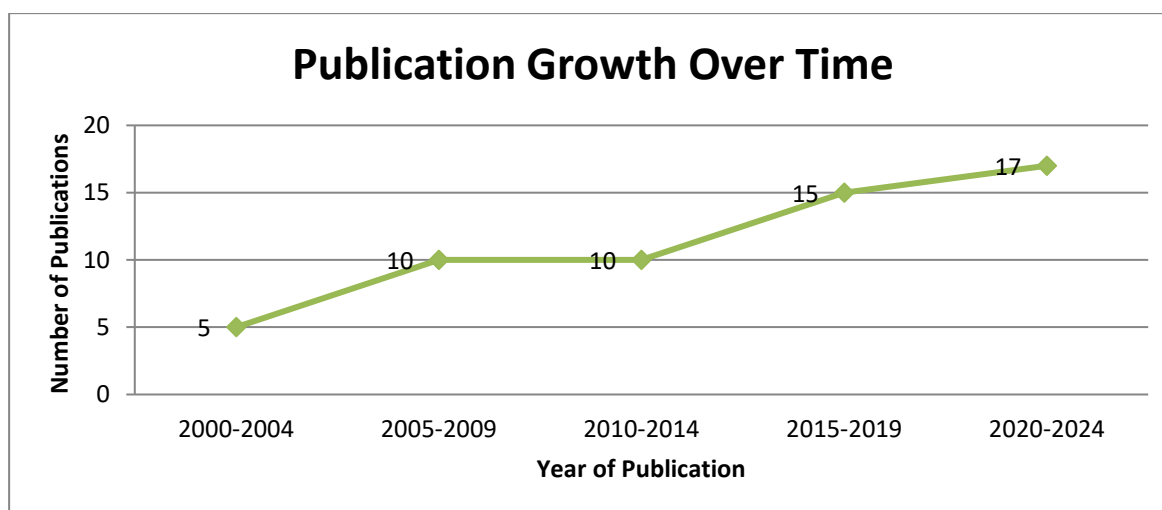
Deci and colleagues' Self-Determination Theory emphasizes intrinsic motivation and the fulfillment of psychological needs—autonomy, competence, and relatedness—regarding compulsive buying behavior. Various theories offer insights, such as Social Comparison Theory, which suggests individuals buy to enhance their social status, and Trait Activation Theory, focusing on how specific traits influence purchasing. The Theoretical Dual-Pathway Perspective differentiates between automatic and reflective decision-making. Additionally, materialistic values are explored through the Theory of Materialism and Consumerism. Other relevant theories include the UPPS Impulsivity Model, the Theory of the Leisure Class, and Behavioral Models of Credit Card Usage, all contributing to understanding compulsive buying behavior's complexities.

3.2 | Contexts (C)

The studies in this SLR examined a variety of contexts; however, the researchers categorized the contexts using three paradigms: (1) Compulsive Buying Behavior; (2) Materialism and Consumer Behavior; and (3) Impulsive Buying and Related Constructs. Within the studies highlighted in this SLR, there is a divide between those studies that focus on the impulsive, psychological constructs and materialism. However, it is worth noting, other contextual references for these articles represent the dearth of studies conducted internationally. Much of the literature explored was conducted using data collected within the United States of America. Finally, emerging in the contemporary research highlighted in this study is a focus on the Psychological Constructs and Compulsive Buying.

Figure 2 Publication trend of Compulsive Buying Behaviour over time.

Source: Created by author(s)



3.2.1: Compulsive Buying Behavior

This category includes studies on the predictors and effects of compulsive buying across different demographics and geographies.

Compulsive Buying and Personality Traits: Milke (2003) and Rose (2007) investigated how traits like neuroticism and materialism relate to compulsive buying. Mueller et al. (2011) examined personality profiles and buying tendencies, while Shoham & Brenčić (2003) explored parental education and childhood influences.

Compulsive Buying and External Influences: Otero-López & Villardefrancos (2013) studied stressors and coping mechanisms' effects, while Bearden et al. (1999) and Faber & O'Guinn (1988) focused on social factors and brand attachment. Jiang & Dunn (2013) investigated BNPL services and financial behaviors.

Cross-Cultural and Demographic Studies: Dittmar (2005) compared compulsive buying across cultures, and Faber & O'Guinn (1992) and Roberts (1998) targeted demographics like young consumers.

3.2. 2: Materialism and Consumer Behavior

This category examines the relationship between materialism, consumer values, and compulsive buying, focusing on psychological and behavioral outcomes.

Materialism and Compulsive Buying: Richins & Dawson (1992) investigated how materialistic values drive compulsive buying, while Roberts (1998) linked materialism to life satisfaction. Watson (2003) analyzed materialism's impact on credit card use and BNPL behaviors.

Psychological Constructs and Consumer Behavior: Kasser (2002) explored the effects of self-regulation and happiness, and Mueller et al. (2011) studied stress and mental disengagement. Rose (2007) highlighted the negative aspects of brand attachment, including anxiety.

Socio-Cultural Factors: Shoham & Brenčič (2003) examined cultural values affecting materialism, and Dittmar (2005) conducted comparative research on materialism in various cultural contexts, including during COVID-19.

3.2.3: Impulsive Buying and Related Constructs

This category focuses on impulsive buying behavior, its predictors, and its connections to addiction and consumer motivations.

Impulse Buying and Psychological Constructs: Rook & Fisher (1995) investigated impulsive buying tendencies linked to urgency and lack of premeditation, while Verplanken & Herabadi (2001) examined the role of social influence on susceptibility to impulse buying.

Behavioral Predictors and Impacts: Baumeister (2002) and Verplanken & Herabadi (2001) analyzed how personality traits and self-regulation predict impulsive buying. Roberts (1998) studied impulsive buying within broader consumer behavior patterns, including online and smartphone addiction.

Product-Specific and Contextual Factors: Dittmar (2005) focused on impulsive buying in specific contexts like fashion and online deals, while Otero-López & Villardefrancos (2013) explored how marketing strategies impact impulsive buying behavior.

3.3 Characteristics

Diverse behavior and psychological characteristics, often associated with unpleasant feelings and a vulnerability to social influence, are indicative of compulsive buying behavior (Lim et al., 2020; Tarka, 2022). Research indicates that repeated impulsive purchases are linked to enduring negative emotions, highlighting the emotional foundations of this behavior (Harnish, Roche & Bridges, 2021). Materialism and its aspects are significant in determining the characteristics of obsessive and impulsive consumers (Piper, Sestino & Guido, 2021). Compulsive buyers frequently exhibit characteristics including neuroticism, impulsivity, and extreme materialism (Japutra, Ekinci & Simkin, 2022). Additionally, obsessive purchasers tend to seek diversity, regularly switch brands, and choose less expensive products, suggesting different consumer behavior patterns (Lim et al., 2020; Tarka, 2022). Together, these revelations demonstrate the complex relationship between psychological factors, consumer behavior, and emotional states in understanding compulsive buying phenomena.

3.4 Methods

Several studies have employed rigorous methodologies to investigate compulsive buying behavior. Faber and O'Guinn (2019) compared their compulsive buying scale with Edwards' scale, focusing on the validation and reliability of these measurement tools. Edwards (2018) utilized path analysis to explore the complex relationships influencing compulsive clothing buying, while Zepeda and Deal (2009) applied structural equation modeling (SEM) to examine factors shaping consumer attitudes toward organic foods. These studies highlight the effectiveness of methodologies like SEM, path analysis, and scale validation in revealing the complexities of consumer behavior, significantly advancing the field of consumer psychology and marketing research.

TABLE 5 List of research methods.

| Methods | No. articles | Related paper |
|-------------------------------|--------------|---|
| Research design | | |
| <i>Qualitative</i> | 5 | |
| Theoretical Model & Empirical | 2 | Silvera D.H. et al. (2008), Manolis C.; Roberts J.A.(2008) |
| Interview | 2 | dâ€™Astous A.; Jacob I. (2002), Horváth C.; van Birgelen M.(2015) |
| Story Line | 1 | Horváth C.; van Birgelen M.(2015) |
| Thematic | 1 | Dittmar H.; Drury J.(2000) |
| <i>Quantitative</i> | 19 | |
| Survey | 16 | Francioni B. et al.(2021), Tarka P. et al.(2022), Weaver S.T. et al. (2011), Van Malderen E. et al. (2024), Raj V.A. et al. (2024), Tarka P et al. (2022), Pradhan D et al. (2018), Mason M.C. et al. (2022), Lawrence L.M.; Elphinstone B.(2021), Piper L et al. (2021), Adamczyk Get al. (2020), Billieux J. et al. (2008), dâ€™Astous A.; Jacob I.(2002), Park H.-J.; Burns L.D.(2005), Norum P.S.(2008), Neuner M(2005) |
| Mixed methods | 4 | S rghie M.M.P.(2021), Mason M.C et al (2021), Pradhan D(2018), Mason M.C et al.(2022) |
| Experiment | 1 | Jin S.V.; Ryu E.(2020) |
| Experiment and survey | 1 | Suresh A.S.; Biswas A.(2020) |
| <i>Data analysis</i> | 25 | |
| SEM | 12 | Francioni B et al. (2021), Tarka P.et al. (2022), Lim X.-J. et al. (2020), Guerrero-Vaca D. et al.(2019), Johnson T.; Attmann J.(2009), Kwak H. et al. (2004), Japutra A et al. (2022), Tantawi P.I. (2023), Eyzop E. et al.(2019), Park H.-J.; Burns L.D. (2005), Singh J et al. (2021). |
| Multiple regression analysis | 3 | Eyzop E et al.(2019), dâ€™Astous A.; Jacob I. (2002), Dittmar H.; Drury J. (2000). |
| CFA | 3 | Tantawi P.I. (2023), Tarka P.; Kukar-Kinney M. (2022), Mason M.C e al.(2022). |

| | | |
|------------------------------|---|--------------------------------|
| Analysis of variance (ANOVA) | 1 | Roberts J.A.; Manolis C.(2000) |
| MANOVA | 1 | Kukar-Kinney M et al.(2012) |
| Correlation | 1 | Billieux J. et al. (2008). |
| Cross Sectional | 1 | Harnish R.J. (2021). |
| Chi-square test | 1 | Neuner M. et al. (2005). |
| t-Test | 1 | Kukar-Kinney M et al.(2012) |
| Linear Mixed | 1 | Eyzop E. et al. (2019). |

Source: Created by author(s).

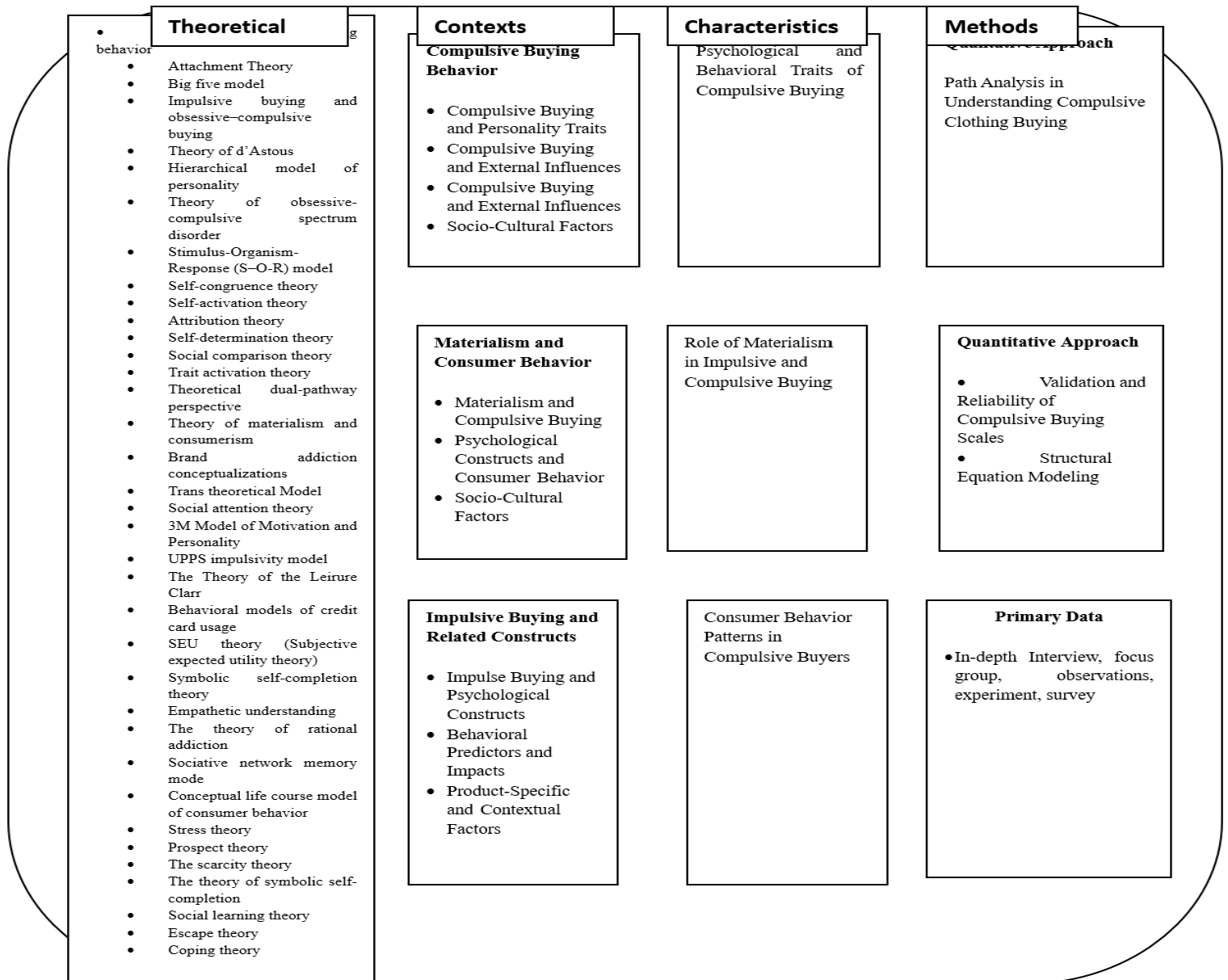


FIGURE 6 Illustration of findings using the theories, contexts, characteristics, and methods (TCCM) framework. Source: Created by author(s).

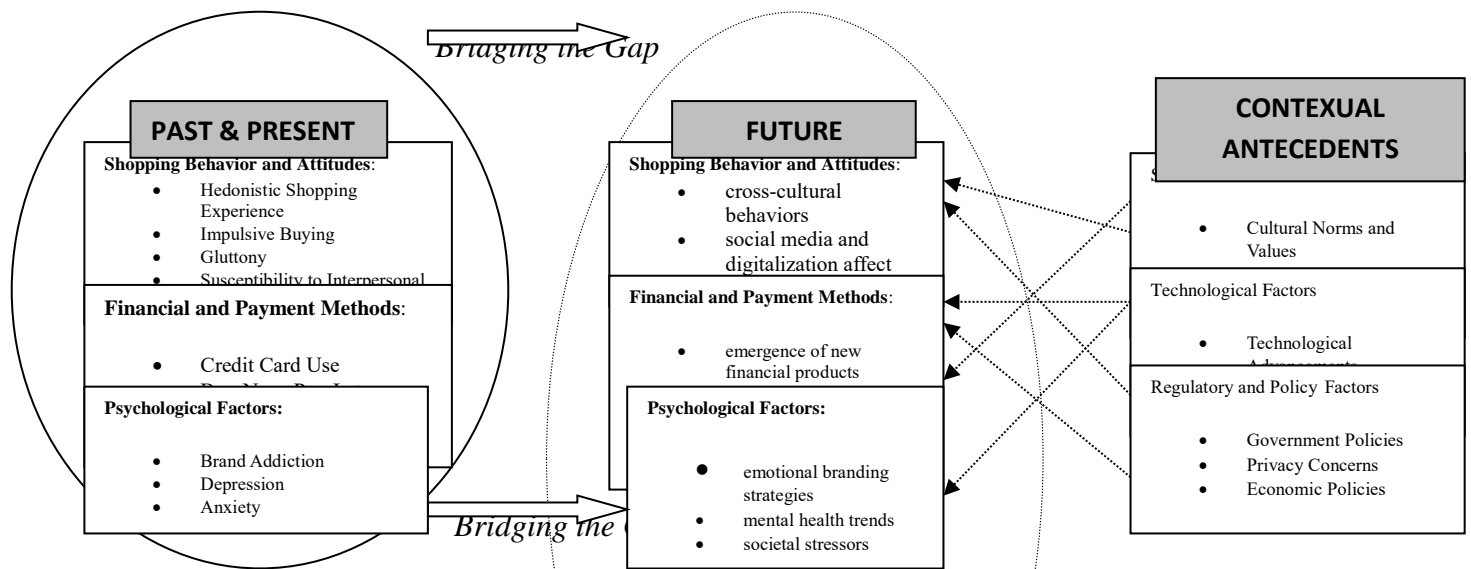


FIGURE 7 Conceptual Frameworks. Source: Created by author(s).

4 | DIRECTION FOR FUTURE RESEARCH

The researchers propose a forward-looking agenda organized within the Technology, Consumer, Context, and Market (TCCM) framework, as detailed in Table 6. Furthermore, Figure 4 presents a conceptual framework delineating the historical trajectory and current status of adaptive apparel research. It outlines future research directions, emphasizing potential antecedents that align with compulsive buying behavior. This framework not only synthesizes existing knowledge but also guides future investigations aimed at understanding the complex dynamics shaping consumer behaviors.

TABLE 6 Summary of future research scopes

| Future research questions and directions | |
|--|--|
| Category | Research Questions |
| Theories | • How do materialism and compulsive buying evolve? |
| | • What are the interactions between regulatory and reactive processes? |
| | • How does harmonious vs. obsessive passion work? |
| | • How does brand attachment relate to impulsive/obsessive buying? |
| | • What are the neurological differences in compulsive buyers? |
| | • How do genetics and family environment influence compulsive buying? |
| | • What new interventions can be developed? |
| Contexts | • How do mature consumers experience compulsive buying? |
| | • How do cultural differences impact materialism? |
| | • How has COVID-19 affected compulsive buying? |
| | • How does BNPL usage impact debt? |
| | • How do social media and digitalization influence buying behavior? |
| | • How does compulsive buying vary across age groups? |
| | • How does gender impact compulsive buying? |

| | |
|------------------------|--|
| Characteristics | • What fashion variables drive compulsive buying? |
| | • How do product categories affect behavior? |
| | • What moderates the link between religiosity and buying? |
| Methods | • How can broader samples improve research credibility? |
| | • How can new tools capture addictive behaviors better? |
| | • What are the long-term costs of impulse buying? |
| | • How can statistical limitations be overcome? |
| | • How can larger cross-cultural studies validate findings? |

4.2 | Scope in contextualization

4.2.1 Impact of Cultural and Economic Differences on Compulsive Buying

Cultural and economic contexts significantly shape consumer behavior, particularly regarding materialism and compulsive shopping. Cultural values influence how individuals acquire and use goods, varying widely across societies (Shoham and Brenčič, 2003). Dittmar (2005) notes that Western cultures often exhibit higher rates of materialism and compulsive shopping. Economic development also plays a role; consumers in developing economies show different compulsive buying behaviors compared to those in developed nations (Kacen and Lee, 2002). Understanding these differences can aid in crafting tailored interventions.

4.2.2 Effects of the COVID-19 Pandemic on Consumer Behavior

The COVID-19 pandemic has significantly altered consumer behavior, increasing materialism. Sheth (2020) notes that stress and anxiety have fueled compulsive buying and online shopping. Financial anxieties have worsened, impacting saving and spending habits (Prawitz and Cohart, 2020). Research by Islam et al. (2021) indicates that the pandemic has made some consumers more aware of their purchasing habits, necessitating long-term studies on these changes.

4.2.3 Influence of Social Media and Digitalization on Compulsive Buying

The rise of social media has transformed consumer behavior, particularly compulsive buying. Dittmar et al. (2007) argue that idealized lifestyles and targeted ads promote materialistic values. The "buy now, pay later" trend complicates this issue (Omar et al., 2021). Understanding digitalization's effects across age and cultural demographics is crucial for developing policies that promote healthier consumer behavior (Andreassen et al., 2014).

4.3 | Scope in characterization of variables

Subsequent investigations ought to explore the complex correlation between characteristics connected to fashion and compulsive purchasing behavior. O'Cass (2004) emphasizes that compulsive buying in the fashion industry is heavily influenced by elements including brand consciousness, fashion participation, and self-image. Furthermore, according to Khare and Rakesh (2010), social comparison and the need for approval from others are important factors that influence excessive fashion purchasing behavior. It is important to investigate how various product categories, such as fast fashion versus luxury, affect consumer behavior (Workman and Paper, 2010). Furthermore, socio-cultural elements including peer pressure and family dynamics, as well as the significance of personality traits, as put forward by Verplanken and Herabadi (2001), are significant precursors of compulsive shopping.

Since religious views can either reduce or increase materialistic tendencies, future research should also look at the mediating and moderating effects of religion on purchasing behavior (Mokhlis, 2009). Gaining a deeper understanding of these intricate relationships can lead to more effective interventions and deeper insights into the psychological and social factors that promote compulsive purchase.

4.4 | Scope in methodology implementation

Future research should emphasize broader demographic inclusion to enhance the credibility and generalizability of findings. Diverse samples allow for the examination of self-regulation profiles in adolescents, revealing variations often obscured in homogeneous groups (Zimmerman, 2000). Developing new questionnaires tailored to addictive behaviors will address the limitations of existing methods (Griffiths, 2005). Advanced assessment techniques like ecological momentary assessment (EMA) can improve accuracy by reducing recall bias (Shiffman et al., 2008).

Additionally, exploring brand passion can differentiate types of consumer-brand relationships (Batra et al., 2012), and evaluating consumer education programs' effectiveness is crucial, especially with findings replicated in representative adult samples (Flynn et al., 1994). Investigating the long-term costs of impulse buying will enhance understanding (Dholakia, 2000). Longitudinal studies are vital for tracking changes in emotional states over time, while larger sample sizes and robust designs can overcome statistical power limitations (Cohen, 1992). Validating findings through cross-cultural samples will ensure broader applicability (Hofstede, 2001).

5 | IMPLICATION

The findings of this research have significant managerial and social implications that can profoundly impact both business practices and societal well-being. By exploring broader demographic pools, developing accurate assessment methods, and leveraging advanced technologies, this study provides a comprehensive understanding of consumer behaviors and their determinants. These insights are crucial for managers and policymakers aiming to foster sustainable and responsible consumption patterns. The implications outlined in this paper highlight the necessity for targeted interventions and strategic adjustments in both corporate and public sectors. Understanding and addressing the complex dynamics of compulsive buying, materialism, and their associated behaviors can lead to enhanced consumer welfare, improved business outcomes, and more informed policy decisions. By integrating these implications into practice, we can better navigate the challenges posed by contemporary consumer culture and promote a more balanced and healthy economic environment.

5.1 | Managerial implications

Research findings emphasize the need for enhanced consumer insights to help businesses better understand diverse segments. Broader demographic pools enable companies to develop targeted marketing strategies that cater to specific consumer preferences (Zimmerman, 2000). Accurate assessment methods and new questionnaires designed to capture addictive behaviors inform product design, promoting healthier consumption patterns (Griffiths, 2005). Understanding brand passion enhances brand management by fostering emotional connections that increase loyalty (Batra et al., 2012). Additionally, effective consumer education programs empower individuals to make informed purchasing decisions, reducing impulsive buying (Faber & O'Guinn, 1992). Awareness of the long-term costs of impulse buying aids businesses in fostering sustainable customer relationships (Dholakia, 2000). Finally, insights into individual interactions with technology can guide the creation of ethical digital platforms, enhancing user experience while mitigating addictive behaviors (Ryan et

al., 2000). Collectively, these implications support more responsible, effective, and consumer-centric business practices.

5.2 | Social implications

Broader demographic studies are essential for crafting tailored policies that protect vulnerable populations from compulsive buying and addictive behaviors, ultimately enhancing societal well-being (Zimmerman, 2000). Enhanced consumer education initiatives can empower individuals to manage their spending, improving financial stability and reducing stress (Faber & O'Guinn, 1992). Recognizing the long-term psychological costs of impulse purchases can lead to better mental health support services, aiding individuals in maintaining emotional and financial well-being (Dholakia, 2000). Cross-cultural research validates findings across contexts and enriches global understanding of materialism and consumer behavior (Hofstede, 2001). Utilizing objective measurements can mitigate self-reporting biases, yielding more reliable data for effective treatments and policies (Podsakoff et al., 2003).

Digital literacy initiatives can benefit from examining personal characteristics and technology use, helping users make informed digital choices (Ryan et al., 2000). Longitudinal research tracking emotional state changes can provide insights into improving health-related quality of life (HRQoL) (Richins & Dawson, 1992). Recent studies on compulsive buying behaviors (CBB) have explored psychological, neurological, and sociocultural dimensions, particularly in the context of social media and economic shifts during the COVID-19 pandemic. The necessity for mixed-methods approaches to capture CBB's complexity is emphasized, along with the importance of understanding the roles of social and digital contexts. Integrating behavioral economics and neuropsychology can further enhance CBB research and inform effective interventions.

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