

Consumer Characteristics Associated With Compulsive Buying

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Compulsive buying is a not insignificant part of overall consumer spending in the U.S. and can be a personal problem for those whose financial resources cannot support it. The present study sheds light on a few of the psychological traits that appear to promote compulsive buying. Data from a survey of 464 college students show that compulsive buying is positively related to brand engagement in self-concept and to status consumption, but negatively related to being frugal with money. In this study's data, compulsive buying is also related to being female and to a younger age, but unrelated to income. The study's findings suggest that while compulsive buying might be described with simple demographics, it appears to be a psychological phenomenon, part of a constellation of individual differences that together predispose some consumers to buy compulsively.

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