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MEASURING THE EFFECTS OF MATERIALISM, SELF-ESTEEM AND INFLUENCE OF OTHER ON COMPULSIVE BUYING

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ABSTRACT

This paper explores the effect of materialism, interpersonal influence, self-esteem on compulsive buying behavior through a conceptual framework based on the Theory of Reasoned Action (TRA). The data was collected from the shopping malls (Mall intercept method). Valid sample size was 300. The conceptual framework tested through structural educational modeling (SEM) was found to be relevant in understanding the impact of predictor variables on compulsive buying behavior. Of the four hypotheses three failed to be rejected and one was rejected. The SEM results also show that the relationship between materialism and compulsive buying behavior was the strongest followed by self-esteem, and interpersonal influence. Interpersonal influence also has an effect on compulsive buying behavior. Implication for marketers was drawn from the results.

Keywords: Compulsive Buying Behavior, materialism, self-esteem and influence of others.

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