



شبكة المعلومات الجامعية
التوثيق الإلكتروني والميكرو فيلم

بسم الله الرحمن الرحيم



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شبكة المعلومات الجامعية التوثيق الإلكتروني والميكروفيلم



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جامعة عين شمس التوثيق الإلكتروني والميكروفيلم

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A Study of the Internal and External Factors Influencing Consumers' Compulsive Buying Behavior in the Fashion Industry in Egypt.

دراسة العوامل الداخلية والخارجية المؤثرة على الشراء القهري للمستهلكين في قطاع الأزياء في مصر

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Abstract

The main aim of this research is to identify the relationship between the internal and external (self-esteem, materialism, impulsive buying, sales promotion, advertising, and credit cards misuse) factors influencing consumer's compulsive buying behavior in the fashion industry in Egypt. It is assumed that the internal and external factors positively correlated with consumer's compulsive buying behavior. A total of 400 questionnaires were distributed among academic staff in 6 private universities in Cairo using proportionate quota sampling technique. The data collected from the survey were analyzed by SPSS version 3 to conduct confirmatory factor analysis, descriptive analysis, correlation analysis, and multiple regression models to support the hypothesis developed by the researcher. Concerning the internal factors, the results indicated that there is a significant positive relationship between materialism, impulsive buying and compulsive buying behavior of Egyptian consumers in the fashion industry. While on the other hand, there is an insignificant relationship between low self-esteem and compulsive buying behavior. As for the external factors the results showed that there is a significant positive relationship between sales promotions, credit cards misuse, and compulsive buying, while there is an insignificant relationship between advertising and compulsive buying. The results of this study could help marketers and fashion brands managers in developing the most appropriate marketing strategies while trying to reduce the negative consequences faced by compulsive buyers at the same time.

Keywords: compulsive buying, self-esteem, materialism, impulsive buying, credit cards misuse, advertisings, sales promotions, internal factors, external factors

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Chapter one:

Research Framework

1.1 Introduction:

Shopping is becoming more than just hobby to many people. People nowadays are purchasing for the sake of feeling happy and relaxed. According to Shafii, (2008) most of the consumers believe that shopping is a therapy that help them to relief stress and gain self-confidence. Therefore, some people became addicted to shopping and this leads to the appearance of some negative behaviors such as compulsive buying behaviors.

Compulsive buying is an important phenomenon that became the point of interest for not only psychologists but also economists, and many consumer behaviors researchers. It is an unusual form of shopping and spending where consumers always feel stressed and have an overwhelming desire to shop uncontrollably (Edwards 1993). For most people shopping is a usual and normal process to satisfy specific needs, but it is different for compulsive buyers, as they purchase products and services not to satisfy their needs but to attain internal satisfaction and fulfillment through the buying process itself (Oguinn and Faber, 1989). Khare, (2013) defined compulsive buying as "inappropriate consuming behavior that is excessive in nature and harms the concerned individual". Compulsive buyers tend to buy unnecessary number of items they do not need and most of the times cannot pay for (Park and Burns, 2005).

Previous research suggests that there is no single factor can adequately explain consumers' compulsive behavior; instead, there are some psychological, social, genetic, and cultural factors that lead to the emergence and development of compulsive buying behaviors (Oguinn and Faber, 1989). Factors affecting compulsive buyers could be classified into two types internal (psychological) and external factors. The internal factors include self-esteem, materialism, and impulsive buying tendency. While the external factors include credit card misuse and marketing communication efforts (sales promotions, and advertisements efforts).

Fashion is becoming a major interest for most of people around the world. The number of people buying fashion products especially clothing is increasing drastically in the past few years. Although there is a global pandemic still the apparel market is showing an obvious increase in its sales. Consumers nowadays are attracted to whatever makes them feel unique and different, they now tend to choose everything based on the latest fashion that's why most of the companies are focusing their efforts in making creative and new marketing strategies to satisfy their consumer's needs.

1.2 Exploratory Study:

1.2.1 Objectives of the Exploratory study

- 1 To discover the relationship between consumers' impulsive buying tendency and compulsive buying behavior in fashion industry in Egypt.
- 2 To understand the effect of self-esteem and materialism on consumers' compulsive buying behaviors in the fashion industry
- 3 To explore the effect of using advertisements on consumers' compulsive buying behavior in the fashion industry
- 4 To understand the effect of sales promotions on consumers' compulsive buying tendency in the fashion industry.
- 5 To explore the effect of credit cards misuse on consumers' compulsive buying behaviors in the fashion industry.

1.2.2 Sources of Information

30 In-depth interviews were conducted with customers from different genders and age groups using convenient sampling technique.