

RELATIONSHIP BETWEEN MOTIVE, CREDIT CARD, INFORMATION, PEER AND FREQUENCY WITH COMPULSIVE BUYING TENDENCY

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ABSTRAK

Sebagaimana yang diketahui, pembelian kompulsif merupakan suatu gelagat atau tabiat membeli yang lahir secara desakan dari dalam diri seseorang. Individu yang terlibat dalam pembelian kompulsif merupakan mereka yang rendah tahap penghargaan diri, lebih cenderung kepada kebendaan, mempunyai rasa kecewa selepas membuat pembelian, lebih suka berfantasi dan juga suka meniru gelagat orang yang mereka sukai seperti artis dan sebagainya. Pembelian kompulsif ini boleh menyebabkan seseorang terlibat dalam masalah kewangan dan juga masalah sosial seperti hutang yang sukar diselesaikan, menjadi musflis dan juga terlibat dalam pertengkaran atau pergaduhan yang mungkin membawa kepada penceraian. Dalam kajian ini, penggunaan kad kredit, gelagat membeli-belah untuk menghilangkan tekanan, pembelian secara tidak dirancang (unplanned purchases), pengaruh rakan-rakan, pendedahan kepada pengiklanan dan tayangan-tayangan dalam televisyen dan juga kekerapan membuat pembelian telah diukur untuk mengetahui samada perkara tersebut mempunyai hubungan kearah kecenderungan pembelian kompulsif. Selain itu, perbezaan jantina juga diukur dalam kajian ini untuk mengetahui kecenderungan kepada pembelian kompulsif. Secara umumnya, hasil daripada kajian mendapati penggunaan kad kredit, sikap membeli-belah untuk berseronok bagi menghilangkan tekanan dan juga pembelian yang secara tiba-tiba atau tidak dirancang telah mendorong terhadap kecederungan pembelian kompulsif. Selain itu, kekerapan menonton tayangan juga mempunyai hubungan dengan pembelian kompulsif. Daripada kajian ini, telah diwujudkan tiga teori implikasi iaitu Hedonic Motive, Perceive Buying Capacity dan juga Direct Marketing Stimuli. Kajian ini telah membuka jalan untuk kajian selanjutnya di Malaysia.

ABSTRACT

Compulsive buying is a chronic, repetitive buying that becomes a primary response to negative feelings. It is also known as addictive behavior. People who are involved in this negative behavior have the tendency to face financial and social problems such as divorce, debt, and personal bankruptcy. Compulsive buyers are also known for having low self-esteem, materialistic, a high level of tendency to fantasize, depression, anxiety, obsession and feeling of guilt after purchase. In this study, the variables used are hedonic motivation, credit cards use, unplanned purchase, peer influence, TV viewing and shopping frequency. The study also aims to identify the cross-gender in compulsive buying tendency. The results exhibited the positive correlation of hedonic motivation, credit card use and unplanned purchases with compulsive buying tendency. Besides that, frequent watching movies also have a relationship with compulsive buying tendency. There are three theoretical implications that have been created from the findings and they are Hedonic Motive, Perceive Buying Capacity and Direct Marketing Stimuli. This study has discovered the opportunities for further study regarding compulsive buying tendency in Malaysia.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

The compulsive shopping, that uncontrollable urge to buy which affects a great many customers, has received increasingly attention from researchers (d' Astous et al. 1990). This topic is very important since most of people today have to deal with shopping due to increasing number of product promotions and the purchasing power of individuals. The compulsive buyer cannot to shop less or control their negative buying behavior because they are acting from a deeper need. Siskos (2002), has recognized compulsive spending as 'Slave to the Sale'.

Compulsive buying is formally defined as "a chronic, repetitive purchasing that becomes a primary response to negative events or feeling" (O'Guinn and Faber, 1989). Compulsive buying also known by many terms such as oniomania, compulsive shopping, impulsive shopping, buying mania, compulsive consumption and addictive buying (Bullock and Koran, 2003).

Krueger (1988), through the treating six women who exhibit compulsive buying behavior has described the compulsive buying as "creat[ing] the illusion of power and limitlessness but actually enforce[ing] concrete limits and powerlessness when money runs out". The compulsive buying in another definition identified as abnormal form of shopping and spending characterized, in the extreme, by an overpowering, uncontrollable and repetitive urge to buy with

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