

Attention to Social Comparison Information and Compulsive Buying Behavior: An S-O-R Analysis

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This study analyses the impact of social influences on compulsive buying behavior through psychological influences. Specifically, this study explores the relationships in terms of Stimulus-Organism-Response (S-O-R) framework regarding individual's attention to social comparison information, purchase decision involvement and compulsive buying behavior in Pakistan. Data were collected from shoppers at some major shopping malls, people in their respective communities and university students; in four cities of Pakistan. A total of 641 questionnaires were analysed through Structural Equation Modeling. It has been found that purchase-decision-involvement acts as a mediator between attention-to-social-comparison-information and compulsive buying behavior. The findings also suggest that gender acts as a moderator between attention-to-social-comparison-information and compulsive buying behavior and; between purchase-decision involvement and compulsive buying behavior. Findings might provide directions for marketers/retailers enabling them to develop more accurate marketing tactics. Besides, public policy officials may use these findings to guide regulations and to restrain marketers from adopting practices that might trigger compulsive buying behavior.

Keywords: Social-comparison-information, purchase decision involvement, compulsive buying behavior, moderated-mediation, mediated-moderation