Compulsive buying of branded apparel, its antecedents, and the mediating role of brand attachment

ABSTRACT

Purpose: Compulsive buying continues to be a maladaptive behavior that draws the attention of both scholars and marketers. The present study aims to investigate the determinants of compulsive buying, which are conceptualized as impulsive and obsessive–compulsive buying, and the mediation effect of brand attachment. Design/methodology/approach: Using purposive sampling, a self-administered questionnaire was completed by 600 young consumers in Malaysia. Partial least squares structural equation modeling was used to test the hypothesized relationships. Findings: The results show that materialism, utilitarian value, and brand attachment are positively related to impulsive buying, while materialism, hedonic value, and brand attachment have a positive effect on obsessive–compulsive buying. In addition, brand attachment is found to mediate the effect of materialism and utilitarian value on both compulsive buying. Research limitations/implications: The study provides new insights into brand management literature by examining the predictors of impulsive and obsessive–compulsive buying. Moreover, brand attachment is found to be a significant mechanism that induces negative buying behavior. However, due to the growth of online shopping, future research should consider different types of retailers to provide a more comprehensive understanding of the subject matter in the modern business landscape. Originality/value: Being one of the few studies to address both impulsive and obsessive–compulsive buying behaviors among consumers, this study highlights the essential role of brand attachment as a mediator in the contemporary setting. Moreover, the interrelationships between self-congruence, materialism, hedonic value, utilitarian value, brand attachment, and compulsive buying behavior are examined in a holistic manner.

Keyword: Brand attachment; Compulsive buying; Self-congruence; Materialism; Hedonic value; Utilitarian value