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950
 603 (% 64)
 %44.6
 630

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(O'Guinn and "

.Faber, 1989)

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.2009/7/5

2008/7/5

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(Roberts,1998)

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Normal)

parental yielding /

(Consumption Behavior

(Parents compulsiveness/

(Abnormal Behavior)

(O'Guinn and Faber ,1989)

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:

(Gwin *et al*,

fantasizing/

self-esteem/

2004)

(mood/

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:

(Peer influences/

:

advertisements / :)

: :

new / Offerings and sale /

-1

(Price/ offerings

-2

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materialism/

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(Status consumption ()

-4

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(1989)
 Classifying " Faber and O'Guinn
 Compulsive Consumers: Advances in The Development of a
 Diagnostic Tool"

Faber and Christenson -
 In the Mood to Buy: " : (1996)
 Differences in The Mood States Experienced By
 .Compulsive Buyers and Other Consumers" %5.9
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(Development of a " : Edwards (1993)
 "New Scale for Measuring Compulsive Buying Behavior

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Hassay and smith (1996) - D'Astous *et al* (1990) -
 Compulsive Buying: an Examination " : "Compulsive Buying Tendencies of
 " of The Consumption Motive Adolescent Consumers"

Roberts (1998) - ()
 Compulsive Buying among College Students: an " :
 Investigation of its Antecedents, Consequences, and)
 Implications for Public Policy" (

: Shapiro (1993) -
 Compulsive Buying and Self Gifts: a Motivational "
 " Perspective

“Does Family Matter? Family Influences on Compulsive Buying in Mexico” (Gender)

Gwin *et al* (2005) (2000) Roberts

" Nature VS. Nurture: The Role of Family in Compulsive Buying" Consuming in a Consumer Culture: College Students, Materialism, Status Consumption, and Compulsive Buying" (Status Consumption) (Materialism)

Park and Burns (2005) (Materialism)

Fashion Orientation, Credit Card Use, and Compulsive Buying Roberts and Jones (2001) Money Attitudes, Credit Card Use, and Compulsive Buying Among American College Students" (Credit Card Use)

Dittmar (2005) Roberts and Pirog (2004)

Compulsive Buying – a Growing Concern? An Examination of Gender, Age, and Endorsement of Materialistic Values as Predictors Personal Goals and Their Role in Consumer Behavior: The Case of Compulsive Buying" (Extrinsic Goals) (Intrinsic Goals)

Robert *et al.* (2006) Gwin *et al.* (2004)

" Structure on Materialism and Compulsive Buying

(Gwin *et al*, 2004)

Faber and O'Guinn

(1988)

(Scherhorn *et al*, 1990)

(Friese and Koenig, 1993)

O'Guinn and Faber (1989)

(Gwin *et al*, 2004)

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(Roberts, 1998)

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(Krueger, 1988)

(Roberts, 1998)

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) Scherhorn *et al*,)

() (1990)

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Herbig 1993)

(Gwin *et al*, 2004)

(*et al*, ()

1998)

(Roberts,

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- (Scherhorn, 1990)

(Orford, 1985)

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(O'Guinn and Faber,

(Rokeach, 1973)

1989)

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(Mick, 1996)

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(Faber and Christenson, 1996)

(Roberts, 2000)

(Operant conditioning)

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(Bell, 1998)

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-5

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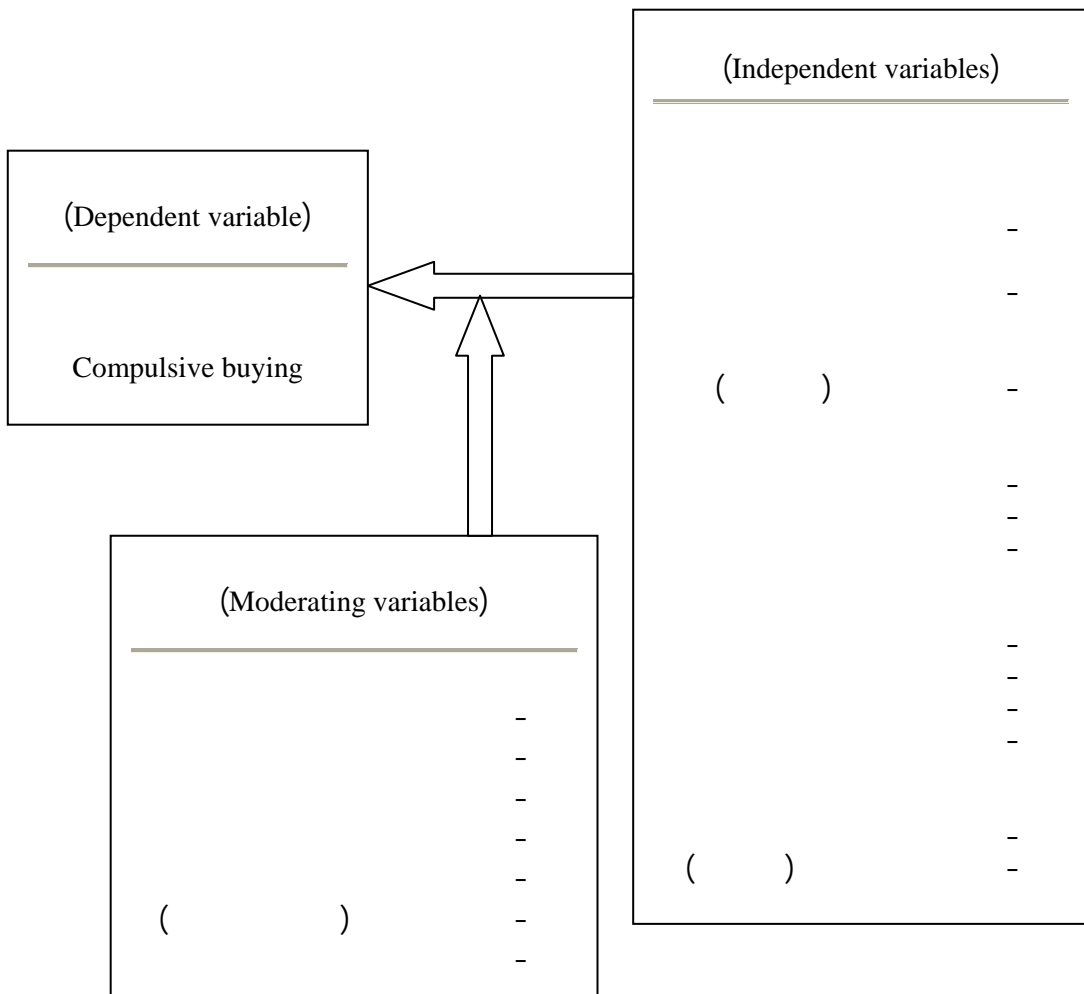
(1990

(Faber and O'Guinn, 1988)

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 : -5 : -1
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 : () : -2
 () (Peer Influences)
 : -3



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			:(H ₀ 1)
			:(H ₀ 2)
-:(Independent Variables)	:	()	
:(Parental Yielding)			:(H ₀ 3)
(Permissive Parenting Style)			:(H ₀ 4)
" (Carlson and Grossbart, 1988)			:(H ₀ 5)
" (Baumrind, 1978)			:(H ₀ 6)
:			:(H ₀ 7)
			:(H ₀ 8)
(Parents	-		:(H ₀ 9)
:(Compulsiveness)			:(H ₀ 10)
:			:(H ₀ 11)
:(Peer Influences)	-		:(H ₀ 12)
:			:(H ₀ 13)
(Schiffman	:(Mood)	-	
" and Kanuk, 2007)			:(Dependent variable)
"			:(Compulsive Buying)
:	" (O'Guinn and Faber, 1989)	-
			/
(2002)	:(Fantasizing)	-	:

(1997) " : (Price) - " Solomon
 " Kotler and Armstrong

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(Status ()) / - " : (Self Esteem) -
 Schiffman and Kanuk : (Consumption) (Robbins and Judge, 2007)
 (2007) (Solomon, 2002) "

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:" (Materialism) -
 " (2007) Schiffman and Kanuk
 " : (Intensity of Offerings) -

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:" (New Offerings) -
 " / Kotler and Keller (2006)
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:" (Advertising) -
 Kotler and) " (Keller, 2006)
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:" (Moderating Variables) :

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) (Convenience Sample)

(950)

(

(630)

27

(603)

(%64)

(D'Astous *et al*, 1990)

(%44.6)

(269)

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(

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:(Validity)

(Reliability)

(Stability)

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.(%82)

(Test - Retest)

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(Consistency)

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(Alpha Coefficients)

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(,8061)

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(,77) (,67)

(,8701)

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($\alpha=$,7135)

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.(1)

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() () :(1)

RELIABILITY ANALYSIS – SCALE (ALPHA)			
VARIABLE scale		Alpha	N of items in scale
1	Compulsive buying ()	,8061	11
2	Family factors ()	,7711	7
3	Social factors ()	,6728	5
4	Psychological factors ()	,6704	17
5	Marketing factors ()	,7416	11
6	Cultural factors ()	,8701	21
Reliability Coefficients for all variables N of Cases = 603 N of Items = 6 Cronbach's Alpha = ,7135			

(%44.6) () :

() (D'Astous *et al*, 1990)
 .(%55.4)

:1)

(3)

3
 :5) (

:

(%7.8)

(2 1)

(4)

(2.499 2.1)

) (%13.3)

() (

(,275)

(,380)

(2.999 2.5)

(,428)

(%23.5)

(,566)

%6.8	41	
%6.3	38	()
%6.1	37	()
%13.1	79	()
%18.7	113	()
%18.2	110	()
%30.8	185	
%78.3	472	
%21.7	131	
%100	603	

(Correlations Coefficients) : (4)

Correlations

	Compulsive Buying	FAMILY	SOCIETAL	PSYCHOLO	MARKETIN	CULTURAL	
Compulsive Buying	Pearson Correlation Sig. (2-tailed) N	1 .000 603	.244** .000 603	.380** .000 603	.275** .000 603	.428** .000 603	.566** .000 603
FAMILY	Pearson Correlation Sig. (2-tailed) N	.244** .000 603	1 .000 603	.090* .026 603	.074 .069 603	.159** .000 603	.129** .002 603
SOCIETAL	Pearson Correlation Sig. (2-tailed) N	.380** .000 603	.090* .026 603	1 .000 603	.291** .000 603	.407** .000 603	.405** .000 603
PSYCHOLO	Pearson Correlation Sig. (2-tailed) N	.275** .000 603	.074 .069 603	.291** .000 603	1 .000 603	.272** .000 603	.306** .000 603
MARKETIN	Pearson Correlation Sig. (2-tailed) N	.428** .000 603	.159** .000 603	.407** .000 603	.272** .000 603	1 .000 603	.577** .000 603
CULTURAL	Pearson Correlation Sig. (2-tailed) N	.566** .000 603	.129** .002 603	.405** .000 603	.306** .000 603	.577** .000 603	1 .000 603

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

(H₀)

(F)

(F)

((H_a)

(%95) (confidence)

:(H₀1)

(%5) (significance)

1)

)

(6

.(Multiple Regression Analysis)

(

(F)

(5)

()

(F)

(F=74.662, Sig.=0.000, df=5)

) :

.(2.21)

(F)

(F)

(H₀)

.(6)

(7)

β

(6)

%38.5

(R²)

:(5)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	114.937	5	22.987	74.662	.000 ^a
	Residual	183.808	597	.308		
	Total	298.744	602			

a. Predictors: (Constant), FAMILY, PSYCHOLO, SOCIETAL, MARKETIN, CULTURAL

b. Dependent Variable: Compulsive Buying

Model Summary –

:(6)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.620 ^a	.385	.380	.55487

a. Predictors: (Constant), FAMILY, PSYCHOLO, SOCIETAL, MARKETIN, CULTURAL

Coefficients –

:(7)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.53E-03	.180		-.025	.980
	SOCIETAL	.124	.032	.141	3.840	.000
	PSYCHOLO	.115	.056	.072	2.077	.038
	MARKETIN	.102	.049	.085	2.090	.037
	CULTURAL	.506	.049	.418	10.234	.000
	FAMILY	.154	.032	.158	4.858	.000

a. Dependent Variable: Compulsive Buying

ANOVA –

:(8)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.739	1	17.739	37.939	.000 ^a
	Residual	281.005	601	.468		
	Total	298.744	602			

a. Predictors: (Constant), FAMILY

b. Dependent Variable: Compulsive Buying

:(H₀₄)

:(H₀₂)

.(Simple regression analysis)

(10)

(F=49.282, Sig.=0.000)
.(3.84)

(F)

(F)

Simple)

F=37.939,)

(F)

(F)

.(Regression Analysis

()

(Sig.=0.000

.(3.84)

:(H₀₅)

(Simple Regression)

Analysis

(F)

(1)

Simple)

(F)

(F=134.838, Sig.=0.000)

.(3.84)

F=101.148,)

(F)

(F)

.(Regression Analysis

(9)

(Sig.=0.000

:(9)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.739	1	17.739	37.939	.000 ^a
	Residual	281.005	601	.468		
	Total	298.744	602			

a. Predictors: (Constant), FAMILY

b. Dependent Variable: Compulsive Buying

:(10)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22,641	1	22,641	49,282	,000 ^a
	Residual	276,103	601	,459		
	Total	298,744	602			

a. Predictors: (Constant), Psychological

b. Dependent Variable: Compulsive Buying

:(11)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54,743	1	54,743	134,838	,000 ^a
	Residual	244,001	601	,406		
	Total	298,744	602			

a. Predictors: (Constant), Marketing

b. Dependent Variable: Compulsive Buying

df=160)

:(H₀6)

(Sig=0.05)

(Simple Regression Analysis)

:(15)

(F)

(12)

:(H₀10)

(F)

(F=283.622, Sig.=0.000)

.(3.84)

Univariate Analysis)

(F=0.985, Sig=0.245,

(Of Variance

df=165)

(Sig=0.05)

:(H₀7)

Univariate Analysis)

:(16)

(F=1.03, Sig=0.129,

(Of Variance

:(H₀11)

df=120)

(Sig=0.05)

Univariate Analysis)

(F=1.005, Sig=0.286,

(of Variance

:(13)

df=168)

:(H₀8)

(Sig=0.05)

Univariate Analysis)

.(17)

(F=0.95, Sig=0.323,

(of Variance

df=162)

:(H₀12)

(Sig=0.05)

Univariate Analysis)

(F=0.804, Sig=0.357,

(Of Variance

:(14)

df=170)

:(H₀9)

(Sig=0.05)

Univariate Analysis)

(F=0.825, Sig=0.384,

(of Variance

df=165)

(Sig=0.05)

.(18)

:(H₀11)

:(19)

Univariate Analysis)

(F=0.912, Sig=0.115,

(of Variance

:(12)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95,781	1	95,781	283,622	,000 ^a
	Residual	202,963	601	,338		
	Total	298,744	602			

a. Predictors: (Constant), Cultural

b. Dependent Variable: Compulsive Buying

:(13)

Dependent Variable: Compulsive Buying

Source	Type III Sum of Squares	df	F	Sig.
Corrected Model	298,744	602	3.452	.000
Intercept	5632,917	1	12340,000	.000
IND	295,357	601	13.235	.532
OccStu	,335	1	4.8	.000
IND * OccStu	,000	120	1.03	.129
Error	,000	0		
Total	5931,661	603		
Corrected Total	298,744	602		

:(14)

Dependent Variable: Compulsive Buying

Source	Type III Sum of Squares	df	F	Sig.
Corrected Model	298,409	601	1,483	,588
Intercept	979,097	1	2925,203	,012
IND	291,271	598	1,455	,593
SocStu	,000	3	3.568	,009
IND * SocStu	,000	162	0.95	,323
Error	,335	1		
Total	5931,661	603		
Corrected Total	298,744	602		

:(15)

Dependent Variable: Compulsive Buying

Source	Type III Sum of Squares	df	F	Sig.
Corrected Model	298,744	602	4.650	.000
Intercept	1530,377	1	20325,000	.000
IND	282,498	597	.659	.129
Age	,335	1	5.238	.000
IND * Age	.80.567	160	.825	.384
Error	,000	0		
Total	5931,661	603		
Corrected Total	298,744	602		

:(16)

Dependent Variable: Compulsive Buying

Source	Type III Sum of Squares	df	F	Sig.
Corrected Model	298,409	601	1,483	.000
Intercept	3526,130	1	10534,858	.006
IND	293,309	598	1,465	.591
EduLvl	,000	3	8.569	.000
IND * EduLvl	,000	165	.985	.245
Error	,335	1		
Total	5931,661	603		
Corrected Total	298,744	602		

:(17)

Dependent Variable: Compulsive Buying

Source	Type III Sum of Squares	df	F	Sig.
Corrected Model	298,744	602	1.632	.000
Intercept	4777,066	1	17236,000	.001
IND	295,925	597	2.320	.476
InclLvl	,335	5	16.985	.000
IND * InclLvl	,000	168	1.005	.286
Error	,000	0		
Total	5931,661	603		
Corrected Total	298,744	602		

:(18)

Dependent Variable: Compulsive Buying

Source	Type III Sum of Squares	df	F	Sig.
Corrected Model	298,744	602	1.982	.000
Intercept	4135,138	1	12560,000	.000
IND	290,810	597	5.214	0.157
FamMem	,335	5	8.369	.000
IND * FamMem	,000	170	.804	.357
Error	,000	0		
Total	5931,661	603		
Corrected Total	298,744	602		

(19)

Dependent Variable: Compulsive Buying

Source	Type III Sum of Squares	df	F	Sig.
Corrected Model	298,409	601	1,483	.588
Intercept	3841,296	1	11476,466	.006
IND	298,373	600	1,486	.588
ResTyp	,000	1	2.354	.000
IND * ResTyp	,000	165	.912	.115
Error	,335	1		
Total	5931,661	603		
Corrected Total	298,744	602		

β :(20)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.53E-03	.180		-.025	.980
	SOCIETAL	.124	.032	.141	3.840	.000
	PSYCHOLO	.115	.056	.072	2.077	.038
	MARKETIN	.102	.049	.085	2.090	.037
	CULTURAL	.506	.049	.418	10.234	.000
	FAMILY	.154	.032	.158	4.858	.000

a. Dependent Variable: Compulsive Buying

Multiple)

(Regression Analysis

(22)

()

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:(21)

β

(

β

/

(1)

(Significance)

:(21)

	,000	,000
	,000	,000
	,000	,038
	,000	,037
	,000	,000

(adult /
Roberts, 2000) consumers)
(D'Astous (Roberts, 1998)
(Dittmar, 2005) et al, 1990)
(Faber and Christenson, 1996)
(Gwin et al, 2005) (Gwin et al., 2004)

(Univariate Analysis of

%38.5

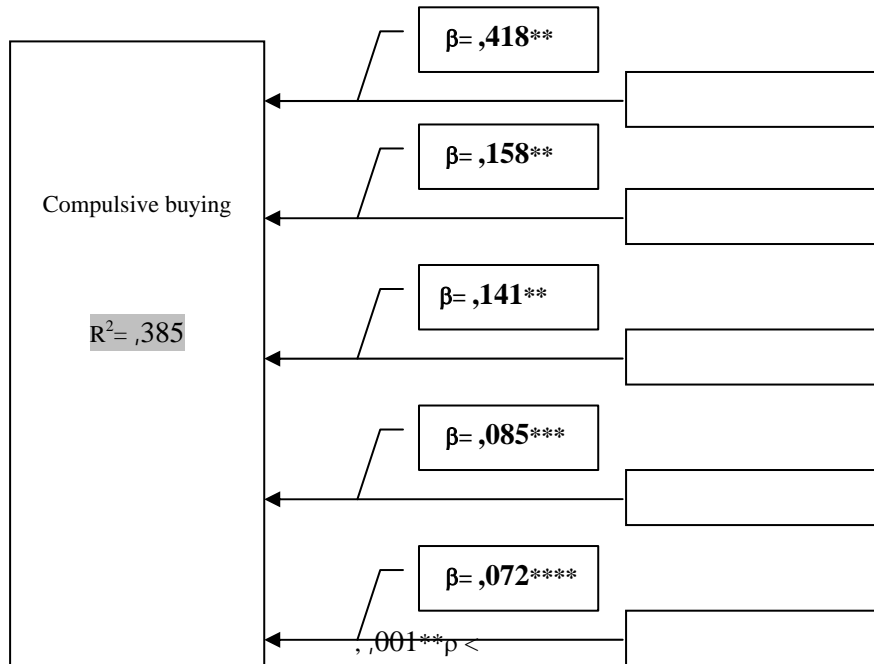
Variance)

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(Roberts, 1998)

(O'Guinn and Faber, 1989)



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Factors Affecting Compulsive Buying by Jordanian Housewives: (A Case Study)

*Ahmad Obeidat and Hani H. Al-Dmour **

ABSTRACT

This study aims to determine the extent to which compulsive buying exists among Jordanian housewives in addition to identifying the factors affecting compulsive buying and determining the relative importance of each factor in explaining the variance in compulsive buying.

A questionnaire was designed to collect primary data necessary for the purposes of the study, and (950) questionnaires were distributed to housewives in Amman, and from the (630) questionnaire returned only (603) questionnaires were useable in the study (approximately 64% of the distributed questionnaires).

The study also used secondary sources of data (previous literature and research done on the topic) to develop the theoretical framework, hypotheses, and some of the scales used in the questionnaire.

As for the results, the study found that (44.6%) of the sample practice compulsive buying behaviors, another finding is that compulsive buying is a result of a number of factors including cultural, family, social, marketing, and psychological factors. The study also found that cultural factors are the most important factor in explaining the variance in compulsive buying.

The study provided a number of recommendations for marketers, the government, consumer protection associations, and housewives, also suggestions for future research were offered.

Keywords: Compulsive Buying House Wives, Commercials.

* Faculty of Business Administration, University of Jordan. Received on 5/7/2008 and Accepted for Publication on 5/7/2009.