

Factors Influencing the Compulsive Purchase of Personal Protective Equipment during the Covid-19 Pandemic Era

Krisna Rizky Febrianto¹, Farida Indriani²

^{1,2}Faculty of Economics and Business, Universitas Diponegoro, Indonesia

Krisna.rizky26@gmail.com

Abstract

This study aims to examine the impact of compulsive buying on the purchase of personal protective equipment during COVID-19. Data were collected from a sampling population in Jakarta aged 17-35 years. This study used 164 respondents with purposive sampling method. The data obtained is processed using SPSS software. The findings show that all the variables used have a positive and significant effect on compulsive buying. In Hypothesis 1, the most influential indicator of self-conformance is x1.1 Consumer own Self-image. Hypothesis 2 for the variable Materialism has the most influential indicator is x2.2 Possession defend success. Hypothesis 3 for the utility value variable has the most influential indicator is x3.2 service. Hypothesis 4 for hedonic value has the most influential indicator is x4.5 the thrill of the hunt. Hypothesis 5 for greed has the most influential indicator is x5.3 conscientiousness. The results also show that the most influential variable is materialism.

Keywords

compulsive buying; self conformity; materialism; utilitarian values; hedonic values



I. Introduction

The outbreak of this virus has an impact of a nation and Globally (Ningrum *et al*, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and Mujahiddin, 2020). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020).

Some consumers who have excessive feelings of stress and anxiety over this pandemic are more likely to add medical devices or health supplements to their list of main needs, because purchasing these necessities can provide a sense of calm to consumers who are feeling the pressure of the COVID-19 pandemic. This is what underlies the compulsive buying. It can be seen that compulsive buying is an incident in the psychoeconomic field where most of the events occur in people in carrying out their daily lives, and most occur in people in cities. Furthermore, this is also a very critical problem for both marketers and consumers because the impact it causes is very bad for society at large and even for consumers (Gwin, Roberts, & Martínez, 2005).

Previous research has found that compulsive buying is the result of materialism, self-conformity, ideal self-buying motivation, loss of control, external temptation, or low self-control (Pahlevan Sharif and Yeoh, 2018; Duroy *et al.*, 2014; Pradhan *et al.*, 2018). These findings conclude that compulsive shoppers are vulnerable and lack impulse control during the shopping process (Kukar-Kinney *et al.*, 2016). According to Billieux *et al.* (2008), compulsive buying was found to be caused by three different aspects of impulsivity: (1) urgency, (2) lack of persistence, and (3) lack of planning. As this study explores the dark side of consumer behavior, such as compulsive buying, it can contribute to developing a better understanding of today's consumers and more effective marketing strategies. Insights from different buying behavior may offer new perspectives or new research perspectives

on how personal and psychological factors will influence consumer behavior. (Xin-Jean Lim and Jun-Hwa Cheah 2020).

Research related to compulsive buying has actually been done several times. Some of these studies discuss different predictors of the causes of compulsive behavior (XJ Lim et al., 2020, Piper et al., 2020, Vintia Bhatia 2018, Helga Dittmar 2005, Horváth et al., 2018). So, it can be concluded that there is a research gap where previous research explains different predictors of compulsive buying behavior between journals. Supported by previous research conducted in developed countries and has not been done in developing countries. This research was conducted with the aim of knowing and analyzing the factors of self-conformance, Materialism, utilitarian values, hedonism values and greed for compulsive behavior.

II. Review of Literature

2.1 The Relationship Between Self Conformity To Compulsive Buying

Roberts et al. (2014) show that self-conformity affects compulsive buying. Self-conformity is a reflection of self-improvement motivation and self-esteem (Malär et al., 2011). Likewise, Zhang et al. (2014) show that greater socioeconomic status of the environment increases material desirability, which predicts more frequent impulse buying. Because of this, buyers compulsively buy products to achieve their self-fit to express their ideal personality and enhance their social image (Kukar-Kinney et al., 2012). They tend to make compulsive purchases because they want to increase their self-esteem (Desarbo and Edwards, 1996). A higher level of self-conformance can increase the tendency to make compulsive buying.

H1: There is a relationship between self-adherence to compulsive buying behavior

2.2 Relationship Between Materialism and Compulsive Buying

Materialism was mostly found to be associated with conspicuous luxury/consumption (Dev et al., 2018; Hudders and Pandelaere, 2012) and high involvement in fashion purchases (Kamal et al., 2013). Consequently, materialism is expected to have a positive impact on compulsive buying behavior (ie, buying and obsessive-compulsive behavior). Researchers have illustrated that materialistic consumers' attachment to material brands can act as a substitute for their shaky social connections (Rahman et al., 2017; Molding et al., 2017). Not surprisingly, previous studies have shown that materialism shows a significant relationship with brand (Dittmar, 2005) and purchase intention (Prendergast and Wong, 2003).

H2: There is a relationship between materialism and compulsive buying behavior

2.3 The Relationship Between Utility Value and Compulsive Buying

Compulsive buying has been found to be associated with emotional attachment to objects (O'Guinn and Faber, 1989). This emotional effect will further strengthen consumers' emotional bond with a brand and make them feel attached to it (Dwivedi et al., 2019; Malar et al., 2011). Previous studies have shown that compulsive consumers (i.e., buyers and obsessive-compulsive) tend to show high emotional attachment to brands (Horvath and Birgelen, 2015). In particular, utilitarian values are said to have a positive influence on repatronage intentions and customer loyalty (Lee and Kim, 2018), while hedonic values are claimed to have a positive impact on word of mouth and loyalty (Jones et al., 2006).

H3: There is a relationship between utility value and compulsive buying behavior

2.4 The Relationship Between Hedonis Values And Compulsive Buying

Customers with hedonic values will usually seek pleasure or excitement during the buying process (Ladhari et al., 2017) and expect a pleasant shopping experience (Anderson et al., 2014). When consumers experience pleasure during the buying process, they tend to continue to make unplanned purchases (Horv ath and Adiguzel, 2018). Hedonic buyers are not satisfied with the utilitarian value of property but are satisfied with emotional and hedonic values such as brand, design, appearance rather than price and quality (Wang et al., 2000). People with hedonic values aim to enjoy life and it is important to have a good time for it (Caprara et al., 2006).

H4: There is a relationship between hedonic values and compulsive buying behavior

2.5 Relationship Between Greed and Compulsive Buying

The main determinants of compulsive buying behavior seem to lie in compulsiveness, low self-esteem, depression, inability to manage money and materialistic tendencies (Dittmar, 2005a, b; Faber, 1992, 2004; Faber and Vohs, 2004; Mueller et al., 2009; Mawar, 2007). ; Scherhorn et al., 1990). Failure of the inhibitory control process contributes to compulsive buying behavior, prompting consumers to engage in excessive food consumption and thereby succumb to gluttony (Zorrilla and Koob, 2019). The individual develops a "passive role" of strong dependence on the desired product. Individuals experience extreme and uncontrollable sensations in which they cannot suppress information seeking, shopping and consumption (Curtis and Davis, 2014; Oswald et al., 2011), even if they are aware of the negative consequences, potentially harmful effects associated with weight gain (Podar et al., 1999). Consider that gluttony can lead to compulsive buying behavior and lack of impulse control (Ridgway et al., 2008) and is sometimes rooted in consumer personality traits.

H5: There is a relationship between greed and compulsive buying behavior

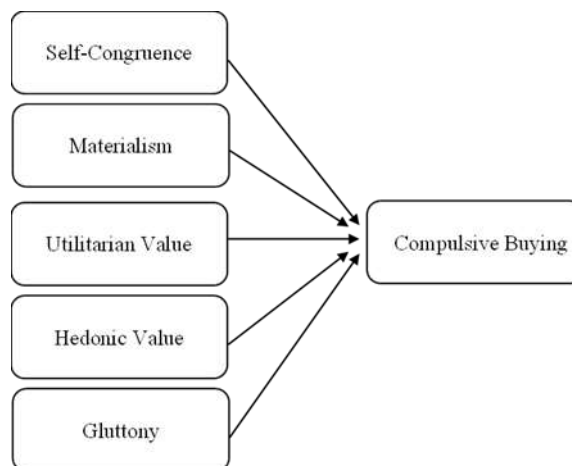


Figure 1. Research Model

H1: There is a relationship between Self-Conformity to compulsive buying behavior

H2: There is a relationship between Materialism and compulsive buying behavior

H3: There is a relationship between Utility Value and compulsive buying behavior

H4: There is a relationship between the value of Hedonism on compulsive buying behavior

H5: There is a relationship between greed and compulsive buying behavior

III. Research Method

This study uses social experiences, sharing of common interest, interpersonal attraction, instant status, and the thrill of the hunt. The last variable in this study is Gluttony, namely Individuals experience a state where they can't contain their impulses, which makes them constantly seek a sense of pleasure satisfaction, as a kind of addiction. In these variables the indicators used are Agreeableness, Openness to experience, Conscientiousness, Extroversion, and Neuroticism.

3.1 Sample

In this study, the population defined in this study are individuals who consume personal protective equipment and are domiciled in Jakarta. In this study using non-probability sampling technique and purposive sampling is a type of non-probability sampling technique that is used in this study. The sample criteria set in this study were individuals who started consuming personal protective equipment from the beginning of the COVID-19 pandemic to the present, with an age range of late adolescence to early adulthood: 17-35 years. Because at the age of late adolescence to early adulthood an individual is able and can make his own decisions.

3.2 Analysis Method

In this study, the method used to collect the required data is using a questionnaire method via google form with multiple linear regression analysis. Multiple linear regression is a linear regression model in which the dependent variable or dependent variable is a linear function of several independent variables or independent variables (Ghozali, 2018). Multiple linear analysis has the aim of measuring the strength of the relationship and showing the direction of the relationship between several independent variables, namely self-conformity, materialism, utility values, hedonic values and greed for the dependent variable on the dependent variable, namely the buyer. The regression equation can be formulated as follows:

$$Y = \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5$$

Description of the regression model above:

Y_{it} : Compulsive Buying

$\beta_1 - \beta_5$: Coefficient of change in value

1 : Self Conformity

2 : Materialism

3 : Utility Value

4 : Hedonic Value

5 : Gluttony

IV. Results and Discussion

4.1 Respondent's Description

a. Respondent's Gender

Table 1. Respondent's Gender

No	Gender	Amount	Percentage
1	Male	74	45,12
2	Female	90	54.88
	Total	164	100.00

Source; Primary data processed 2022

Based on table 1, it can be seen that the female gender has more numbers than the male gender, namely 90 people or 54.88% compared to 74 people or 45.12%. This proportion shows that PPE is mostly used by women.

b. Respondent's Age

Table 2. Respondent Age Category

No	Age	Amount	Percentage
1	17 - 25 years old	130	79.27
2	26 - 35 years old	29	17.68
3	>35 years old	5	3.05
	Total	164	100

Source; Primary data processed 2022

Based on table 2, it can be seen that the majority of respondents aged between 17-25 years are 130 or (79.27%), followed by the age of 26-35 years as many as 29 people (17.68%). This proportion shows that there is a striking age distribution of PPE users, especially those who are still relatively young.

c. Respondent's Job

Table 3. Respondents' Occupations

No.	Profession	Amount	Percentage
1	Student/Student/Student	56	34.15
2	Housewife	4	2.44
3	Civil Servant/BUMD	43	26.22
4	Private employees	40	24.39
5	Businessman	7	4.27
6	Other	14	8.54
	Total	164	100

Source; Primary data processed 2022

Table 3 shows that the majority of respondents' jobs are as students, namely 56 people or 34.15%, followed by respondents with the status of civil servants/BUMD/BUMN as many as 43 people or 26.22%.

d. Respondent's Expenditure

Table 4. Respondents Expenditure

No	Expenses	Amount	Percentage
1	Less than Rp. 1,000,000	37	22.56
2	Rp. 1.000.000 – Rp. 3,000,000	62	37.80
3	Rp. 3,000,001 – Rp. 5,000,000	38	23.17
4	Rp. 5.000,001 – Rp. 8,000,000	15	9.15
4	> Rp. 8,000,000	12	7.32
Total		164	100.00

Source; Primary data processed 2022

Table 4 shows that the most respondents' expenditures were from Rp.1,000,000 to 3,000,000 that is as many as 62 people or 37.80% followed by respondents who have an expenditure of Rp. 3,000,000 – Rp. 5,000,000, namely 38 people or 23.17%.

e. Respondent's use of PPE

Table 5. PPE Usage Time

No	PPE Usage Time	Amount	Percentage
1	Less than 1 year	17	10.37
2	12 years old	115	70.12
3	More than 2 years	32	19.51
Total		164	100.00

Source; Primary data processed 2022

In table 5, it shows that the longest use of PPE is those who use PPE for 1-2 years, as many as 115 people or 70.12%.

f. Purchase of PPE in 1 month Respondent

Table 6. Purchase of PPE

No	PPE Purchase	Amount	Percentage
1	Only 1 time	71	43.29
2	2 – 3 times	53	32.32
3	More than 3 times	40	24.39
Total		164	100.00

Source; Primary data processed 2022

Table 6 shows that the purchase of PPE the most is only 1 time a month in the purchase of PPE, followed by the purchase of PPE as much as 2-3 times, namely 53 people or 32.32%.

4.2 Questionnaire Results

a. Description of Research Variables

To find out the frequency of the intensity of the condition of each variable, it can be known by multiplying the highest score in each variable with the number of question items in each variable which is then divided into 5 categories as follows:

$$RS = (mn) / k \quad \Rightarrow \quad RS = (5-1) / 5 = 0.80$$

Where :

RS	= Scale range	n	= Minimum score
m	= Maximum score	k	= Number of categories

Based on the data above, the respondent's answer categories can be explained as follows:

- 1.00 - 1.80 : Very low or very bad which indicates the condition of the variable is still very low or very small.
- 1.81 - 2.60 : Low or not good that indicates the condition of the variable is still low or small.
- 2.61 - 3.40 : Moderate or sufficient which shows the condition of the variable being moderate or sufficient 3.41 - 4.20 : High or good which indicates the condition of the variable is high or good.
- 4.21 - 5.00 : Very high or very good indicating variable condition which is very high or very good

The researcher determined the respondent's perception index of the variables used in this study.

b. Analysis of Respondents' Answers to Self-Congruance

Perception of Self-Congruance is measured through 2 indicators. The results of responses to Self-Congruance can be explained in the following table:

Table 7. Results of Respondents' Responses to the Self-Congruance Variable

Items	SS		S		N		TS		STS		f	fs	Index	
	f	fs	f	fs	f	fs	f	fs	f	fs				
x1.1	95	475	54	216	14	42	1	2	0	0	164	735	4.48	
x1.2	83	415	68	272	12	36	1	2	0	0	164	725	4.42	
Average														4.45

Source; Primary data processed 2022

Based on the calculation above, it shows that the assessment of Self-Congruance has shown a positive assessment condition. This is indicated by obtaining an average index score of 4.45. This condition reflects that the respondent considers that the Self-Congruance of PPE products is already very high.

c. Analysis of Respondents' Answers to Materialism

Perceptions of materialism in this study were measured through 3 questions. The results of responses to Materialism can be explained in the following table:

Table 8. Results of Respondents' Responses to Materialism

Items	SS		S		N		TS		STS		f	fs	Index	
	f	fs	f	fs	f	fs	f	fs	f	fs				
x2.1	8	40	23	92	52	156	54	108	27	27	164	423	2.58	
x2.2	20	100	45	180	64	192	31	62	4	4	164	538	3.28	
x2.3	7	35	16	64	47	141	47	94	47	47	164	381	2.32	
Average														2.73

Source; Primary data processed 2022

Based on the calculations above, it shows that the respondents' assessment of the materialism of PPE products has shown that they are in a fairly good assessment condition. This is indicated by obtaining an average index score of 2.73. This condition reflects that the respondent's materialism is quite good.

d. Analysis of Respondents' Answers to Utilitarian Value Variables

Perceptions of Utilitarian Value in this study were measured through 2 statements. The results of the response to Utilitarian Value can be explained in Table 9 below:

Table 9. Results of Respondents' Responses to Utilitarian Value Variables Item

Item	SS		S		N		TS		STS		□f	□f.s	Indeks	
	f	f.s	f	f.s	f	f.s	f	f.s	f	f.s				
x3.1	43	215	56	224	47	141	11	22	7	7	164	609	3.71	
x3.2	61	305	68	272	24	72	11	22	0	0	164	671	4.09	
Average														3.90

Source; Primary data processed 2022

Based on the calculation above, it shows that the assessment of Utilitarian Value has shown that it is in a good assessment condition. This is indicated by obtaining an average index score of 3.90. This condition reflects that PPE products are considered to have a high utilitarian value in the eyes of consumers.

e. Analysis of Respondents' Answers to Variable Hedonic Values

Hedonic Values in this study were measured through 5 statements. Response to Hedonic Values can be explained in the following table:

Tabel 10. Results of Respondents' Responses to Variable Hedonic Values

Items	SS		S		N		TS		STS		f	fs	Index	
	f	fs	f	fs	f	fs	f	fs	f	fs				
x4.1	71	355	62	248	19	57	12	24	0	0	164	684	4.17	
x4.2	33	165	56	224	46	138	23	46	6	6	164	579	3.53	
x4.3	37	185	69	276	34	102	20	40	4	4	164	607	3.70	
x4.4	48	240	65	260	34	102	14	28	3	3	164	633	3.86	
x4.5	75	375	65	260	19	57	5	10	0	0	164	702	4.28	
Average														3.91

Source; Primary data processed 2022

Based on the calculation above, it shows that the assessment of Hedonic Values has shown a high assessment condition. This is indicated by obtaining an average index score of 3.91. This condition reflects that PPE products already have high hedonic values.

f. Analysis of Respondents' Answers to the Gluttony Variable

Gluttony perception in this study was measured through 5 statements. The results of the response to Gluttony can be explained in the following table:

Table 11. Results of Respondents' Responses to the Gluttony variable

Items	SS		S		N		TS		STS		f	fs	Index
	f	fs	f	fs	f	fs	f	fs	f	fs			
x5.1	82	410	52	208	27	81	2	4	1	1	164	704	4.29
x5.2	35	175	46	184	53	159	26	52	4	4	164	574	3.50

x5.3	84	420	66	264	13	39	1	2	0	0	164	725	4.42	
x5.4	67	335	66	264	29	87	1	2	1	1	164	689	4.20	
x5.5	68	340	51	204	32	96	9	18	4	4	164	662	4.04	
Average														4.09

Source; Primary data processed 2022

Based on the calculation above, it shows that the assessment of Gluttony has shown a high rating condition. This is indicated by obtaining an average index score of 4.09. In this condition, there is a high assessment of Gluttony. Discussion of Research Results

In this study, the research instrument was first tested before performing multiple linear regression analysis, namely normality test, multicollinearity test, and heteroscedasticity test on the data used.

g. Results of Interument Research Test Data Validity Test

Test the validity of the data in this study was conducted with the correlation coefficient. The correlation value is greater than r table then the questionnaire is said to be valid. The results of data processing are presented in table 12

Table 12. Results of Testing the Validity of the Questionnaire Instrument

No	Variables / Indicators	r count	Information
1	<i>Self-Congruance</i>		
	X1.1	0.888	Valid
	X1.2	0.880	Valid
2	<i>materialism</i>		
	X2.1	0.879	Valid
	X2.2	0.823	Valid
	X2.3	0.873	Valid
3	<i>Utilitarian Value</i>		
	X3.1	0.863	Valid
	X3.2	0.907	Valid
4	Hedonic Values		
	X4.1 X4.2	0.762	Valid
	X4.3 X4.4	0.723	Valid
	X4.5	0.758	Valid
		0.797	Valid
	0.784	Valid	
5	<i>Gluttony</i>		
	X5.1	0.803	Valid
	X5.2	0.768	Valid
	X5.3	0.750	Valid
	X5.4	0.831	Valid
	X5.5	0.757	Valid
6	<i>Compulsive buying</i>		
	Y.1	0.867	Valid
	Y.2	0.865	Valid
	Y.3	0.802	Valid

Source: Processed primary data, 2022

Table 12 shows that all indicators used to measure the variables used in this study have a correlation coefficient greater than rtable = 0.169 (r table value for n = 164). The significance value also shows less than 0.05. So all of these indicators are valid.

h. Data Reliability Test

The reliability test was tested using Cronbach Alpha (α), where if > 0.70 then the questionnaire was said to be consistent or reliable. Data processing gives the following results which are presented in table 13 below:

Table 13. Reliability Test Results

Variable	Alpha	Information
<i>Self-Congruance</i>	0.720	Reliable
<i>materialism</i>	0.822	Reliable
<i>Utilitarian Value</i>	0.719	Reliable
Hedonic Values	0.816	Reliable
<i>Gluttony</i>	0.828	Reliable
<i>Compulsive buying</i>	0.800	Reliable

The results of testing the normality of the regression model using the Kolmogorov Smirnov. Test shows a significant value of $0.066 > 0.05$ which indicates a normal distribution.

i. Normality test

Normality testing was carried out using the Kolmogorov Smirnov test as follows:

Table 14. Normality Test

		Unstandardize d Residual
N		164
Normal Parameters, b	mean	.0000000
	Std. Deviation	1.92889465
Most Extreme Differences	Absolute	.067
	Positive	.045
	negative	-.067
Test Statistics		.067
asypm. Sig. (2-tailed)		.066c

The results of testing the normality of the regression model using the Kolmogorov Smirnov test shows a significant value of $0.066 > 0.05$ which indicates a normal distribution.

j. Multicollinearity Test

Multicollinearity testing was carried out using the VIF value. A variable showing symptoms of multicollinearity can be seen from the high VIF (Variance Inflation Factor) value in the independent variables of a regression model. The VIF value of the independent variables in the regression model is as follows:

Table 15. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
<i>Self-Congruance</i>	.748	1.337
<i>materialism</i>	.862	1.161

<i>Utilitarian Value</i>	.887	1.127
Hedonic Values	.698	1,433
<i>Gluttony</i>	.582	1,717

The test results show that the VIF value of all independent variables has a value less than 10. This means that the research variables do not show any symptoms of multicollinearity in the regression model.

k. Heteroscedasticity Test

This test aims to test heteroscedasticity which shows that whether in the regression model there is an inequality of residual variance between one another. To find out whether there are symptoms of heteroscedasticity, it can be done by using a heteroscedasticity graph between the predicted value of the dependent variable and the independent variable.

Table 16. Heteroscedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.907	.836		-1.085	.280
<i>Self-Congruance</i>	.026	.092	.025	.283	.777
<i>Materialism</i>	.037	.037	.083	1.006	.316
<i>Utilitarian Value</i>	.088	.058	-.124	1,529	.128
Hedonic Values	-.014	.031	-.040	-.442	.659
<i>Gluttony</i>	.070	.036	.194	1,935	.055

a. Dependent Variable: AbsRes

The results of the Glejser test also show that there is no significant variable that supports the absence of heteroscedasticity problems in the regression model.

l. Linear Regression Analysis

Table 17. Result of Regression Equation Coefficient

Variable	Koef	SE	standard coefficient	t	Prob
(Constant)	-7,820	1.363		-5,736	0.000
<i>self-Congruance</i>	0.360	0.151	0.151	2,393	0.018
<i>materialism</i>	0.299	0.060	0.292	4.952	0.000
<i>Utilitarian Value</i>	0.278	0.094	0.171	2,946	0.004
Hedonic Values	0.150	0.050	0.196	2,996	0.003
<i>Gluttony</i>	0.257	0.059	0.314	4.381	0.000
F	35,279				
Sig F	0.000				
Adj R2	0.513				

Source: Regression analysis print out result, 2022

Based on the table above, a linear regression equation that reflects the relationship between the variables in this study can be made as follows:

$$Y = 0.151 X_1 + 0.292 X_2 + 0.171 X_3 + 0.196 X_4 + 0.314 X_5$$

The coefficients of all independent variables are in a positive direction. This shows that better conditions on the five independent variables will increase compulsive buying.

The results of statistical calculations obtained F value of 35.279 with a significance level of 0.000. If it is seen from the significance value of F, it is obtained that the value of sig F is less than 0.05. This means that compulsive buying can be influenced by the variables Self-Congruance, Materialism, Utilitarian Value, Hedonic Values and Gluttony.

The adjusted R2 value in the regression model was obtained at 0.513, which means that 51.3% of the variation from compulsive buying can be explained by independent variables that are Self-Congruance, Materialism, Utilitarian Values, Hedonic Values and Gluttony variables, while the remaining 48.7% are compulsive. buying can be explained by other factors.

V. Conclusion

Self-Congruance has a positive and significant effect on compulsive buying. This can be interpreted that the higher the self-conformity to the brand, the higher they are against compulsive buying. Materialism has a positive and significant effect on compulsive buying. This can be interpreted that the higher the materialism of the brand, the higher they are towards compulsive buying. Utilitarian balue has a positive and significant effect on compulsive buying. This means that the higher the utilitarian value to the brand, the higher they are to compulsive buying. Hedonic Value has a positive and significant effect on compulsive buying. This can be interpreted that the higher the hedonic value to the brand, the higher they are towards compulsive buying. Gluttony has a positive and significant effect on compulsive buying. This can be interpreted that the higher the greed for the brand, the higher they are against compulsive buying.

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