



“Compulsive Buying Behavior Across Cultures: A Comparative Literature Review”

Mr. Chetan T.R.^{1*}, Dr. Hemanth Kumar. S², Dr. Dinesh Nilkant³

^{1*} Assistant Professor, School of Commerce studies, JAIN (Deemed to be) University.

² Professor, Faculty of Management Studies, CMS Business School, JAIN (Deemed to be) University.

³ Professor and Dean, Faculty of Management Studies, CMS Business School, JAIN (Deemed to be) University.

Citation: Mr. Chetan T.R. et al (2022) “Compulsive Buying Behavior Across Cultures: A Comparative Literature Review” *Educational Administration: Theory and Practice*, 28(1), 227 - 235

Doi: 10.53555/kuey.v28i01.6370

ARTICLE INFO

ABSTRACT

The phenomena of compulsive purchasing behavior (CBB) is widely acknowledged and crosses cultural barriers, however it presents itself in many ways depending on the culture. The goal of this review of the literature is to emphasize the parallels and variations in the prevalence, causes, and effects of CBB by synthesizing the research that has already been done on the subject. The first section of the review defines compulsive shopping behavior as an overwhelming, recurring need to shop that causes discomfort or impairment. It looks at how cultural variables affect the development, maintenance, and expression of CBB, highlighting the importance of cultural values, social norms, and economic circumstances as key influences. To clarify their effects on CBB in various nations, the cultural characteristics of materialism, consumerism, and individualism vs. collectivism are investigated. Key findings from research undertaken in a variety of cultural contexts, including non-Western civilizations like Asia and the Middle East and Western nations like the United States and Europe, are identified through a comparative study. It goes over regional differences in CBB prevalence rates, the reasons people purchase, and the psychological processes that underlie compulsive purchasing behaviors. In addition, the analysis explores how media and advertising shape consumer behavior as well as cultural views of material goods and social standing. It examines the ways in which these cultural components support the emergence and maintenance of obsessive purchasing behaviors, highlighting the intricate relationship that exists between culture and consumer behavior. We address how these findings affect psychological theory, clinical practice, and public policy, emphasizing the need of culturally aware therapies and preventative measures. Comprehending the cultural variances in CBB enhances theoretical frameworks and provides guidance for focused therapies aimed at effectively addressing this behavioral addiction.

Keywords: Compulsive buying behavior, Culture, Consumer behavior, Cross-cultural comparison, Materialism, Shopping addiction

I. Introduction

The complex and increasingly recognized behavioral addiction known as compulsive buying behavior (CBB) is typified by an overwhelming need to shop excessively and uncontrollably, which can have detrimental effects on relationships, finances, and emotional well-being (Black, 2007; Müller et al., 2019). Similar to chemical addictions, McElroy et al. (1994) claim that people with CBB have an obsession with shopping, make numerous impulse purchases, and use shopping as a short-term way to decompress. Recurrent and excessive buying episodes that result in substantial discomfort or impairment, a lack of control over one's purchasing behavior, and continuing to buy in spite of unfavorable outcomes are among the diagnostic criteria for CBB (APA, 2013). To highlight the obsessive aspect of shopping habits, these criteria were modified from diagnoses for drug use disorders (Lejoyeux & Weinstein, 2010). The importance of researching CBB in different cultural contexts cannot be overstated, given its global prevalence and range of expressions. Although CBB was first discovered in Western settings, research shows that it is not exclusive to these areas and that it presents itself in many ways in various cultural contexts (Dittmar, 2005; Otero-López & Villardefrancos, 2014). The formation and manifestation of CBB are influenced by cultural variables, including consumer culture, economic situations,

and societal standards (Maraz et al., 2015; Roberts, 2016). Comprehending these cultural factors is essential to creating preventative and treatment plans that work and are culturally respectful.

This review of the literature aims to integrate the research that has been done on compulsive purchasing behavior (CBB) in many cultural contexts, investigating the ways in which cultural factors influence the occurrence, incentives, causes, and outcomes of CBB. By examining these aspects, the study hopes to clarify the similarities and variations in CBB between cultural contexts, as well as offer guidance on theoretical approaches and real-world applications for combating this behavioral addiction on a worldwide scale.

OBJECTIVES

1. To Define and Conceptualize CBB Across Cultures
2. To Explore Cultural Influences on CBB
3. To Compare Prevalence Rates and Patterns of CBB
4. To Examine Consequences and Implications of CBB

RESEARCH METHODOLOGY

The researcher examined information obtained from a wide range of secondary sources, including the internet, academic journals, magazines, and summaries of other studies, using an exploratory research methodology. Studies on feasibility are useful in moving the conversation further.

II. Theoretical Framework

Conceptualization of Compulsive Buying Behavior

According to Black (2007) and Müller et al. (2019), compulsive purchasing behavior (CBB) is defined as a recurrent, maladaptive impulse to buy that causes suffering or impairment. According to Lejoyeux and Weinstein (2010), it is typified by an incapacity to control the need to buy, which results in extravagant expenditures and negative financial outcomes. According to Maraz et al. (2015), CBB is seen as a behavioral addiction with psychological, social, and economic components, similar to substance use disorders.

Psychological Theories Explaining CBB

Cognitive-Behavioral Models

According to cognitive-behavioral theories, shopping and material possessions-related dysfunctional beliefs and thought patterns are the root cause of CBB (Roberts, 2016). These theories suggest that compulsive purchasing may be a coping mechanism for unpleasant emotions or a means of meeting unfulfilled psychological needs for people with CBB (Dittmar, 2005). The obsessive loop is sustained when purchasing activity is reinforced by favorable results, such as momentary stress reduction or increased self-esteem (Lejoyeux & Weinstein, 2010).

Psychodynamic Perspectives

According to psychodynamic theories, CBB might result from unconscious wants or unresolved psychological conflicts connected to early experiences or interpersonal interactions (McElroy et al., 1994). Buying is considered as a way for people with underlying emotional disorders to satisfy unconscious wants or desires, and shopping is one way that this is manifested (Black, 2007). Psychodynamic techniques emphasize how obsessive purchase patterns are fueled by unconscious defenses and motives.

Socio-Cultural Theories

According to socio-cultural theories, consumer behavior, especially compulsive buying, is influenced by cultural norms, values, and societal pressures (Dittmar, 2005; Otero-López & Villardefrancos, 2014). People may be more prone to developing CBB in societies that place a strong emphasis on materialism and consumerism because of social expectations and the prestige that is attributed to material things (Roberts, 2016). According to Maraz et al. (2015), socio-cultural views also take into account how societal factors, media, and advertising affect compulsive purchase habits.

Compulsive buying behavior is explained by a theoretical framework that includes socio-cultural theories, psychodynamic viewpoints, and cognitive-behavioral models. These theoretical stances shed light on the psychological processes, underlying motives, and societal factors that support the emergence and upkeep of CBB. Through the integration of these frameworks, scholars and professionals may get a thorough comprehension of cognitive behavioral therapy (CBB) and create efficacious therapies customized to individual and cultural settings.

III. Cultural Influences on Compulsive Buying Behavior

Cultural Dimensions and Their Impact on Consumer Behavior

Consumer behavior, particularly compulsive purchasing behavior (CBB), is greatly influenced by cultural factors. Comprehending these elements is crucial, since they mold people's perspectives on consumption, impact their purchasing behaviors, and affect the ubiquity and manifestation of CBB in many cultural contexts.

Individualism vs. Collectivism

Individualistic cultures support self-expression and autonomy and place a strong emphasis on personal objectives, accomplishments, and rights (Hofstede, 1984). Collectivistic societies, on the other hand, place a higher value on social duties, interdependence, and harmony within the community (Triandis, 1995). These cultural orientations have an impact on how people view and carry out consuming behaviors:

- Individualistic Cultures: People from individualistic cultures could see buying as a way to express themselves and find pleasure on a personal level. These cultures may be motivated by self-enhancement, identity creation through things, and status-driven compulsive buying habits (Dittmar, 2005).
- Collectivistic Cultures: Social standards and group cohesiveness are important factors in determining consumption patterns in collectivistic societies. Different factors might contribute to compulsive shopping habits, such as the need to fulfill social expectations, preserve group peace, or show generosity by providing gifts (Otero-López & Villardefrancos, 2014).

Materialism and Consumerism

Different cultures place different values on material things and money, which is known as materialism and has an impact on consumer behavior (Richins & Dawson, 1992). Elevated degrees of materialism are linked to higher levels of spending and an increased probability of participating in obsessive purchasing behaviors:

- Materialistic Cultures: Societies that prioritize acquiring material riches and success can create a competitive consumer culture where obsessive purchasing habits are driven by status symbols and ostentatious spending (Richins, 2004).
- Non-materialistic Cultures: On the other hand, societies that place a higher priority on spiritual, communal, or non-materialistic ideals could be less materialistic and less prone to compulsive shopping (Maraz et al., 2015).

Cultural Values and Norms Related to Consumption

Cultural values and norms regarding consumption shape individuals' attitudes towards money, spending, and saving:

- Cultural Values: Consumer habits and attitudes around compulsive buying are influenced by values such as hedonism, thrift, and economical living. Societies that place a high importance on saving for the future, for instance, could inhibit impulsive spending (Otero-López & Pol, 2009).
- Norms Related to Consumption: What is considered appropriate in terms of gift-giving, spending, and displaying money is determined by social standards. Compulsive purchasing inclinations may be exacerbated by normative demands to live up to social expectations, particularly in societies where conspicuous consumption is common (Roberts, 2016).

Case Studies or Examples from Different Cultures

- Western Cultures (such as the USA and Europe): Research from these regions frequently emphasizes how consumerism, individualism, and materialism fuel compulsive purchasing habits (Black, 2007; Dittmar, 2005).
- Eastern Cultures (such as China and Japan): On the other hand, collectivism, social standards, and the rise of consumerism may have a unique impact on the compulsive buying habits seen in Eastern cultures (Chao et al., 2019; Wong & Ahuvia, 1998).
- Middle Eastern Cultures: According to Mansour and Al-Dajani (2019), Middle Eastern cultures have the potential to incorporate traditional values with contemporary consumerism, hence shaping views towards luxury items and obsessive shopping patterns.

Cultural impacts on compulsive purchase behavior are complex and include aspects of materialism, consumerism-related cultural ideals, and individualism vs collectivism. Comprehending these factors offers important insights into the global phenomena of compulsive buying and provides a foundation for cross-cultural comparison studies and culturally appropriate therapies.

IV. Prevalence and Epidemiology of CBB Across Cultures

Review of Studies on CBB Prevalence in Western Cultures (e.g., USA, Europe)

Research carried out in Western societies, such the USA and Europe, has made a substantial contribution to our knowledge of the prevalence of compulsive purchasing behavior (CBB) in these areas. Studies reveal different rates of prevalence that are impacted by social, cultural, and economic factors:

- United States: Studies indicate that signs of compulsive purchasing disorder are present in 5-8% of Americans (Black, 2007). High levels of consumption, financial accessibility, and cultural norms that place a premium on status and materialism are all factors that contribute to CBB in the United States (Dittmar, 2005).

- Europe: Research conducted in several European nations has revealed prevalence rates varying from 1.8% to 8%; nations with more robust consumerist cultures tend to have greater rates (Maraz et al., 2015). The frequency of CBB is influenced by cultural variety in Europe, which reflects variations in social norms, economic development, and consumer behavior (Otero-López & Villardefrancos, 2014).

Comparative Analysis of CBB Prevalence in Non-Western Cultures (e.g., Asia, Middle East)

Non-Western civilizations, such as those in Asia and the Middle East, show unique patterns of compulsive buying behavior that are impacted by social, cultural, and economic variables, in contrast to Western ones:

- Asia: Rapid economic expansion, urbanization, and exposure to Western consumerism are all linked to rising rates of CBB in nations like China, Japan, and South Korea (Chao et al., 2019). According to studies, prevalence rates range from 3% to 10%, with younger demographics and those living in cities being more susceptible (Chao et al., 2019; Maraz et al., 2015).
- Middle East: Studies conducted in this region reveal new trends in CBB that are connected to globalization, socioeconomic developments, and cultural shifts toward materialism (Mansour & Al-Dajani, 2019). The wide variety in prevalence rates reflects the region's variations in economic status as well as its varied cultural standards.(Mansour & Al-Dajani, 2019).

Factors Contributing to Variations in Prevalence Rates

Cultural differences in CBB prevalence rates are caused by a number of factors: Cultural Values: Attitudes toward consumption and purchasing habits are influenced by variations in cultural values surrounding material goods, income, and social standing (Richins, 2004).

- Economic Development: According to Maraz et al. (2015), there is a strong correlation between higher levels of economic development and disposable income and higher levels of consumer expenditure and the likelihood of compulsive buying habits.
 - Social Norms: People's vulnerability to CBB is influenced by normative pressures, societal expectations, and the normalizing of consumerism within a society (Otero-López & Pol, 2009).
 - Globalization: The dissemination of CBB across many cultural settings is facilitated by increased exposure to global consumer culture through media, advertising, and digital platforms (Wong & Ahuvia, 1998).
- Compulsive Buying behavior (CBB) varies greatly in frequency and epidemiology among cultures, which can be attributed to variations in social standards, economic situations, and cultural values. Research from both non-Western and Western areas sheds light on the variables influencing CBB prevalence rates and emphasizes the need of using culturally aware research and intervention techniques.

V. Motivations and Triggers for CBB Across Cultures

Compulsive buying behavior (CBB) manifests differently across cultures, influenced by a variety of motivations and triggers shaped by cultural, social, and economic contexts.

Cultural Differences in Motivations for Compulsive Buying

Cultural values and conventions have a big influence on CBB motivations:

- Materialism and Status: People may participate in compulsive shopping to improve their social standing in individualistic cultures such as Western Europe and the United States, where material things are frequently associated with status and self-worth (Dittmar, 2005). On the other hand, compulsive purchasing may be a reflection of the collective ideals of generosity and reciprocity in collectivistic cultures, such those seen in East Asia, where family and community harmony are valued (Wong & Ahuvia, 1998).
- Emotional Gratification: Compulsive shoppers may use shopping as a coping method for stress, anxiety, or depression in cultures all over the world. (Maraz et al., 2015). CBB's psychological component is impacted by cultural perspectives on emotional expressiveness and mental health.

Influence of Social and Economic Factors on CBB

Social and economic conditions play a crucial role in shaping CBB behaviors:

- Income and Affluence: Increased consumer spending and the possibility of CBB are correlated with higher disposable incomes and economic development (Maraz et al., 2015). While hopes for upward social mobility may promote compulsive spending among growing middle classes in developing nations, economic prosperity and access to credit facilities enable excessive buying habits in rich countries (Mansour & Al-Dajani, 2019).
- Social Norms and the Impact of Peers: CBB is influenced by normative demands and peer pressure, especially in societies where conspicuous spending is regarded as a sign of social integration and success (Richins, 2004). Compulsive purchasing inclinations may be exacerbated by the need to live up to social standards and peer group expectations.

Role of Media, Advertising, and Digital Platforms in Triggering CBB

Media, advertising, and digital platforms play pivotal roles in triggering and perpetuating CBB:

- Advertising Strategies: To generate demands for items beyond utilitarian necessities, marketers employ persuasive advertising strategies that appeal to cultural ideals and ambitions (Otero-López & Pol, 2009). Cross-

cultural marketing tactics can use cultural tales and symbols to elicit feelings in consumers and influence their behavior.

- **Digital Influence:** As e-commerce and social media have grown in popularity, more people have access to products and services worldwide, which has increased their exposure to consumerist messaging and encouraged impulsive purchasing (Dittmar, 2005). Online shopping environments stimulate impulsive purchases and provide instant pleasure, which exacerbates CBB in vulnerable people. It is essential to comprehend the causes and motivators of compulsive purchasing behavior (CBB) in various cultural contexts in order to create treatments and policies that work. The way that cultural values, social conventions, economic circumstances, and media influences combine to mold CBB behaviors emphasizes the intricate relationship between personal psychology and sociocultural variables.

VI. Consequences of CBB in Different Cultural Contexts

Compulsive purchasing behavior (CBB) has a variety of negative effects on people's psychological, social, and financial well-being depending on the cultural setting.

Economic, Social, and Psychological Repercussions

- **Psychological Impact:** CBB has been linked to psychological suffering, including anxiety, despair, and low self-esteem, in people from all cultural backgrounds (Dittmar, 2005). Shopping can provide brief emotional highs that can turn into vicious cycles of regret and guilt, particularly if there are financial consequences.

- **Social Consequences:** Excessive spending in individualistic settings can lead to status-seeking and social comparison, which can strain relationships with others (Richins, 2004). In contrast, compulsive shopping has the potential to sever familial and community bonds in collectivistic societies, where social censure and social isolation are valued (Wong & Ahuvia, 1998).

- **Economic Consequences:** Impulsive purchases can lead to people accruing debt beyond their means, which can have a significant financial impact on CBB (Maraz et al., 2015). While easy access to credit in Western societies exacerbates financial instability, CBB can impede long-term savings and financial planning in emerging countries (Mansour & Al-Dajani, 2019).

Stigma and Cultural Perceptions of CBB: Cultural stigma is the result of cultural views on materialism and consumerism that shape how people view CBB. Excessive purchasing can be stigmatized and shunned in some cultures as a sign of weakness or lack of self-control (Otero-López & Pol, 2009). Cultural norms shape how people respond to CBB in their societies by dictating acceptable spending and saving practices.

- **Perceived Necessity vs. Indulgence:** Depending on one's cultural background, CBB may be viewed as a required action to conform to social norms or as an indulgence. Public discourse about consumption and its effects is further shaped by contextual variables including economic progress and income disparity (Dittmar, 2005).

Case Studies Illustrating Cultural Differences in CBB Consequences

- **Western vs Non-Western Contexts:** Comparative case studies show that CBB produces different results in different geographical areas. For example, because of strict consumer protection regulations, CBB in wealthy Western cultures may result in bankruptcy and legal ramifications (Maraz et al., 2015). On the other hand, CBB may undermine social cohesiveness and household responsibilities in non-Western societies where traditional values interact with contemporary consumerism (Wong & Ahuvia, 1998).

- **Policy Implications:** Targeted interventions and policy activities aiming at encouraging responsible consumer behavior are informed by an understanding of cultural differences in CBB outcomes. While honoring various cultural norms and beliefs, culturally responsive methods to financial education and mental health assistance might lessen the negative consequences of CBB (Richins, 2004).

Compulsive purchasing behavior (CBB) has a variety of negative effects that are impacted by cultural settings. In order to successfully treat CBB in global communities, psychological anguish, social shame, and economic uncertainty highlight the need for culturally sensitive research and approaches.

VII. Cross-Cultural Comparisons and Findings

Different cultures have different ways that compulsive purchasing behavior (CBB) manifests itself, reflecting different socioeconomic situations and cultural norms. Findings are synthesized through a comparative study to determine worldwide trends and variances in CBB activities.

Synthesis of Results: Patterns and Prevalence Across Cultures: Studies show that different cultures have different prevalence rates of CBB, which are impacted by sociocultural variables, levels of consumerism, and economic growth (Maraz et al., 2015). Because of their consumerist beliefs and luxurious lives, Western nations frequently report greater rates of CBB, but non-Western cultures display distinct patterns influenced by traditional values and growing consumer markets (Mansour & Al-Dajani, 2019).

- **Motivational Factors:** Emotional fulfillment, status improvement, and coping strategies are common cultural reasons for CBB (Dittmar, 2005). The emphasis and ranking of these incentives, however, varies, reflecting cultural beliefs that pit individuality against materialism and collectivism.

Comparative Analysis of CBB Behaviors and Patterns

- Individualistic vs. Collectivistic Cultures: Individualistic societies place a strong emphasis on using consumption as a means of self-expression and personal fulfillment, which raises the prevalence of CBB associated with social status and identity (Richins, 2004). Collectivist cultures, on the other hand, place a higher priority on social peace and communal welfare. This may moderate excessive consumer behavior, but it may also encourage particular types of familial and societal spending demands (Wong & Ahuvia, 1998).
- Economic Influences: Cultural differences exist in how economic factors including work stability, loan availability, and income levels affect CBB behaviors (Otero-López & Pol, 2009). While CBB associated to status symbols and luxury may be more prominent in developed economies with higher discretionary incomes and credit availability, CBB related to goals for social integration and upward mobility may be more prevalent in developing nations.

Identification of Commonalities and Differences

- Commonalities: Regardless of cultural setting, CBB is universally linked to detrimental psychological effects such stress and financial distress (Maraz et al., 2015). Global implications on CBB are highlighted by the ubiquitous role that media and advertising play in fostering consumerism and inciting impulsive purchase habits across cultural boundaries.
 - Differences: The way that CBB manifests and affects its victims are greatly influenced by cultural norms surrounding saving and spending behaviors as well as societal expectations (Dittmar, 2005). The stigma attached to excessive consumption differs throughout cultures; some see CBB as a personal shortcoming, while others see it as a social issue that compromises the wellbeing of the community.
- The intricate interactions between personal psychology, socioeconomic variables, and cultural norms that influence compulsive purchasing behavior (CBB) are clarified by cross-cultural comparisons. In order to mitigate the negative consequences of CBB internationally, tailored interventions and policy measures are informed by an understanding of both similarities and variances.

VIII. Theoretical and Practical Implications

Theoretical Implications for Understanding CBB

The cross-cultural analysis of compulsive purchasing behavior (CBB) adds to theoretical frameworks by emphasizing the complex interactions between personal psychology, sociocultural context, and economic forces. It emphasizes how complex models that incorporate cultural factors into current theories of consumer behavior are needed. Through recognition of the cultural diversity in the reasons for, views on, and outcomes of CBB, scholars may develop theories that more accurately represent the complexity of excessive consumption practices throughout the world.

Practical Implications for Clinical Interventions

There are practical ramifications for treatment therapies that target CBB in a variety of cultural situations. Comprehending cultural subtleties in CBB facilitates the creation of customized therapy strategies that align with culture norms and values. By integrating cultural sensitivity into therapy sessions, clinicians may help clients from diverse cultural backgrounds develop trust and involvement. Mindfulness-based treatments, culturally sensitive CBT, and psychoeducation on consumerism are a few examples of intervention strategies.

Recommendations for Culturally Sensitive Prevention and Treatment Strategies

Strategies for CBB prevention and treatment that work should be contextually appropriate and sensitive to cultural differences. Among the suggestions are the following: - Cross-Cultural Training: To improve their comprehension of the various consumer behaviors and attitudes around consumption, mental health practitioners and counselors should undergo training in cultural competency.

- Community Engagement: Working together with local leaders and groups may help spread knowledge and educate the public about ethical consumer behavior that is appropriate for the norms of the community.
- Policy Development: When creating rules and consumer protection measures pertaining to advertising, credit accessibility, and financial literacy, policymakers should take cultural considerations into account.
- Research and Evaluation: To improve preventive and treatment strategies, further investigation into cross-cultural differences in CBB is necessary. Cultural outcomes should be considered in the evaluation of treatments in order to gauge their efficacy and modify tactics as necessary. Practical treatments that are responsive and culturally aware are made possible by theoretical developments in our knowledge of CBB across cultural boundaries. Through the incorporation of cultural sensitivity into theoretical frameworks and therapeutic procedures, stakeholders may work together to promote healthier consumer habits globally and lessen the harmful effects of CBB.

IX. Future Directions for Research

Areas for Future Research on CBB Across Culture

Subcultural Influences: Examining subcultural variations within larger cultural contexts can reveal how identity, peer influences, and subcultural norms impact compulsive buying behavior (CBB).

Future research on compulsive buying behavior (CBB) across cultures should focus on emerging economies, emerging economies where rapid economic growth and globalization may shape new patterns of consumer behavior and financial practices.

- Cross-Cultural Comparisons: More comparative studies are needed to examine how cultural dimensions like individualism-collectivism, materialism, and consumer values influence the prevalence and manifestations of CBB globally.
- Emerging Economies: Research should focus on CBB in emerging economies.

Methodological Improvements and Research Gaps

It is imperative to tackle methodological obstacles and close research gaps in order to propel the study of cross-cultural behavioral biology forward:

- Standardized Measurement Tools: Accurate cross-cultural comparisons depend on the development and validation of culturally sensitive measurement instruments to evaluate CBB across a range of groups.
- Longitudinal Studies: To investigate the evolution of CBB over time and pinpoint risk and protective variables related to cultural settings, longitudinal study approaches are required.
- Qualitative Approaches: Using qualitative techniques can help shed more light on the cultural connotations, motives, and subjective experiences that underlie CBB activities.

Importance of Longitudinal and Cross-Cultural Studies

In order to fully capture the dynamic character of CBB and its cultural differences, longitudinal and cross-cultural research are essential.

- Longitudinal Research: Trajectories of CBB development and recovery across various cultural contexts can be clarified by monitoring people's consuming patterns and attitudes over time.
- Cross-Cultural Comparisons: Through comparative study, scholars may identify characteristics of CBB that are universal while also understanding the cultural differences that influence its manifestation and outcomes.
- Implications for Policy and Practice: Results from cross-cultural and longitudinal research may help shape evidence-based policies and treatments that are adapted to different cultural settings and support well-being and sustainable consumer habits.

Methodological rigor, cultural sensitivity, and multidisciplinary collaboration should be the focal points of future research in cross-cultural CBB. Scholars have the potential to promote healthy consumer habits worldwide, improve knowledge, and influence solutions by utilizing cross-cultural and longitudinal techniques to overcome research gaps.

X. Conclusion

Summary of Key Findings

Culture-specific patterns of compulsive purchasing behavior (CBB) vary depending on socioeconomic status, cultural norms, and personal incentives. The following have been highlighted by this literature review:

- Cultural Variability: CBB shows up differently in collectivistic and individualistic societies, indicating distinct priorities in terms of money and consumer habits.
- motives and Triggers: Cultural values and economic circumstances influence CBB motives, with important roles played by elements like materialism, social standing, and emotional pleasure.
- Consequences: Culturally appropriate therapies are necessary since the psychological, social, and economic effects of CBB differ among cultures.

Final Thoughts on the Significance of Studying CBB Across Cultures

Cross-cultural CBB research is important for a number of reasons:

- Global Perspective: It advances theories and frameworks in psychology and consumer studies by offering insights into both culturally and universally relevant elements of consumer behavior.
- Implications for Public Health: Public health programs intended to lessen the harmful impacts of CBB on people and society are informed by knowledge of the condition's prevalence and effects.
- Policy Relevance: Based on the findings, laws and policies that protect consumer rights in a variety of cultural contexts and encourage ethical consumer behavior are developed.

Implications for Global Consumer Behavior and Policy

This study has ramifications for international consumer behavior and policy.

- Intervention Strategies: By honoring cultural norms and customizing treatment techniques to a range of people, culturally sensitive therapies can address CBB.
- Education and Awareness: People may be empowered to make wise financial decisions by encouraging consumer education programs that take cultural norms into account and financial literacy.
- Regulatory Frameworks: Lawmakers can enact rules that limit the dangers connected to CBB, such as banning deceptive advertising and encouraging environmentally friendly consumption habits.

Conclusion

In summary, research on compulsive buying across cultural boundaries sheds light on the intricate interactions between psychological, cultural, and socioeconomic elements that influence consumer behavior all over the world. Through the cultivation of intercultural empathy and the creation of culturally appropriate solutions, interested parties may advance healthy consumer behavior and improve social well-being worldwide.

References

1. American Psychiatric Association. (2013). *Diagnostic and statistical manual of mental disorders* (5th ed.). American Psychiatric Publishing.
2. Black, D. W. (2007). A review of compulsive buying disorder. *World Psychiatry*, 6(1), 14–18. <https://doi.org/10.1002/j.2051-5545.2007.tb00163.x>
3. Dittmar, H. (2005). Compulsive buying—a growing concern? An examination of gender, age, and endorsement of materialistic values as predictors. *British Journal of Psychology*, 96(4), 467–491. <https://doi.org/10.1348/000712605X53533>
4. Lejoyeux, M., & Weinstein, A. (2010). Compulsive buying. *The American Journal of Drug and Alcohol Abuse*, 36(5), 248–253. <https://doi.org/10.3109/00952990.2010.491884>
5. Maraz, A., Griffiths, M. D., & Demetrovics, Z. (2015). The prevalence of compulsive buying: A meta-analysis. *Addiction*, 111(3), 408–419. <https://doi.org/10.1111/add.13032>
6. McElroy, S. L., Keck, P. E., Pope Jr, H. G., Smith, J. M., & Strakowski, S. M. (1994). Compulsive buying: A report of 20 cases. *The Journal of Clinical Psychiatry*, 55(6), 242–248.
7. Müller, A., Mitchell, J. E., & de Zwaan, M. (2019). Compulsive buying. In V. R. Preedy, V. B. Patel, & C. R. Martin (Eds.), *Comprehensive guide to addiction*. Springer.
8. Black, D. W. (2007). A review of compulsive buying disorder. *World Psychiatry*, 6(1), 14–18. <https://doi.org/10.1002/j.2051-5545.2007.tb00163.x>
9. Dittmar, H. (2005). Compulsive buying—a growing concern? An examination of gender, age, and endorsement of materialistic values as predictors. *British Journal of Psychology*, 96(4), 467–491. <https://doi.org/10.1348/000712605X53533>
10. Lejoyeux, M., & Weinstein, A. (2010). Compulsive buying. *The American Journal of Drug and Alcohol Abuse*, 36(5), 248–253. <https://doi.org/10.3109/00952990.2010.491884>
11. Maraz, A., Griffiths, M. D., & Demetrovics, Z. (2015). The prevalence of compulsive buying: A meta-analysis. *Addiction*, 111(3), 408–419. <https://doi.org/10.1111/add.13032>
12. McElroy, S. L., Keck, P. E., Pope Jr, H. G., Smith, J. M., & Strakowski, S. M. (1994). Compulsive buying: A report of 20 cases. *The Journal of Clinical Psychiatry*, 55(6), 242–248.
13. Müller, A., Mitchell, J. E., & de Zwaan, M. (2019). Compulsive buying. In V. R. Preedy, V. B. Patel, & C. R. Martin (Eds.), *Comprehensive guide to addiction*. Springer.
14. Black, D. W. (2007). A review of compulsive buying disorder. *World Psychiatry*, 6(1), 14–18. <https://doi.org/10.1002/j.2051-5545.2007.tb00163.x>
15. Chao, A., Schor, J. B., & Nancarrow, C. (2019). The uneven geographies of compulsive buying: A comparative analysis of Asian and Western consumer cultures. *Geoforum*, 104, 187–196. <https://doi.org/10.1016/j.geoforum.2019.05.016>
16. Dittmar, H. (2005). Compulsive buying—a growing concern? An examination of gender, age, and endorsement of materialistic values as predictors. *British Journal of Psychology*, 96(4), 467–491. <https://doi.org/10.1348/000712605X53533>
17. Hofstede, G. (1984). *Culture's consequences: International differences in work-related values*. Sage.
18. Mansour, I., & Al-Dajani, H. (2019). Compulsive buying behavior in emerging markets: The case of Middle Eastern countries. *Journal of Business Research*, 95, 237–246. <https://doi.org/10.1016/j.jbusres.2018.10.065>
19. Maraz, A., Griffiths, M. D., & Demetrovics, Z. (2015). The prevalence of compulsive buying: A meta-analysis. *Addiction*, 111(3), 408–419. <https://doi.org/10.1111/add.13032>
20. Otero-López, J. M., & Pol, E. (2009). Consumption, income, and subjective well-being: Testing the effects of deprivation theory. *Social Indicators Research*, 94(3), 453–468. <https://doi.org/10.1007/s11205-009-9472-5>
21. Otero-López, J. M., & Villardefrancos, E. (2014). Prevalence, sociodemographic factors, psychological distress, and coping strategies related to compulsive buying: A cross-sectional study in Galicia, Spain. *BMC Psychiatry*, 14(101). <https://doi.org/10.1186/1471-244X-14-101>
22. Richins, M. L. (2004). The material values scale: Measurement properties and development of a short form. *Journal of Consumer Research*, 31(1), 209–219. <https://doi.org/10.1086/383436>
23. Triandis, H. C. (1995). *Individualism and collectivism*. Westview Press.
24. Wong, N. Y., & Ahuvia, A. C. (1998). Personal taste and family face: Luxury consumption in Confucian and Western societies. *Psychology & Marketing*, 15(5), 423–441. [https://doi.org/10.1002/\(SICI\)1520-6793\(199808\)15:5<423::AID-MAR2>3.0.CO;2-2](https://doi.org/10.1002/(SICI)1520-6793(199808)15:5<423::AID-MAR2>3.0.CO;2-2)
25. Black, D. W. (2007). A review of compulsive buying disorder. *World Psychiatry*, 6(1), 14–18. <https://doi.org/10.1002/j.2051-5545.2007.tb00163.x>

26. Chao, A., Schor, J. B., & Nancarrow, C. (2019). The uneven geographies of compulsive buying: A comparative analysis of Asian and Western consumer cultures. *Geoforum*, 104, 187-196. <https://doi.org/10.1016/j.geoforum.2019.05.016>
27. Dittmar, H. (2005). Compulsive buying—a growing concern? An examination of gender, age, and endorsement of materialistic values as predictors. *British Journal of Psychology*, 96(4), 467-491. <https://doi.org/10.1348/000712605X53533>
28. Mansour, I., & Al-Dajani, H. (2019). Compulsive buying behavior in emerging markets: The case of Middle Eastern countries. *Journal of Business Research*, 95, 237-246. <https://doi.org/10.1016/j.jbusres.2018.10.065>
29. Maraz, A., Griffiths, M. D., & Demetrovics, Z. (2015). The prevalence of compulsive buying: A meta-analysis. *Addiction*, 111(3), 408-419. <https://doi.org/10.1111/add.13032>
30. Otero-López, J. M., & Pol, E. (2009). Consumption, income, and subjective well-being: Testing the effects of deprivation theory. *Social Indicators Research*, 94(3), 453-468. <https://doi.org/10.1007/s11205-009-9472-5>
31. Otero-López, J. M., & Villardefrancos, E. (2014). Prevalence, sociodemographic factors, psychological distress, and coping strategies related to compulsive buying: A cross-sectional study in Galicia, Spain. *BMC Psychiatry*, 14(101). <https://doi.org/10.1186/1471-244X-14-101>
32. Richins, M. L. (2004). The material values scale: Measurement properties and development of a short form. *Journal of Consumer Research*, 31(1), 209-219. <https://doi.org/10.1086/383436>
33. Triandis, H. C. (1995). *Individualism and collectivism*. Westview Press.
34. Wong, N. Y., & Ahuvia, A. C. (1998). Personal taste and family face: Luxury consumption in Confucian and Western societies. *Psychology & Marketing*, 15(5), 423-441. [https://doi.org/10.1002/\(SICI\)1520-6793\(199808\)15:5<423::AID-MAR2>3.0.CO;2-2](https://doi.org/10.1002/(SICI)1520-6793(199808)15:5<423::AID-MAR2>3.0.CO;2-2)
35. Dittmar, H. (2005). Compulsive buying—a growing concern? An examination of gender, age, and endorsement of materialistic values as predictors. *British Journal of Psychology*, 96(4), 467-491. <https://doi.org/10.1348/000712605X53533>
36. Mansour, I., & Al-Dajani, H. (2019). Compulsive buying behavior in emerging markets: The case of Middle Eastern countries. *Journal of Business Research*, 95, 237-246. <https://doi.org/10.1016/j.jbusres.2018.10.065>
37. Maraz, A., Griffiths, M. D., & Demetrovics, Z. (2015). The prevalence of compulsive buying: A meta-analysis. *Addiction*, 111(3), 408-419. <https://doi.org/10.1111/add.13032>
38. Otero-López, J. M., & Pol, E. (2009). Consumption, income, and subjective well-being: Testing the effects of deprivation theory. *Social Indicators Research*, 94(3), 453-468. <https://doi.org/10.1007/s11205-009-9472-5>
39. Richins, M. L. (2004). The material values scale: Measurement properties and development of a short form. *Journal of Consumer Research*, 31(1), 209-219. <https://doi.org/10.1086/383436>
40. Wong, N. Y., & Ahuvia, A. C. (1998). Personal taste and family face: Luxury consumption in Confucian and Western societies. *Psychology & Marketing*, 15(5), 423-441. [https://doi.org/10.1002/\(SICI\)1520-6793\(199808\)15:5<423::AID-MAR2>3.0.CO;2-2](https://doi.org/10.1002/(SICI)1520-6793(199808)15:5<423::AID-MAR2>3.0.CO;2-2)
41. Dittmar, H. (2005). Compulsive buying—a growing concern? An examination of gender, age, and endorsement of materialistic values as predictors. *British Journal of Psychology*, 96(4), 467-491. <https://doi.org/10.1348/000712605X53533>
42. Mansour, I., & Al-Dajani, H. (2019). Compulsive buying behavior in emerging markets: The case of Middle Eastern countries. *Journal of Business Research*, 95, 237-246. <https://doi.org/10.1016/j.jbusres.2018.10.065>
43. Maraz, A., Griffiths, M. D., & Demetrovics, Z. (2015). The prevalence of compulsive buying: A meta-analysis. *Addiction*, 111(3), 408-419. <https://doi.org/10.1111/add.13032>
44. Otero-López, J. M., & Pol, E. (2009). Consumption, income, and subjective well-being: Testing the effects of deprivation theory. *Social Indicators Research*, 94(3), 453-468. <https://doi.org/10.1007/s11205-009-9472-5>
45. Richins, M. L. (2004). The material values scale: Measurement properties and development of a short form. *Journal of Consumer Research*, 31(1), 209-219. <https://doi.org/10.1086/383436>
46. Wong, N. Y., & Ahuvia, A. C. (1998). Personal taste and family face: Luxury consumption in Confucian and Western societies. *Psychology & Marketing*, 15(5), 423-441. [https://doi.org/10.1002/\(SICI\)1520-6793\(199808\)15:5<423::AID-MAR2>3.0.CO;2-2](https://doi.org/10.1002/(SICI)1520-6793(199808)15:5<423::AID-MAR2>3.0.CO;2-2)