

# The Relationship among Vanity Trait, Shopping Values & Compulsive Buying: An Evidence from University Shoppers

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## Abstract:

The present paper is the first attempt to check the impact of vanity and shopping values on compulsive buying in university shoppers with the comparative study of business students and teachers. Our objectives are to check the impact of vanity on utilitarian, vanity on hedonic values, vanity on compulsive buying, mediation of hedonic and utilitarian values among vanity and compulsive buying. Our sample was the Business students and teachers of Mohammed Ali Jinnah University Islamabad. 200 questionnaires were distributed and 140 were selected. A conceptual model was developed and hypotheses were tested with structural equation modeling. The main findings suggest that the vanity affect the compulsive buying directly. The vanity affects hedonic values positively but no effect on utilitarian shopping values. The utilitarian and hedonic values do not mediate the relationship of vanity and compulsive buying. The vanity has no indirect relation with compulsive buying.

**Keywords:** Consumer vanity, Shopping values, Compulsive buying, University buyers

## Introduction:

The emergent number of people consumes for compensating strain, dissatisfaction, irritation, lack of self-respect and alteration of autonomy by buying in life, can be in form of compulsive buying (Dittmar, 2005). Compulsive buying is define as a “frequent anxiety with buying or impulse to buy that are experienced as appealing, invasive, and/or senseless” (Higgins, 1987) Now a day’s consumption has become the social standard of leisure time and lifestyle that is necessary, easily accessible, and optimistic by society (Goldbart, Jaffe, & DiFuria, 2004). Goldbart, Jaffe, & DiFuria (2004) stated that consumer goods will give psychological benefits as the focus of materialistic values is more on materialistic good, and young people are comparatively more exposed to compulsive buying than the old ones. Sometimes consumers wish to become distinctive among larger groups to acquire an improved self. Different social non-conformity models identified different behaviors that evoke a person to be different relative to others. This is being done with the display of material objects that consumer use to demonstrate their personality (Nail, 1986). People acquire, utilize and dispose the materialistic products in order to get feelings of differentiation from society, creating a new self and social identity (Tian, Bearden, & Hunter, 2001). According to Solomon (1985) the materialistic show is only through vanity, people show vanity via different materialistic products like dressing, sunglasses, luxury watches etc.

Durvasula, Lysonski, & Watson (2001) found that vanity is an improved self in the human which is affected by society and it is also derived by the society. People try to create an idealistic personality to prove them unique in the society. Netemeyer, Burton, & Lichtenstein (1995) separated the vanity into four categories which includes physical concern. Physical view, achievement concern and achievement view. Physical and achievement vanity both are very important from the perspective of marketers because they have to highlight the benefits of an individual in terms of their physical appearance and attractiveness. Marketers use vanity as an appeal to promote different products (Solomon, 1992).

According to researchers, consumer value is the basic motivation to use special service (Higgins, 1987) In shopping, consumer choices and assessment for different products are based on two values: hedonic and utilitarian values (Babin, Darden, & Griffin, 1994). Utilitarian behavior of consumer is defined as task-oriented or functional approach and view about a work whereas the hedonic values are bound with the fun, excitement, entertainment and emotional aspects in the shopping environment (Higgins, 1987).

Different studies found two different factors in conventional buying that envisage the trend of compulsive buying. The first one is about the values that are the basic motives and guide to a specific behavior in shopping. Recent consumer culture is oriented with the possession of materialistic products to gain new identity, new desired self, image, happiness and status (Dittmar, 2004; Goldbart et al., 2004; Richins, 2004). The second factor is about the buying motives. Two UK based studies demonstrate that individual seeks to move near to “Ideal self” by purchasing of consumer goods and achieved high score on compulsive buying scale (Dittmar, 2005).

In this paper, our first aim is to check either the teachers or students of business studies are more influenced toward compulsive buying for the sake of vanity. Till now there has been no work with the mediating role of hedonic and utilitarian values with vanity and compulsive buying. The second aim is to check, is

utilitarian and shopping values affects the relationship of vanity and compulsive buying in the students and teachers of business studies. As Robson (1998) said that many teachers has ambiguous and unclear identity and Sagiv & Schwartz (2000) said that business students have different values like achievement , social status and hedonism leads them to congruence with environment. Till now in Pakistan, there is no work about vanity and its impacts on different variables. So, we have to check these two phenomena which arises vanity, affects their tendency to compulsive buying or not.

### **Relevant literature:**

#### ***Vanity:***

Netemeyer, Burton, & Lichtenstein (1995) defined vanity with two domains. The first one is physical vanity and other is achievement vanity. Two sub parts of physical vanity are; a concern for physical appearance and an inflated view of physical appearance. Similarly two sub parts of achievement vanity are; a concern for achievement and an inflated view of achievement. Mainly there are two philosophies about vanity. The first one says Vanity is derived by primary and biogenic needs. It is such type of personality trait which is affected by parental socialization and genes (S. Durvasula, S. Lysonski, & J. Watson, 2001) and on the second end Mason (1981) reveals that vanity is not primarily, it is secondary trait which is mainly influenced by the environment and socio-economic conditions like conspicuous consumption. Worst, Duckworth, & McDaniel (1991) develop a special measure of 98 items about vanity and its motivation toward overspending based on literature. The main traits are (1) narcissism (2) Association about saving behavior (3) Compulsive over spending.

#### ***Physical vanity:***

An extreme concern for and positive view of physical appearance is called physical vanity (Netemeyer et al., 1995). The popular and academic press both revealed with articles and books about physical appearance, and its impact on consumer product demand. In USA people spent \$ 36 billion on different dieting programs for their physical appearance (Silberner, 1992). According to survey of psychology today which reported that 34 % men and 38 % women were bit satisfied about their physical appearance and other majorities want to get plastic surgery (Cash, Winstead, & Janda, 1986). Research uncovered that concern for physical appearance directs not only positive attitude (e.g. good health eating patterns and exercising) towards consumption but negative attitude also (e.g. disorder in eating patterns, addictive behavior and cosmetic surgeries ) for personal satisfaction (Bloch & Richins, 1992; Hirschman, 1992; Kleine & Kleine, 2000).

#### ***Achievement vanity:***

There is empirical and theoretical evidence that creates a link between consumption of product and personal achievement. Mitchell (1983) grouped 23 % respondents as “achievers” (who are anxious to achieve personal goal) and 9 % are grouped as “emulators” ( an aspiration to achievers ) by using typology of VALS. And according to Kahle (1983)16 % people values “a good judgment of accomplishment” most important. It has been suggested by Belk (1985) that different groups consume in order to convey to status or success. One school of thought says that people show off the materialistic product for personal achievement (Hirschman, 1990).

#### ***Hedonic and utilitarian values:***

For certain services and consumption, consumer value is the basic motivation (Zeithaml & Gilly, 1987). It is normally thought that consumer value is relative to the experience of consumer for collaborating with some special things like services, goods, etc (Holbrook, 1999). So it can be stated that value is relativistic that can be personal or context (Kleijnen, De Ruyter, & Wetzels, 2007). Hedonic values directed consumers towards task oriented approach, however hedonic approach heading for fun, enjoyment and excitement (Babin et al., 1994; Higgins, 1987). Consistently most of the researchers are finding a very comprehensive understanding of the value of consumer. A wide literature review perceived the concept that what consumers get for what they give, or the consumer’s overall evaluation of utility of product or provision of service based on specifically on that perceptions that what one will for what one gives. The scope of shopping is more spreader than the functional utility and orientation of task and can provide more benefits related to experiments (Michon, Chebat, & Turley, 2005). Hirschman and Holbrook (1982) used the idea of Tauber and included other factors like joy, emotions, and delight are also motivations and analyzed them with more useful and effective motivation from utilitarian shopping. The major cause the consumers which do hedonic shopping they get enjoyment from shopping process. They developed a scale in which utilitarian and hedonic shopping values are present. And they have relation with different variables related to individual consumption like purchases without planning and compulsive buying and pressure from time and on the whole satisfaction. And their conclusion showed that various individual variables give few dimensions which were correlated with hedonic and utilitarian values equally.

One sole attribute of store (e.g. Personal dealing) can be related to negative utilitarian shopping value and also can be related to hedonic shopping value positively. And it can be possible that others may have

different impact to other dimensions of shopping values (Olsen & Skallerud, 2011). Hedonic and utilitarian values have great impact on satisfaction of customers also and customer satisfaction greatly affects the intentions of behavior and the impact of utilitarian values can be seen as more on customer satisfaction and intentions related to behavior instead of impact of hedonic values. With reference to this study, it can be stated that customer satisfaction is a partial mediator between the behavioral intentions and the hedonic or utilitarian values (Ryu, Han, & Jang, 2010).

#### *Compulsive Buying:*

Compulsive buying is define as a “frequent anxiety with buying or impulse to buy that are experienced as appealing, invasive, and/or senseless” (Higgins, 1987). In more recent literature, compulsive buying has is defined as “chronic, recurring purchase that becomes a primary response to negative events or feelings” (O’Guinn & Faber, 1989). O’Guinn & Faber (1989) described that when buying behavior is once established then consumer will find it very difficult to control its buying even if he/she tries a lot to control. Compulsive buying result in profligacy, extreme gratitude, and insolvency (McElroy, Satlin, Pope, & Keck, 1991). According to the scientific viewpoint the concept of compulsive buying often been ignored (Black, Repertinger, Gaffney, & Gabel, 1998). It has more possibility that compulsive buyers try to conceal their activities of buying because they have fear in mind and don’t want to be exposed as regular buyers (Lee, Lennon, & Rudd, 2000). Based on the preliminary findings by Mueller et al. (2007) it was proposed that comparatively women are more exposed to compulsive buying. Koran et al. (2006) described that when consumers are not able to stop buying then they must think to purchase things without need oftenly even if they can’t afford to buy it.

Dittmar et al. (2007) have found that there are three main features of compulsive buying such as ; consumers experience an uncontrollable desire to buy, consumers ‘can’t control themselves to buy, and consumers continuous to buy without considering bad impact on their lives financially and socially. When people feel bad they try to buy something to counter these bad feelings and want to get “high” (Ridgway, Kukar - Kinney, & Monroe, 2008). Lee (2009) concluded that the self esteem is negatively related to compulsive buying and positively related to fashion in female students of business studies.

Sansone, Chang, Jewell, and Sellbom (2011) Said that the compulsive buying is like a disease which has so potential in clinical environment. Sansone, Chang, Jewell, and Rock (2012) found that the childhood is associated with the buying patterns of adult buying and childhood trauma can be cause of compulsive buying.

#### *Impact of Vanity on utilitarian values and hedonic values:*

The vanity is related to psychic needs of body and vanity works as root for survival with the passing age and time (Groth, 1994). According to Fan and Burton (2002) different goods and commodities have some utilitarian value and apparently they functions as a display in society. Expression of success can also be notion of utilitarian values as well as hedonic values (Gibbs, 2004). Found that the consumer have more interest in the symbolic characteristics of a product than the utilitarian values. On this basis we hypothesize two assumptions to find out results.

H1: There is a positive relationship b/w vanity and utilitarian values.

H2: There is a positive relationship b/w vanity and hedonic values.

#### *Impact of Vanity on compulsive buying:*

In first Worst et al. (1991) said that vanity causes the overspending and he made a scale for measuring the impact of vanity on excessive and over spending on consumption. Consumers are directed towards the compulsive buying when identity and artificial self related motives are on the back (Dittmar et al., 2007). According to Chang, Lu, Su, Lin, and Chang (2011) the vanity directly and indirectly influences the compulsive buying during shopping on the internet. Vanity and more money in the pockets of consumer leads to compulsive buying (Durvasula & Lysonski, 2010). This literature guides us to develop the hypothesis:

H3: Vanity influences the compulsive buying positively.

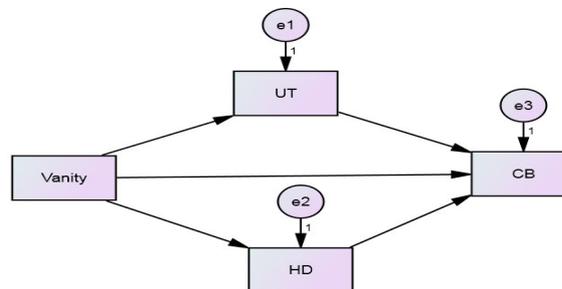
#### *Impact of vanity, utilitarian and hedonic values on compulsive buying:*

The Dittmar (2005) and Chang et al. (2011) checked the relationship in different genders about materialistic values, vanity, buying motives and compulsive buying. According to Vinson, Scott, and Lamont (1977) the personal values are highly involved with buying pattern and behavior of consumers. Different personality dimensions like emotional stability and tensions also influence the compulsive buying in Pakistan (Shahjehan, Qureshi, Zeb, & Saifullah, 2012) As Chang et al. (2011) also check the direct and indirect relationship of physical vanity with compulsive buying with the mediating role of buying motives. But there is difference between buying motives and values in the shopping environment (De Ferran & Grunert, 2007). So we develop

two hypotheses on this basis:

H4: Utilitarian values are mediating b/w vanity and compulsive buying.

H5: Hedonic values are mediating b/w vanity and compulsive buying.



(Conceptual Framework) (UT= Utilitarian shopping values, HD= Hedonic, shopping Values, CB= Compulsive buying)

### Methodology:

This section of the paper specifies the research design about collection of data, the unit of analysis, questionnaire development and the detail of measures.

In this study we have two main objectives; our first aim is to check either the teachers or students of business studies are more influenced toward compulsive buying for the sake of vanity. Till now there has been no work with the mediating role of hedonic and utilitarian values with vanity and compulsive buying. The second aim is to check, is utilitarian and shopping values affects the relationship of vanity and compulsive buying in the students and teachers of business studies. For this purpose we collected data from the university students and teachers having business study background or studying. Survey method was used in order to collect the data from the sample of 140 respondents by developing the well structured questionnaire.

Measurement of the vanity was made with a well established scale of Netemeyer, Burton, and Lichtenstein (1995) having 4 main facets. These are CFPA (Concern for physical appearance), VOPA (View of physical appearance), CFA (Concern for achievement), and VOA (View of achievement). All items have 5 questions each except VOPA (View of physical appearance) which has six questions. Five point likert scale was used having values from strongly disagree to strongly agree (Strongly disagree =1, Disagree =2, neutral =3, Agree =4, strongly agree =5) to check the response of business students and teachers of business studies. Measurement of utilitarian and hedonic values was made with the recommended scale of Babin, Darden, and Griffin (1994) in which the scale of utilitarian values of composed of 4 questions and hedonic values was composed of ten values. In this scale two question were reversed scored of utilitarian values. For the questions of utilitarian and hedonic values questionnaire have values from strongly disagree to strongly agree (Strongly disagree =1, Disagree =2, neutral =3, Agree =4, strongly agree =5) to check the response. To measure compulsive buying the tool of Faber and O'Guinn (1992) was used in which six questioned were scored on very often to never and one question was scored on the values of strongly disagree to strongly agree.

Total 200 questionnaires were divided by using self administered technique among under graduates, graduates and post graduates business students, out of two hundred questionnaires 25 questionnaire were distributed among business teachers. All the teachers and students were of Mohammad Ali Jinnah University Islamabad. Out of 200 questionnaires 168 were received with a response rate of 84%. Out of 168 questionnaires 140 were chosen randomly which includes the 20 student each in the each level of education with equal proportion of girls and boys. 20 questionnaires were chosen from faculty side. The in-depth detail of demographics is in the table-1.

Table 1  
 Demographic Profile of respondents

Variables	Categories	No. of respondents	Percent (%)
Gender	Male	53	53.6
	Female	65	46.4
Age	15-20	3	2.1
	21-15	80	57.4
	26-30	28	20
	Above – 30	29	20.7
Education	Under-Graduation	40	28.6
	Graduate	40	28.6
	Post-Graduation	60	42.9
Pocket Money (For Students)	Less than 2000	31	22.1
	2000-3000	1	0.7
	3000-4000	16	11.4
	Above – 4000	92	65.7
Income (For job holders & Teachers)	Less than 10000	4	2.9
	10000-20000	9	6.4
	20000-30000	7	5.0
	More than 30000	20	14.3

**Examination of construct validity and reliability:**

The reliability and validity of the scales was assessed on basic guidelines of Churchill Jr (1979) and Gerbing and Anderson (1988) . Initially all the items were assessed using a systematic procedure under the (EFA) exploratory factor analysis. All the items were included to check the common variance. The KMO (Kaiser Meyer Olkin and Bartlett test was used in order to check the appropriateness of scale for the factor analysis and the sampling adequacy. The value of KMO and Bartlett is given in the Table -2. The value of KMO was .71 which is more than sufficient as the acceptable range is above than .50 and the values of Bartlett test  $\chi^2 = 2159.631$   $df = 861$  and significance = .000 also prove the appropriateness for factor analysis. Secondly according to the suggestion of Hair, Black, Babin, Anderson, and Tatham (2006) the varimax-rotation was used for the examination of factor loadings and cutoff value of .50. The items not meeting the criteria of 0.5 were considered for deletion. Thirdly the correlation of item to total was exhibited and the value of 0.6 was considered for deletion. Finally the internal consistency of the scale was assessed with the help of Cronbach's alpha. The criteria for the deletion under the cronbach alpha were 0.7 but there was not any variable having cronbach's alpha less than 0.70. After these three steps, more rigorous technique of (CFA) confirmatory factor analysis was used on the basis of recommendation of Gerbing and Anderson (1988) . The modification indices of the different questions of vanity were so much high. That's why four items of vanity CFPA, VP3, VA1, and VA3 were removed to get rid from poor model fitness. Similarly one item from utilitarian values UT4, three from hedonic values UT2, UT7, UT8. There was no problem in the questions of compulsive buying. The goodness of measure was assessed under the values of ( $\chi^2/df$ , CFI, RMSEA) which shows the goodness of measures. In last the factor loading of exploratory factor analysis, Cronbach's alphavalues and summary statistics of confirmatory factor analysis (CFA) were shown in the Table -3.

Table - 2  
 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of sampling adequacy		.716
Bartlett's Test of Sphericity		
Approx. Chi-Square		2159.631
df		861
Sig.		.000

**Results:**

Different t-tests and ANOVAs were made for the testing of differences in the vanity, utilitarian values, hedonic values and compulsive buying. Through one sample T-test there were some significant differences between students and teachers. The means were used in order to check the vanity, utilitarian values, hedonic values and compulsive buying. The male students are more reluctant to vanity than the male teachers. But in female side

students are less directed towards the vanity than the male students. But surprisingly both teachers and students both show less vanity. The utilitarian shopping values less prevail both in the students and teacher either on male or female side. Male teacher shop for enjoyment and excitement more than the students and prevailing of hedonic shopping values were equally higher in both female students and teachers. But the main reality is male students are more compulsive than teachers and females. The descriptive of these results are given in the Table - 4 having means, standard deviations, T-values and p-values.

The hypothesis testing and conceptual model was tested by using structure equation modeling software. The path models and acceptance of hypothesis were made on the basis of significant values. Overall goodness of measures was accepted under the values of CFI, GFI,  $\chi^2/df$ , NFI, RMSEA. A detailed view in the Table -5 indicate that there is no relation between vanity and utilitarian values. The vanity leads to hedonic consumption in order to get excitement and get new artificial personality. Both the utilitarian and hedonic values are not mediated with the relationship of vanity and compulsive buying. The direct relationship of vanity and compulsive buying exist. This also supports the view of Chang, Lu, Su, Lin, and Chang (2011) that vanity have positive impact on the compulsive buying but he used the mediation of buying motives and the context was china. But the view that vanity affects compulsive buying is also supported in the context of Pakistan. That shows it's not necessary utilitarian and hedonic shopping values mediates the relationship of vanity and compulsive buying.

Table -3  
 Scale Items and summary statistics

Variables	Factor/Item	Factors loading (EFA)	Cronbach's Alpha	Summary statistics (CFA)
<b>Vanity</b>			.818	
<b>(1) Concern for physical appearance:</b>				
CP1	The way I look is extremely important to me.	.716		$\chi^2/df=2.365$ P=.000 CFI=.459 RMSEA=.099
CP2	I am very concerned about my appearance.	.730		
CP3	Would feel embarrassed if I was around people and did not look my best.	.697		
CP4	Looking my best is worth the effort.	.713		
CP5	It is important that I always look good.	.787		
<b>(2) View of physical appearance:</b>				
VP1	People notice how attractive I am.	.693		
VP2	My looks are very appealing to others.	.680		
VP3	People are envious of my good looks.	.758		
VP4	I am a very good-looking individual.	.679		
VP5	My body is appealing.	.807		
VP6	I have the type of body that people want to look at.	.728		
<b>(3) Concern for Achievement:</b>				
CA1	Profession achievements are an obsession with me.	.643		
CA2	I want others to look up to me for my accomplishments.	.611		
CA3	I am more concerned with professional success than most people I know.	.597		
CA4	Achieving greater success than my peers is important to me.	.705		
CA5	I want my achievement to be recognized by others.	.676		
<b>(4) View of Achievement:</b>				
VA1	In a professional sense, I am a very successful person.	.686		
VA2	My achievements are highly recognized by others.	.706		
VA3	I am an accomplished person.	.659		
VA4	I am a good example of professional success.	.700		
VA5	Others wish they were as successful as me.	.642		
<b>Utilitarian Values:</b>			.701	
UT1	I accomplished just what I wanted to on this shopping trip.	.811		$\chi^2/df=3.473$ P=.000 CFI=.699 RMSEA=.133
UT2	I couldn't buy what I really needed.*	.774		
UT3	While shopping, I found just the item(s) I was looking for.	.773		

Variables	Factor/Item	Factors loading (EFA)	Cronbach's Alpha	Summary statistics (CFA)
UT4	I was disappointed because I had to go to another store(s) to complete my shopping.*	.740		
<b>Hedonic Values:</b>			.802	
HD1	This shopping trip was truly a joy.	.656		$\chi^2/df=4.050$
HD2	I continued to shop, not because I had to, but because I wanted to.	.702		P= .000
HD3	Compared to other things I could have done, the time spent shopping was truly enjoyable.	.723		CFI=.652
HD4	I enjoyed being immersed in exciting new products.	.668		RMSEA=.148
HD5	I enjoyed this shopping trip for its own sake, not just for the items I may have purchased.	.655		
HD6	I had a good time because I was able to act on the spur-of-the-moment.	.769		
HD7	During trip, I felt the excitement of the hunt.	.673		
HD8	While shopping, I was able to forget my problems.	.755		
HD9	While shopping, I felt a sense of adventure.	.733		
HD10	This shopping trip was not a very nice time out.*	.635		
<b>Compulsive Buying:</b>			.741	
CB1	If I have any money left at the end of the pay period, I just have to spend it.	.603		$\chi^2/df=1.103$
CB2	Felt others would be horrified if they knew of my spending habits.	.687		P= .703
CB3	Bought things even though I could not afford them.	.629		CFI= .986
CB4	Wrote a check when I knew I did not have enough money in the bank to cover it.	.534		RMSEA=.027
CB5	Bought myself something in order to make myself feel better.	.597		
CB6	Felt anxious or nervous on days I did not go shopping.	.503		
CB7	Made only the minimum payments on my credit cards.	.582		

\*Reverse Questions

Table -4

Construct	(Students)				(Teachers)		
	Mean (Sta. Dev.)	T-value	Prob.t	Mean (Sta. Dev.)	T-value	Prob. t	
Vanity	3.0941 (.53609)	44.707	.000	2.6000 (.30743)	32.755	.000	
(Male) UTV	1.8444 (.79420)	17.989	.000	2.0889 (.92981)	8.701	.003	
HDV	4.0857 (.73090)	43.300	.000	4.6381 (.38886)	46.194	.000	
CB	3.2476 (.76542)	32.866	.000	2.7238 (.66233)	15.928	.000	
Vanity	2.8304 (.52659)	41.634	.000	2.2588 (.06707)	75.309	.000	
(Female) UTV	2.9944 (.81523)	28.449	.000	1.6000 (.54772)	6.532	.000	
HDV	4.5167 (.63294)	55.275	.000	4.4000 (.30971)	31.768	.000	
CB	2.5905 (.82568)	24.302	.000	2.4857 (.54022)	10.289	.001	

Table - 5  
 Path estimates for proposed model

Hypothesis/Relationship	Unstandardized Estimates (St. Error)	Critical Ratio	P-Value	Standardized Estimates
Vanity → Utilitarian values	.199 (.153)	1.301	.193	.110
Vanity → Hedonic Values	-.374 (.102)	-3.656	.000*	-.296
Vanity → Hedonic values → Compulsive Buying	.058 (.102)	.563	.574	.047
Vanity → Utilitarian values → Compulsive Buying	-.021 (.069)	-.307	.759	-.025
Vanity → Compulsive Buying	.520 (.130)	3.3995	.000*	.337

Overall fit measures:

$\chi^2/df$	2.326
GFI	.992 (a)
CFI	.949 (a)
NFI	.928 (b)
RFI	.567 (b)
RMSEA	.098 (c)

- (a) Desirable fit indices value: > 0.90.
- (a) Desirable fit indices value: > 0.95.
- (b) Acceptable values range from 0.05 and 0.08.
- (c) Statistically significant at the .05 level.

**Discussion:**

This attempt was the initiation to determine the vanity nature of the Pakistani students and to check the impact of vanity on compulsive buying. The analysis directed towards many conclusions. First the students are more attractive towards the vanity and compulsive. Our research finds that the business students having age between 21 to 25 want to change their personality with the help of different material goods. The other factor is, Islamabad is the capital city of the Pakistan and many students are here from different provinces which leads them to become unique from others one. The other finding that the teachers are more directed towards the achievement vanity and students towards physical vanity. The surprising result was girls depict less vanity than the males which contradicts the research of different authors. The students make compulsive buying for gaining good identity in the university. Good identity matters a lot in the university students and even sometimes they are frustrated when there is comparison about dresses. This frustrated situation leads them to compulsive buying.

The utilitarian values are not so much affected by the vanity because mostly the students and teachers purchase the task-oriented products with care and ignoring the factors of enjoyment and excitement. Utilitarian shopping values don't exist in the students when they possess vanity. But hedonism approach is used by the students and teachers both which show they both have to buy sometimes for joy, excitement and entertainment. As there are many different places in Islamabad which have both factors enjoyment, and shopping. That's why their preference approach is hedonism approach. The utilitarian and hedonic shopping values do not mediate the relationship of vanity and compulsive buying. It's not necessary to create state of tension in the minds of university shopper when they go for shopping. If tension exists or any other psychological disease exists then it can convert them to compulsive buyers.

**Implication:**

This present research has an important perspective for marketers, researchers, health and public policy makers. Marketers keep an eye on the demands of the customers to decrease the compulsive buyers. As Pakistan is a poor country where compulsive buying do not consider a disease but it's the reality that to meet the needs of an individual especially university shoppers, it's the primary responsibility of marketer to understand the relationship of vanity and compulsive buying. The university shoppers who are well educated are more willing to go for compulsive buying and using hedonic shopping values is state of tension for the policy makers. They should make such education policy which could help the students to prevent compulsive buying. They government should also focus on the attitude towards purchasing of goods. Different competitors are creating

such type of products which are aesthetically attractive and eye catching which is instantly purchased by business students. This makes the life cycle of a product shorten and ultimately loss for companies. So such products should be made which consider the both elements vanity and compulsive buying and do not attract the business students to compulsive buying.

#### **Limitation & Future research directions:**

Our research has many limitations; the scope of this study is limited to university shoppers in Pakistan. The future research can be expanded in different areas and across the borders. We took vanity as a variable, but it can be the best aspect for future by analyzing the individual impact of physical and achievement vanity on different purchasing patterns like impulsive buying, materialism, counterfeit product consumption. The hedonic and utilitarian shopping values were taken as a mediator but there can be a testing of utilitarian and hedonic motivations and other aspects of hedonic and utilitarian consumption

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