
Indian Women and Compensatory Consumption: A Confirmatory Factor Analysis Approach

Dr. Shallu Singh,

Associate Professor, Bharati Vidyapeeth Institute of Management & Research

Abstract

As Adam Smith said “Consumption is the sole end and purpose of all production...” Truly going by what Adam Smith said, the Indian economy is revolutionizing in all its capacity whereby consumption has actually embedded deep into the lifestyles of people. The consumption is just like a twin sided coin which at the one end give us happiness, fulfillment, enlightenment, self-expression and at the same time there is the other side which is darker than one perceives the same as.

This paper has been a piece of work on the darker side of consumption termed in marketing literature as “Compensatory Consumption”. This topic is rooted into the consumer psychology and the importance of studying this emerges from the fact that there exists a negative side within the consumption framework which actually has an antiseptic effect in appearance. This is deemed to be important for studying consumer behavior since a deeper dive into negative aspects may help marketers explore many hidden perspectives for the study of positive consumption behavior. The implications of the study have been knitted round suggestive framework for retailers, society and government to maintain and build ethical society, universal sustainability and overall wellbeing.

Keywords: *Compensatory Consumption, mood management, self – gifting, compulsive buying, retail therapy, Indian women*

Introduction: Compensatory Consumption is a part of wider horizon of consumer research covering a broad spectrum of compensation at the grass root level and various behavioral manifestations(Woodruffe, 1997). It has been defined in varies ways by various authors. It is an endeavor to indemnify for the weakness and/ or failure in a certain domain by performing in another domain which may or may not be desirable. (Gronmo,1988; Hilgard and Atkinson, 1967). In sociological context, compensatory consumption is a way to make up for the threatened status or a way out to make up for some loss or some lack. It is an attempt made by the individuals to lift self-esteem by gaining something in lieu of something which is lacking. Unknowingly an individual is intentionally gaining something which is actually not needed as he can gain that only, whilst the actual need which should actually be gained is something that he is unable to gain .This phenomenon is termed as compensatory consumption.

Compensatory consumption often flows as: First there is some deficiency: Deficiency of love, deficiency of affection, deficiency of tenderness etc. associated with a feeling of loneliness and boredom. Second the result is some mood change or a total negative mood. Third in response to this the subject indulges in shopping and may or may not end up with buying. Just like a painkiller relieves a pain without removing the actual underlying cause, same is the case here where consumption is being done purely for the purpose of achieving superficial satisfaction.

As per the studies undertaken by Gronmo (1988), this concept has been widely researched and theorized by Jahoda et.al.(1933) and Caplovitz (1963) who proposed an association with compensatory consumption and consumption. A qualitative studies undertaken by Woodruffe (1996)has been an elaborative study on the concept. Other areas associated with such behavior have gained more attention as well. Areas such as conspicuous consumption (Mason, 1981 and Page,1992) ,addictive behavior (Elliott, 1944),compulsive buying (O Guinn and Faber, 1989), compensatory eating behavior (Grunert,1998) , self-gift giving (Mick and De Moss, 1990, Luomala, 1988),Mood repair (Rook and Gardner,1993) and have gained much more attention.

It hence became imperative to convene this study and apply it on as to how shopping can be used as a method to compensate in Indian Context.

The table 1 depicts thirteen constructs along with their measured variables:

Table 1: Constructs along with the measured variables

Construct	Measured variable
Mood repair	I use things I bought during my shopping to ease a bad mood.
	After a shopping trip to make myself feel good, the good feelings last at least for the rest of the day.
	I do not shop when my mood is off.
	I shop when I am irritated.
	Shopping gives me a sense of accomplishment.
	I like the visual stimulation that shopping provides me.
	Shopping for something new loads an empty feeling.
	My shopping trip to lighten my mood off is successful.
Gratification	I shop to ease my stress
	I shop to enjoy myself up..
	I shop to make myself feel good.
	I shop to feel comfortable.
Conscientiousness	I do not shop to make myself feel better.
	I do not shop to cope with feeling depressed
	I do not prefer spending money during my shopping to make myself feel good
	I do not use shopping as a way to ease stress.
Desire to acquire	I do not use shopping to recover my mood.
	Shopping provides me with information of new style.
	Things I bought during my shopping to make myself feeling good continue to make me happy for several days
Compulsivity	I like the treatment I receive from sales executives when shopping
	I often do not use things I buy during my shopping trip to relieve the bad mood
	I shop to feel comfortable
Loneliness	After a shopping trip to make myself feel good I start feeling restless after a few hours.
	Shopping is a run away from loneliness.
Impulsivity	I shop when I am lonely
	When I use things I bought during my shopping to ease my bad mood, I remember the shopping experience
Exploratory Buying	I take pleasure being in a pleasant environment that shopping provides.
	Trying new things is a stress reliever
Depression	I feel driven to shop and spend, even when I do not have time.
	I feel good immediately after my shopping trip to lighten a bad mood
Powerfulness	Shopping has helped me to cope with depression in the past
	Shopping is a method to control things when other things appear to be out of control
Narcissism	Finding a great deal emphasizes positive feeling about myself
	I feel guilty or ashamed after shopping
Self gifting	I shop to balance for a bad day
Need attention	Shopping hooks up me with other people

▪ Gender and shopping : Choosing women as the research subject

“When women are depressed, they eat or go shopping. Men invade another country. It's a whole different way of thinking.” This phrase as said by Elayne Boosler, an American Comedian tells a very strong linkage between the emotional states and consumption behavior which has a varied expression across the genders.

Before we go ahead with the reasons of gender selection in this study, a few connotations need to be cleared out. The terminology ‘gender’ can be elaborated on the basis of gender distinctiveness and the role played by the gender. Gender identity refers the degree to which a female or male relates itself to feminine and masculine traits respectively. Gender Differences elaborates on the different set of responsibilities that males and females hold and execute on any level (*Fisher and Arnold, 1990*). Another clarification is described in context of ‘sex’. The terminology ‘sex’ is a genetic view of the physiological traits of a male or female. It can also be explained by including cultural, sociological and physiological rooted behavioral tendency of a male and female. (*Moss, 2009*).

A huge Indian literature is available which is directed towards study of consumer behavior and handful has been directed only towards women as consumers. In one of the studies “Marketing to Women” *Martha Barlett* suggests it is ideal to target women as it helps to enhance the returns due to loyalty and referral power of women. Also she opines that the natural behavior of women to talk adds to the marketing process due to the multiplier effect of word of mouth.

Engagement in shopping as a consumption activity has widened the traditional role of women (as a wife, mother, sole lady, daughter, daughter in law and so on) which has undergone vast change due the numerous factors like financial autonomy, independence, nuclear families, education and so on. More importantly young female consumers have been found to be prone to environmental factors as compared to old shoppers (*Kapoor et.al, 2008*). The reasons attributed to this is the fact that they have been nurtured in an environment full of reasoning and ample opportunities to shop as well as they have considerable exposure to media, television and internet (*Bakewell et.al. 2003*).

In terms of generational gaps one of the studies reveal that young Y generations (18-25 years) have an immense purchasing power and out of their total income they spend two third on clothing (*Bakewell et.al. 2006*). Euromonitor (2007) explains that if behavioral estimate is taken towards spending on clothing by women, age emerges as a stronger determinant as compared to socioeconomic status.

Women have also been viewed as more professional towards their shopping spree activities as compared to men. Evidences in literature suggest that women take up their role as shopper seriously in comparison to men who saw shopping actually as a play (*Fisher and Arnold, 1994*). Women have reported more frequent purchases though amount spent by men is more and women buying is more about fashion with men actually being the ‘purse bearers’ (*Kuruvilla et.al., 2009*). Women never had that financial independence hence an overall indulgence into leisure had been pretty moderate to low (*Nava, 1995*). This statement though made in western context has an implication for Indian women too.

A revealing study undertaken by the Cogito Consultancy in year 2005 (the research division of FCB Ulka) titled as the ‘Second Womanhood Study’ in the Sec A and Sec B cities including Delhi in India reveals Indian women changing role to becoming more practical, rational, cognizant towards the world. From being a simple homemaker she has evolved to discussing financial and investment decisions with her husband today which reveals a drastic change in her psyche. An interesting fact revealed was that now Indian women want to be ‘earning’ women so that they can voice their opinions on bigger decisions. At the same time the study reveals that Indian women take much pride in spending money on herself and personal appearance.¹ Another studies conducted in India reveals that women are responsible for buying of 80% of the household goods.²

¹ The Hindu ‘Business Line’, June 6, 2006 : ‘A study highlights changing attitude of Indian business women _Ajitha Shashidhar, [http:// www.thehindubusinessline.in/bline/2006/06/06/stories/2006060602160500.htm](http://www.thehindubusinessline.in/bline/2006/06/06/stories/2006060602160500.htm), DOA : JULY 2011.

² “Six types of women who use the net”, Nua internet surveys. DOA: November 13, 2011

Thus the role definition of women has expanded a lot in India too and is indicating well that they want more freedom in terms of utilization disposable income and like west she too finds an opportunity for social expression in shopping (*Cross, 1993*)

▪ **Literature Review:**

Human beings, when feel about psychological deficiencies engage themselves in shopping with an objective to compensate for this deficit in feeling. Hence compensatory consumption may lead to shopping and buying wherein shopping and buying serve as compensatory resources.

Compensatory consumption is a broader terminology which imbibes much more behaviours just than mood alleviate consumption because in former one can consume in relation to deficiencies whilst in the latter one indulges in consumption owing to negative mood experience. *Grunert(1993)* elaborates well on the concept of compensatory consumption . *Grunert(1993)* explained compensation to be a process “where a lack of x is cured by supply of y , instead of x.”. Thus compensatory consumption is a phenomenon. (*Gronmo,1998;Grunert,1993; Woodruffe,1997; Woodruffe – Burton,1998*). In short it occurs “when an individual feels a need, lack or desire which they can’t satisfy with primary fulfilment so they engage in purchasing which serves as an alternate to fulfilment of lack when individuals, in order to compensate for psychological deficiencies engage themselves in materialistic fulfilment (shopping and buying), compensatory consumption happens. *Gonmo(1998)* defined this as “ behaviour designed to offset or avoid an undesired condition of personality or situation resulting from a general lack of self-esteem and self-actualisation .”This view point of *Gronmo(1998)* was utilised by *Fontes and Fan (2006)* to elaborate on the reasons behind high consumption of status goods by ethnic minority groups. They explained the reason that this high consumption happened because of “perceived deficiency in social status “This perceived deficiency may be so much embedded in the lives of the ethnic minority that it may not cause negative mood on everyday basis. This is well supported by the studies undertaken by *Gronmo(1998)* who took into consideration various psychological deficiencies in his study but not all of them result in negative mood state. Thus mood alleviate consumption is just managing moods on daily basis or momentary basis while compensatory consumption is a wider construct. *Woodruffe(1997)* elaborated on the concept of *Gronmo (1988)* and explained the behaviour of masses who were underprivileged or repressed in some way. She expressed that consumers indulge in compensatory consumption to compensate for psychological deficiencies which may be temporary or long term. Temporary deficiencies include anxiety, boredom, tiredness, stress or reduced self-esteem. For Example: a person may be buying some apparel, cosmetic or electronic device as a means to compensate for his loneliness. Hence this is an episode of compensatory consumption.

The mood alleviate approach does have a link with compensatory consumption behaviour .Specially the *Le Doux’s (1989)*definition of mood with a “focus on negative mood experience”. The point here is compensation is happening in the form of shopping when one is in a negative moods state. Applying this concept the retail therapy is understood as an individual or set of compensation behaviour, that is either shopping or buying or both driven by a consumer’s desire to manage his or her negative moods and so is the compensatory consumption. In order to regulate the negative mood , one tends to self-regularise the mood by indulging in some leisure activity .Some of the tactics of self-regulation of negative mood as expressed by *Morris and Really(1987)* and *Morris (1989)*as relevant to their study are self-indulgence, distraction and affiliation . When people use consumption as a source of mood alleviation it becomes mood alleviative consumption behaviour. (*Kacen 1998,Karan & Press 1999,Luomala 2002, Lomala et. al. 2004*)

Another approach called Retail therapy seems to be catching a lot of attention in literature . As per *Donsdale 1994*, retail therapy engagement ‘lifts the spirits and provides an immediate high that psychologists have compared to taking cocaine.’

Thus compensatory consumption seems to be an umbrella term covering all these concepts.

Hencefor this study the scale developed by *Minjeong Kang (2009)*has been utilised after cultural modifications .

Purpose, Objective and significance of the study: The study aims to determine the reliability and convergent validity and internal consistency of compensatory consumption construct w.r.t. shopping. The study also aims to test the model fit of data. The term compensatory consumption has been used to refer to various consumer shopping behavior like compulsive, addictive, self-gifting, impulse buying, hedonic shopping etc. stemming from two approaches: Mood Alleviate Approach and Retail Therapy

The fulfillment of these objectives shall contribute to theoretical background to consumer behavior science by exploring the reliability of consumer behavior with other shopping behaviors. Since compensatory consumption calls for a broader construct than retail therapy (Kang, 2009), so every attempt has been made to keep up to this. The interpretative findings as elaborated on compensatory Consumption by Helen Woodruff (1996) has been incorporated and the scale constructed by Minjeong Kang(2009) on retail therapy has been culturally modified and broadened to create a valid construct for compensatory consumption.

In India, it is just the start of retail revolution and beginning of consumption era. This study will provide a preliminary framework and preventive strategies have been suggested in the implication to all the stakeholders viz: government, retailers, and women consumers so as to retain the balanced identity of Indian women.

Hypothesis Proposed :

For the purpose of our study the following hypothesis are proposed :

H₁ Conscientiousness is a factor influencing compensatory consumption

H₂ Powerfulness is a factor influencing compensatory consumption

H₃ Compulsivity is a factor influencing compensatory consumption

H₄ Need Attention is a factor influencing compensatory consumption

Research Methodology:

▪ **Sample Size and Sampling design:** Convenience random sampling is used to collect data. The study includes 1482 women from north India urban region which includes six main cities- Delhi & NCR, Ludhiana, Lucknow, Jaipur, Simla and Chandigarh. Majority ones in the age group of 25-60 years are taken into consideration. The data includes women who are housewives, service women, professionals with business set up etc.

▪ **Data Collection:** Both primary and secondary data are used. Primary data is collected through a well-designed questionnaire. The questionnaire includes a total of thirty six statements grouped into thirteen constructs namely mood repair, gratification, consciousness, desire to acquire, compulsivity, loneliness, impulsivity, exploratory buying, depression, powerfulness, narcissism, self-gifting and need attention. The respondents are asked to rate each variable on a five point Likert Scale, where, score 1 is assigned for Strongly Disagree, 2 for Disagree, 3 Neutral, 4 Agree and 5 for Strongly Agree. Responses are posted on SPSS 16.0 for further analysis. Secondary data is collected through research publications and articles in journals, magazines, websites etc.

▪ **Tools and Techniques:**

Firstly the reliability and validity analysis is done by calculating Cronbach's alpha values and standardized regression weights. After that confirmatory factor analysis is performed to test the model fit of data analysis of correlation between the constructs is measured.

▪ **Analysis and Result:**

As the construct is an unobservable or latent variable that can be defined in conceptual terms but cannot be directly measured, so it is measured by its multiple indicators (measured variables). The constructs considered in the study are: mood repair, gratification, consciousness, desire to acquire, compulsivity, loneliness, impulsivity, exploratory buying, depression, powerfulness, narcissism, self-gifting and need attention..

The detailed analysis of different constructs along with their measures variables is given below:

Reliability Analysis:

The most common and widely used measure of reliability is Cronbach's alpha. Generally acceptable the lower limit of Cronbach's alpha is 0.70 although it may decrease to 0.60 levels in exploratory research. Table 2 gives the Cronbach's alpha value of all constructs of compensatory consumption. All values are greater than 0.70. It means data collected against various constructs is highly reliable.

Table 2: Reliability measure of constructs of customer satisfaction in general insurance company

Constructs	Measured variable	Cronbach's alpha
Mood repair	8	0.823
Gratification	4	0.765
Conscientious	5	0.760
Desire to acquire	3	0.736
Compulsivity	3	0.736
Loneliness	2	0.823
Impulsivity	2	0.765
Exploratory Buying	2	0.760
Depression	2	0.736
Powerfulness	2	0.736
Narcissism	1	0.760
Self gifting	1	0.736
Need Attention	1	0.736

Validity analysis:

Convergent validity is determined using standardized regression weights (RGW). Standardized regression weights exhibit the influence a measured variable is having on its construct. The standardized regression weights (factor loadings) of all the variables of all latent constructs are shown in table 3.

The results indicate that all standardized regression weights are high and significant. Since all the standardized weights are higher than 0.5 (minimum level of factor loading for convergent validity), this indicates that convergent validity exists in the constructs. Although an ideal SRW is higher than 0.7 but generally a cutoff rate of 0.6 is used to evident the convergent validity of data for model fit analysis (*Dash & Malhotra*).

Table 3 Validity Estimates of compensatory Consumption Constructs

Measured Variable	Std. Regression Weight	Squared Multiple Correlation
Mood Repair		
I use things I bought during my shopping to ease a bad mood.	0.656	0.43
After a shopping trip to make myself feel good, the good feelings last at least for the rest of the day.	0.663	0.44
I do not shop when my mood is off.	0.523	0.274
I shop when I am irritated.	0.642	0.412
Shopping gives me a sense of accomplishment	0.711	0.506
I like the visual stimulation that shopping provides me.	0.536	0.287
Shopping for something new loads an empty feeling.	0.513	0.264

	My shopping trip to lighten my mood off is successful.	0.583	0.34
Gratification			
	I shop to ease my stress	0.525	0.276
	I shop to enjoy myself up.	0.598	0.357
	I shop to make myself feel good.	0.703	0.494
	I shop to feel comfortable.	0.531	0.282
Conscientiousness			
	I do not shop to make myself feel better.	0.588	0.276
	I do not shop to cope with feeling depressed	0.58	0.336
	I do not prefer spending money during my shopping to make myself feel good	0.567	0.322
	I do not use shopping as a way to ease stress.	0.577	0.333
	I do not use shopping to recover my mood.	0.617	0.38
Desire to acquire			
	Shopping provides me with information of new style.	0.678	0.453
	Things I bought during my shopping to make myself feeling good continue to make me happy for several days	0.57	0.174
	I like the treatment I receive from sales executives when shopping	0.65	0.398
Compulsivity			
	I often do not use things I buy during my shopping trip to relieve the bad mood	0.589	0.347
	I shop to feel comfortable	0.576	0.332
	After a shopping trip to make myself feel good I start feeling restless after a few hours.	0.553	0.305
Loneliness			
	Shopping is a run away from loneliness.	0.557	0.311
	I shop when I am lonely	0.652	0.427
Impulsivity			
	When I use things I bought during my shopping to ease my bad mood, I remember the shopping experience	0.652	0.426
	I take pleasure being in a pleasant environment that shopping provides.	0.629	0.396
Exploratory Buying			
	Trying new things is a stress reliever	0.582	0.338
	I feel driven to shop and spend, even when I do not have time.	0.574	0.33
Depression			
	I feel good immediately after my shopping trip to lighten a bad mood	0.629	0.396
	Shopping has helped me to cope with depression in the past	0.582	0.338

Powerfulness			
	Shopping is a method to control things when other things appear to be out of control	0.611	0.374
	Finding a great deal emphasizes positive feeling about myself	0.628	0.37
Narcissism			
	I feel guilty or ashamed after shopping	0.618	0.382
Self-Gifting			
	I shop to balance for a bad day	0.584	0.341
Need Attention			
	Shopping hooks up me with other people	0.576	0.332
	I like the treatment I receive from sales executive	0.546	0.346

▪ **Confirmatory factor analysis:**

The previous section represents that how measured variables come together to represent the construct. CFA enables us to test how well the measured variable represents the constructs. It is a confirmatory technique used to test the theoretical relationships amongst the observed and unobserved variables. The graphic representation in Figure 1 is the hypothesized model that is to be tested to see how well it fits with the observed data. This model has been named as ‘Compensatory Consumption Enactment Model’.

Corrected item-total correlation values are also a reliability statistic of interest as they indicate the degree to which each scale item correlates with the Cronbach Alpha (*Pallant, 2007*). If the values are less than 0.3, the associated scale items are measuring something different to the scale as a whole. In this study all of the scales’ corrected item-total correlation values are above 0.3 and hence, have a measure similarly to the scale as a whole. This was followed by an introspection and testing of corrected items total correlation which represented a hypothesized compensatory consumption. The items which showed a corrected item correlation less than 0.30 were deleted. Out of a total of 43 items, only items having item-to-item correlation of more than 0.30 were taken into consideration.

The following scale items did not load onto a factor

-) I shop to increase my confidence.
-) I shop to feel superior about myself.
-) I shop to cope when feeling depressed.
-) Shopping is a positive entertainment/amusement.
-) I do not use shopping to recover my mood.
-) I feel driven to shop and spend, even when I do not have the money to spend

This was followed by application of Structural Equation Modelling (SEM). SEM is an extended form of general linear modelling (GLM) which assists a researcher in testing a comprehensive set of regression equations at one point of time. It includes confirmatory factor analysis, LISREL, Latent growth modelling, path analysis and partial least square path analysis. The methodology for undertaking a SEM analysis is: The researcher first clearly defines a model which is based on theory, and then finds out a means to measure construct, assembles data and then puts that data into SEM software bundle. The bundle creates a fitment to specified modelling and produces the resultant role which includes overall model fit synonyms and parameter estimates. The input includes usually a covariance matrix of measured variables such as survey items scores, though sometimes matrices of correlation of matrices of covariances and substance are used. Usually the information analyst’s supplies SEM programme with raw data, and then the platform convert these data into covariance and means for its own use. The exemplar consists of a set of relationships among the measured

variable quantity. These relationships are then expressed as restrictions on the total set of possible relationships. The results lineament overall indexes of good example fit as well as parameter estimates , standard errors, and test statistic for each parameter in the model .

Then a four factor model was finalized for model fit which is as follows:

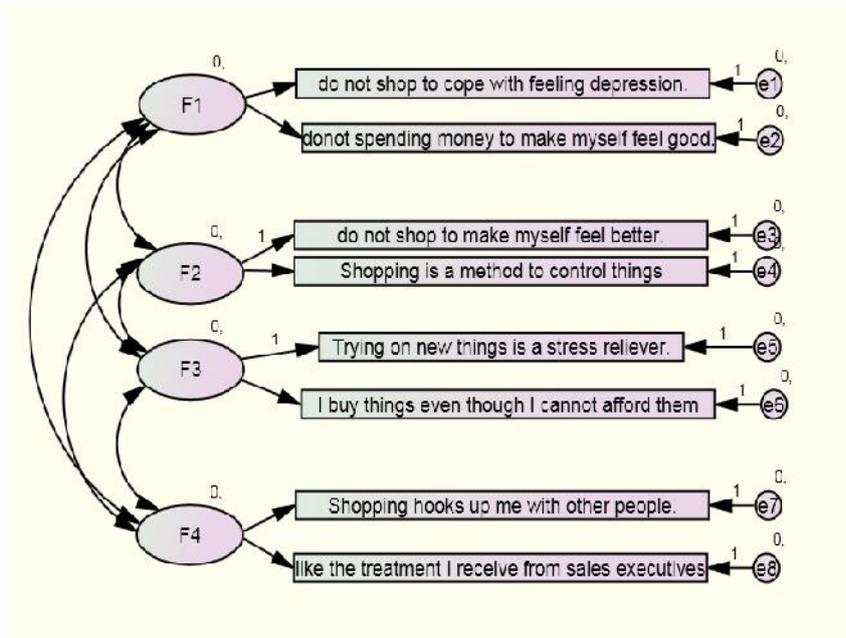


Figure 1 : Compensatory Consumption Enactment Model

Table 4. Factor naming - The Compensatory Consumption Enactment Model

CODE	FACTOR NAME
F1	Conscientiousness
F2	Powerfulness
F3	Compulsivity
F4	Need Attention

Two important tests were undertaken: Tests of Absolute Fit and test of relative fit

The chi-square test of overall modelling fir is mentioned Discrepancy in this output. Its value was 168.07 with 14 degrees of freedom, along with a probability value of less than .000. The 14 degrees of freedom represent the level of over identification of the model. Since the probability value of the chi-square test was smaller than the .05 level used by convention, we would reject the null hypothesis that the model fits the data. The argument research worker make in this context is that the chosen theoretical account is less false than a service line simulation, typically the independence model. A framework that performs well in compare to other models is of quite interest. Various rules of thumb for each of these fit statistic exist. These rules of thumb variety as statisticians publish new feigning studies that further document the department of various measures of paroxysm .The chi-square test is an *absolute* test of model fit: If the probability value (P) is above .05, the model is accepted.

The other measures which are used to measure fit are descriptive. RMSEA values recommended as per *Hu and Bentler*(1999) is below .08 and Tucker-Lewis Index values of .95 or higher. Since the RMSEA for this model is .080 and the Tucker-Lewis Index value is .97 , the model fit well according to the descriptive measures of fit.

A confirmatory factor analyses (CFA) was performed with Amos. All token parcels loaded significantly onto their respective gene (load ranging from .63 to .72 on the Steradian scale and between .65 and .86 on the SP scale).. The subsequent correlation coefficient ($r = .05$) between the factors though was non-significant, supporting the independence of the two scales. Chi-square value for the overall model fit was significant, $\chi^2(14) = 168.017, p < .001$ suggesting a lack of fit between the hypothesized model and the data. However, due to the sensitivity of χ^2 in large samples, other fit indices were assessed (Kline, 1998). Examination of these indices showed acceptable model fit with TLI = .971, CFI = .890, RMSEA = .08 as given in Table 5.

Table 5 : Model fit statistics

Fit Statistics	Final CFA Model (19items)	Desired Value
GFI	0.892	Close to 1.00
TLI	0.971	Close to 1.00
NFI	0.883	.80 or higher
CFI	0.890	.80 or higher
RMSEA	0.08	.08 or lower
LO 90	0.051	.08 or lower

Hypothesis testing

H₁ Conscientiousness is a factor influencing compensatory consumption. **Accepted**

H₂ Powerfulness is a factor influencing compensatory consumption. **Accepted**

H₃ Compulsivity is a factor influencing compensatory consumption. **Accepted**

H₄ Need Attention is a factor influencing compensatory consumption. **Accepted**

CONCLUSION AND DISCUSSIONS

Consumer Compensatory Consumption is surfacing up as an important area of inquiry in consumer behavior. The major goal of this research was to analyse compensatory consumption amongst north Indian urban women. In order to achieve this goal, the study investigated the phenomenon of compensatory consumption, and measured the factors influencing compensatory consumption by conducting exploratory factor analysis followed by Confirmatory Factor Analysis. Upon the application of exploratory factor analysis we found that there are thirteen major factors influencing the compensatory consumption amongst north Indian urban women. This was confirmed by confirmatory factor analysis in which we concluded that four major factors influence women compensatory consumption.

IMPLICATIONS

For Consumer Behaviour Research : This research primarily contributes to the darker (yet important) side of the consumption behaviour which has been thoroughly explored by using shopping as a compensatory consumption in context of north Indian urban women.

The study relied on interpretative mode of enquiry utilised by Helen Woodruff (1996) to understand the concept of shopping as a compensatory source in the actual life of women. The study also explored possible linkages with parallel studies like mood repair, self-gifting, addictive consumption, compulsive buying and retail therapy. It was finally concluded that all these behaviours in shopping are varied intensities compensatory consumption, though each have their distinctive traits too.

As elaborated by Minjeong Kang (2009), compensatory consumption calls for a broader construct than retail therapy. Retail therapy is only a part of compensatory consumption. This means that the scale constructed by Minjeong Kang (2009) measures only a part of compensatory consumption. Literature suggests that compensatory consumption ranges from mood repair to obsessive disorders. Hence the study too takes many items from retail therapy scale (Minjeong Kang), extended them for compensatory consumption, modified them culturally and utilised in the Indian context.

For Retailers And Marketers:

Since factors like mood repair was one of the important factor marketers should encash this trait in making more sales. Similarly depression and need attention should be carefully tackled by training the sales person in such a way that these women can become loyal customers. Selling wide range of variety may help the marketers to trigger the impulsivity. Carefully handling the traits like obsessive quality and self-gifting will also lead to loyal women customers.

Further it has been revealed from the confirmatory factor analysis that Conscientiousness, Powerfulness, Compulsivity and Need attention are the major factor influencing compensatory consumption. Since shopping during compensatory consumption is viewed as therapy, marketers can encash these deficiencies by making the shopping experience pleasurable

For Women Consumers :Our findings suggest that women having a states of mood repair, gratification, self-gifting are more shopaholic that is they are hypersensitive to overspending and might enter into debt due to their increased willingness to pay for their shopping. This problem might be worsening when feelings of helplessness are derived from an actual lack of resources. Further it has been revealed from the confirmatory factor analysis that Conscientiousness, Powerfulness, Compulsivity and Need attention are the factor influencing compensatory consumption in north Indian urban women, so fairer sex with such tendencies find suitable alternatives to overcome these disorders.

Alternatives like self-acceptance can serve as an alternative means to compensatory consumption to cope with various types of self-threats that individuals might encounter. When consumers were induced to accept the unvarnished self by means of allowing it to go of threats, their dependence on compensatory consumption as a means to escape from self-threats may be reduced. Also awareness and introspection of adequate reasoning associated with mood swings and their ready acceptance is a must. One should be able to identify the link between emotions and behavior and handling on money while in shopping. In Indian context where women in the backbone of family and society and the pivotal role which she performs in the family, she need to be every well aware of the fact that the spending have to rooted from a valid decision and not mere as an intrinsic pressure or extrinsic pressure.

Another Alternative like feeling powerful can also serve as an alternative means to compensatory consumption to cope with various types' mood repair or loneliness. In Indian context, as male dominated society, in fact, gender differences in consumption support the idea that deprivation of economic resources and status might lead to compensatory consumption. So a feeling of fullness might help overcome the compensatory consumption.

Women who are more prone to shopping these women can find some alternative engagement in some productive or options like deviation from shopping to other time passing activities like dining out or may joining some social clubs or some social activity may lower compensatory consumption i.e. instead of utilizing retail therapy one might go in for utilizing service therapy : a good massage for soothing nerves, a visit to beauty parlour , dine out with family , get together with friends or family member s, visit to cinema halls else some amusement or theme parks . As compensatory consumption is a psychological phenomenon, one can always tame our thinking in such a way so that disorders like compensatory consumption can be lessened. Social arrangements like kitty parties or family get together will certainly help in overcoming compensatory consumption.

It is strongly suggestive that women should have their own life's plan and the entire spending; saving and investments need to be projected in this direction. Indian has been a savings driven economy. Consumption should always be ethical and socially driven. All the actions must serve the future.

Moreover women with these disorders can go for a planned shopping which may include more of window shopping so that the probability of becoming bankrupt can be avoided. In some cases the women with these tendencies may not apply for credit cards, so that they can avoid bankruptcy in the future.

For The Government: Though consumer spending form a backbone of all capitalist economies but knowing the fact that India is a mixed economy the government may take adequate measures in the national savings scheme to ensure that the focus of economy should not shift from savings to wasteful spending with the fact that population in India is on rise and there is a huge gap between the rich and the poor. The economy should strive towards ethical society building. A thorough check may also be kept on wasteful spending through accounts, debit or credit card tracking.

SCOPE FOR FURTHER RESEARCH

As the survey conducted was only confined to Delhi, Shimla, Ludhiana, Chandigarh, Lucknow and Jaipur region results may vary if research is in conducted in other parts of India specially in south. If the survey is conducted in whole India result may substantially differ. Furthermore, the study was limited to women's shopping motive results may substantial vary if male are also included in the study. Moreover a comparative analysis of shopping motives of men and women can also be conducted. Also one can explore the consumption of services like saloons, parlours, spas, gymnasiums, restaurants, amusement parks, theme parks etc for mood repair. This might would lead to service therapy instead of retail therapy. Research can be conducted to compare the shopping motives of A-class cities and B-class cities. In the research the factor influencing the compensatory consumption was undertaken in all the six cities but no comparative study has been conducted within these cities which may be dealt in future studies.

References

-] Bakewell,C. and Mitchell,V.(2003).Generation Y Female Consumer Decision Making Styles.*International Journal of Retailing and distribution management*,31(2), 95-106.
-] Bakewell, C., Mitchell, V.W., Rothwell, M..(2006). UK Generation Y fashion consciousness. *Journal of Fashion Marketing and Management* 10 (2), 169-180
-] Caplovitz, D.(1963). The Poor Pay More.*Free Press*, New York
-] Cross, G (1993).Time and Money, The Making of Consumer Culture.*Routledge,London* ,167.
-] Elliott (1994).Addictive Consumption: Function & Fragmentation of Post Modernity. *Journal of Consumer Policy*, 17, No.2, 159 – 179.
-] Fischer, E., & Arnold, S. J. (1990). More than a labor of love: Gender roles and Christmas gift shopping. *Journal of Consumer Research*, 17, 333-345
-] Fischer, Eileen and Stephen Arnold J. (1994).Sex, Gender Identity, Gender Role Attitudes and Consumer Behavior.*Psychology and Marketing*, 11(2), 163-82
-] Fontes, A., & Fan, J. X. (2006).The Effects Of Ethnic Identity On Household Budget Allocation To Status Conveying Goods. *Journal of Family Economic Issues*, 27, 643-663.
-] Gronmo (1988).Compensatory Consumer behaviour: Elements of a critical sociology of consumption.in Otenes, P. (Ed.), *Proceedings of the second conference on genders and consumer behaviour*, Salt Lake City, 74 – 86.
-] Grunert (1993),.On gender difference in eating behaviour as compensatory consumption. *Proceedings of the 2nd conference on Gender and Consumer behaviour*, University of Utah, USA, pp 74 – 86.
-] Hilgard, E.R. and Atkinson, R.C. (1967). Introduction to psychology(4thed.). New York: Harcourt
-] Jahoda, M., Lazarsfeld, P.F. and Zeisel, H.(1933). DieArbeitslosen von Marienthal, Hirzel, Leipzig. (cited inGronmo, 1988, op.cit.)
-] Kacen ,J.J (1998). Retail Therapy : Consumers' Shopping cures for negative moods," *Advances in Consumer Research* ,25,75-87
-] Kang,M. (2009).Retail Therapy:A Qualitative Investigation And ScaleDevelopment".*Published by University of Minnesota*.
-] Kapoor,A.and Kulshrestha,C.(2008).The Effect Of Perception Of Indian Urban Female Consumer Buying Behaviour.*Monash Business Review*, IV, Issue 1 ,1-12.

- J Kuruvilla, Shelja, J Joshi, Nishnat and Shah, Nidhi (2009) .Do Man And Woman Really Shop Differently? An Exploration Of Gender Differences In Mall Shopping In India. *International Journal of consumer studies*, 33(6), 715-723.
- J LeDoux, J. E. (1989). Cognitive-Emotional Interactions In The Brain. *Cognition and Emotion*, 3(4), 267-289.
- J Luomala, H. (1998). A mood alleviate perspective on self gift behaviours: Stimulating consumer behaviour theory development. *Journal of Marketing management*, 14, 109-132
- J Luomala, H.T. (2002). An empirical analysis of the practices and therapeutic power of mood alleviate consumption in Finland. *Psychology & Marketing*, Vol 19(10), 813-836.
- J Luomala, H.T., r., Worm, V., Singh, J.D. (2004). Cross Cultural Differences In Mood Regulation : An Empirical Comparison Of Individualistic And Collectivistic Culture. *Journal of International Consumer Marketing*, 16(4), 39-62 .
- J Luomala, H.T. (1998). A mood-alleviative Perspective on self-gift behaviours: stimulating consumer behaviour theory development. *Journal of Marketing Management*, Vol.14, 109-132
- J Mason, R. S., 1981. Conspicuous Consumption: A Study of Exceptional Behaviour. Gower, UK
- J Page, C. (1992). A History of Conspicuous Consumption. in Meaning, Measure and Morality of Materialism, Eds. Rudmin, F. and Richins, M. *Association for Consumer Research*, Mass. USA, .82-87
- J Mick, D. G., DeMoss, M., & Faber, R. J. (1992). A Projective Study Of Motivations And Meanings Of Self-Gifts: Implications For Retail Management. *Journal of Retailing*, 2, 122-144.
- J Mick, David G. and Michelle Demoss (1990). Self-Gifts: Phenomenological Insights From Contexts. *Journal of Consumer Research*, 17(3), 322-32
- J Mick, David G. and Michelle Demoss (1990). Self Gifts: Phenomenological Insights from Contexts. *Journal of Consumer Research*, 17(3), 322-32
- J Morris, W. N. (1989). Mood-frame of mind. New York: Springer-Verlag.
- J Morris, W. N., & Reilly, N. P. (1987). Toward The Self-Regulation Of Mood: Theory And Research. *Motivation and Emotion*, 11(3), 215-249.
- J Moss, G. (2009). Gender, design, and marketing: how gender drives our perception of design and marketing. *Aldershot, Hants, England: Ashgate*
- J Nava (1985). Modernity tamed? Women shoppers and rationalization of consumption in the inter war period. *Australian Journal of Communication*, 22 No.2.
- J O'Guinn, T.C and Faber, R.J. (1989). Compulsive Buying : A phenomenological exploration . *Journal of Consumer Research* ,16(2), pp 147-157.
- J Pallant , Julie (2007) . *SPSS Manual* .
- J Page, Christine (1992). A History of Conspicuous Consumption. *Advances in Consumer Research*, <http://www.acrwebsite.org/volumes/display.asp?id=12197&print=1>.
- J Rook, D and Fisher, R.J (1995), "Trait And Normative Aspect Of Impulsive Buying Behavior", *Journal of Consumer Research*, 22(3), 305-13
- J Rook, D. W. and Gardner M. P. (1993). In the Mood: Impulse Buyings' Affective Antecedents. pp. 1–28 in Janeen Arnold-Costa and Russell W. Belk (Eds.), *Research in Consumer Behavior* Vol. 6, Greenwich, CT: JAI press
- J Woodruffe-Burton, H. (1998). Private desires, public display: Consumption, postmodernism and fashion's "new man". *International Journal of Retail & Distribution Management*, 26(8), 301-310.
- J Woodruffe, H. R. (1996). Compensatory consumption: Why women go shopping when they're fed up and other stories. *Marketing Intelligence & Planning*, 15(7), 325-334.
- J Woodruffe, H.R., 1997, Compensatory Consumption (Or: Why do women go shopping when they're fed up? And other stories), *Marketing Intelligence and Planning*, Vol.15, No.7, 325-33
- J Yurchisin, J., Yan, R, Watchravesringkan, K., & Chen, C. (2008). Investigating the role of life status changes and negative emotions in compensatory consumption among college students. *College Student Journal*, 42(3), 860-868.