CHAPTER III

RESULTS AND INTERPRETATION

This chapter provides the results and interpretation of the study. The quantitative results related to statistical analyses of self-regulation, materialistic values, impulse buying, compulsive buying, and buying motives are presented as follows: correlations between the variables, multiple linear regression analysis, and multivariate analysis of variance for demographic variables and external factors with self-regulation, materialistic values, impulse buying, compulsive buying, and buying motives. The chapter also presents thematic analysis of beliefs and practices related to self-regulation of purchase behavior in the urban Indian middle-class context. Further, it presents the process model of decision making for purchase behavior. The findings are presented in the following sub-sections:

- Demographic profile
- Self-regulation understanding and levels
- Personal demographic variables and self-regulation of purchase behavior
- External factors and self-regulation of purchase behavior
- Factors influencing savings behavior
- Luxury purchase behavior

- Process of decision making for purchase behavior and process-model
- Triangulation of quantitative and qualitative results

Demographic Profile

The age range of participants was 21 to 77 years with maximum number of participants (94) in the 21-30 years age group. Most (n=215) of the participants were married. A total of 166 participants lived in nuclear type of family.

Table 5

Gender wise Distribution of Demographic Characteristics of Participants

Categories	Women	%	Men	%	Total
Age Range (years)					
21-30	60	20	34	11.3	94
31-40	35	11.6	43	14.3	78
41-50	35	11.6	24	8	59
51+	26	8.6	43	14.3	69
Total	156	52	144	48	300
Marital Status					
Unmarried	49	16.3	26	8.6	75
Married	98	32.6	117	39	215
Number of Children					
0	80	26.6	46	15.3	126
1	50	16.6	38	12.6	88
2	26	8.6	47	15.6	73
3	0	0	13	4.3	13

Type of Family					
Nuclear	105	35	62	20.6	167
Joint	40	13.3	67	22.3	107
Extended	11	3.6	15	5	26

Table 6 shows the gender wise distribution of education, employment and monthly income of the participants. There were 140 participants whose spouses were employed. 99 participants had education qualification of post-graduation. Maximum (n=235) participants were employed in a job/service. The monthly income of participants ranged between Rs. 9000/- to Rs. 1000000/-.The participants worked at various workplaces in Vadodara such as banks, university, hospitals, district court, schools, etc.

Table 6

Gender wise Distribution of Education, Employment and Income of the Participants

Categories	Women (f)	%	Men (f)	%	Total
Employment of Spouse					
No Spouse	58	19.3	45	15	103
Not Employed	0	0	57	19	57
Employed	98	32.7	42	14	140
Type of Employment					
Service	140	46.7	108	36	248
Business	16	5.3	36	12	52
Education					
Graduation	62	20.7	61	20.3	123
Post-Graduation	80	26.7	65	21.7	145
Above Post Graduation	13	4.3	15	5	28

Range of Monthly Income					
Less than 20000	60	20	21	7	81
21000 – 40000	50	16.6	36	12	86
41000 – 60000	18	6	34	11.3	52
61000 – 90000	21	7	22	7.3	43
91000<	7	2.3	31	10.3	38

Self-regulation: Understanding and Levels

The percentile distribution of self-regulation questionnaire scores was done to observe the trend of self-regulation scores for the participants. The scores were then segregated in high, average and low level of self-regulation. As can be seen from Table 7 which shows the percentile distribution of self-regulation, 51.7 percent of participants have mid-range of self-regulation whereas 25 percent of participants have low self-regulation scores and 23 percent of the participants have high self-regulation scores.

Table 7

Percentile Distribution of Self-regulation

Percentile Score	f	%
0-25	76	25.30
26-75	155	51.70
76+	69	23.00
Total	300	100

Further, a correlation analysis was carried out between Self-regulation (SRQ), Materialistic Values Scale (MVS), Impulse Buying Scale (CIS), Compulsive Buying (ECBS) and Buying Motives (SBM). As can be seen from Table 8, there was significant negative correlation between materialistic values and self-regulation ($r=-0.3$, $p<0.01$), and compulsive buying and self-regulation ($r=-0.4$, $p<0.01$). Furthermore, there was significant positive correlation between materialistic values and buying motives ($r=0.5$, $p<0.01$) and compulsive buying and buying motives ($r=0.4$, $p<0.01$).

Table 8

Correlations between Self-regulation, Materialistic Values, Impulse Buying, Compulsive Buying and Buying Motives ($p<0.01$)

	Factors	Self-Regulation	Materialistic Values	Impulse Buying	Compulsive Buying	Buying Motives
1.	Self-Regulation	1	-.31**	0.05	-.41**	-0.01
2.	Materialistic Values		1	0.10	.30**	.50**
3	Impulse Buying			1	0.03	.21**
4.	Compulsive Buying				1	.40**
5.	Buying Motives					1

The results in this section indicate that 25 percent of the participants scored low on self-regulation whereas 23 percent participants scored very high on self-regulation. There is a very low correlation between buying motives and self-regulation, and between self-regulation and impulse buying. There is a negative correlation between compulsive buying and self-regulation. There is positive correlation between materialistic values and compulsive buying and also materialistic values and buying motives. Participants are familiar with the concept of

self-regulation and they have described it under different contexts, as part of behavioral and personality characteristics, and as a general framework for goal achievement.

A multiple linear regression analysis was conducted to predict self-regulation based on materialistic values, impulse buying, compulsive buying, buying motives and all demographic variables viz., age, gender, marital status, number of children, level of education, type of family, type of profession, monthly income, and employment status of spouse.

Table 9

Linear regression of Materialistic Values, Impulse Buying, Compulsive Buying, Buying Motives, Age, Gender, Level of Education, Type of Profession, Monthly Income, Marital Status, Number of Children, Type of Family, and Employment Status of Spouse on Self-regulation ($p < .05$*, $p < .01$**.)*

Model	Predictor	US CB	SE	SC β	t	Sig.
1	Constant	207.504	10.226		20.293	.000**
	Age	-.248	.768	-.025	-.324	.746
	Gender	4.344	2.114	.125	2.055	.041*
	Level of Education	-3.350	1.587	-.118	-2.111	.036*
	Type of Profession	1.023	2.186	.025	.468	.640
	Monthly Income	-.348	.824	-.027	-.422	.673
	Marital Status	-3.485	2.083	-.107	-1.673	.095
	Number of Children	.082	1.365	.004	.060	.952
	Type of Family	-.355	1.493	-.013	-.238	.812
	Employment Status of Spouse	-.317	1.226	-.016	-.259	.796

Buying Motives	.386	.104	.234	3.700	.000**
Compulsive Buying	-1.025	.137	-.432	-7.467	.000**
Impulse Buying	.015	.109	.007	.137	.891
Materialistic Values	-.310	.173	-.121	-1.791	.047*

Table 9 shows the results of the multiple linear regression analysis, which revealed that impulse buying, type of profession, monthly income, number of children, type of family, and employment status of spouse were not statistically significant predictors of self-regulation ($p > 0.05$). A significant regression equation was found [F (13, 286), 7.982, $p < 0.000$], with an R^2 of 0.267, suggesting that 26.7% of the variation is predicted by the listed factors. Looking at the unique individual contributions of the predictors, the results show that gender (β=.125 , t =2.055 , p=.041), level of education (β=-.118 , t =-2.11 , p=.036), materialistic values (β=-.121 , t =-1.89 , p= .047), compulsive buying (β= -.432, t =-7.467 , p=.000) and buying motives (β= .234, t = 3.700, p= .000) predict self-regulation. Men participants have better self-regulation as compared with women participants in the study. Also, those with higher level of education, that is, post-graduation or above had lower self-regulation as compared to participants with lower level of education. Further, participants with higher materialistic values and compulsive buying had lower self-regulation; but participants with higher buying motives had high self-regulation.

The qualitative data from phase II revealed the following:

1. Many participants (n=27) expressed self-regulation in terms of self-control. They have used terms like "*Sanyam"*, "*Sanyami"*, and "*Aapa na khona".* The participants gave lengthier responses and personal accounts of self-control lessons from their childhood.

2. All participants mentioned self-control as a part of everyday teaching by the parents/family. Most of them described it as a protocol for behavior in their immediate surroundings in their growing up years.

3. Materialistic indulgence of any kind was not a behavior promoted or valued by the immediate family. At the same time, it was a behavior, which was seen to be true for affluent (people with more income stability or monetary wealth) people.

4. Undesired behaviors were also not promoted with constant feedbacks like "*Jitna aalas karenge, utne aalsi ho jayenge*" meaning, the more you are at ease, the lazier you become. More consistent and goal-directed behaviors were promoted in the growing up years.

5. Self-regulation was described as:

    - Not losing control in a difficult situation: maintaining one's own composure and sense of control under all circumstances, "*Aape se baahar nahi hona"*, rather maintaining the self-composure.

    - Taking balanced decisions in general: not getting carried away with emotions while taking decision, rather considering the pros and cons of a situation.

    - Maintaining a routine and living a disciplined life: having a specific routine for waking up, sleeping, eating meals, carrying out activities of everyday living and not procrastinating in general.

    - When self-control is practiced in daily living then it becomes easier to practice in difficult situations as well. This is taught as a value right from the childhood.

- Controlling impulses and impulsive behaviors: a major part of self-regulated behavior is developing a control for impulsive behavior and not giving in to the impulses that one gets.

6. Failure of self-regulation was described as:

    - Getting influenced by other people/a trend: "*doosro ki dekha dekhi karna, not realizing one's own capacity or limits*", meaning, engaging in certain behaviors simply because others are doing it without assessing one's own capacity and situations. In this reference, failure of self-regulation is viewed as a context-specific behavior whereas, self-regulated behavior is viewed as permeating to a vast spectrum of behavior.
    - Doing things without considering repercussions: engaging in behaviors without viewing a future consequence of it. These are the impulsive behaviors, usually driven by emotional outbursts, and when someone engages in such behavior, it is done so under momentary impact, without consideration of any future/greater repercussions.
    - Buying without utility: typically, a purchase without utility is viewed as an over expense. Every purchase without immediate and future utility is considered due to failure in regulating one's expenses, due to impulsivity and/or greed in behavior.
    - Going on without future planning: an everyday living without a focused or goal-oriented behavior is considered failure in self-regulation too.
    - Giving in to impulsive behaviors and decisions: these include spur of the moment decisions and impulsive activities, which could also be pleasure-

seeking behaviors, however, since they are not specifically goal-oriented, and /or for avoiding a future consequence, they are considered as failure in regulating the self.

The responses specific to self-regulation were utilized to construct a framework of self-regulation in the Indian context as it emerged from the data. Based on this data, the proposed framework of self-regulation in the Indian context comprises the following elements: the determination for goal-directed behavior; openness for new ideas, suggestions and challenges; and following a specific routine and disciplined way of living helps a person in reaching set goals for self. If the goals are not reached or if there is difficulty in goal-directed behavior, then successful implementation of feedbacks and outcome analysis helps in reaching the set goals for self.

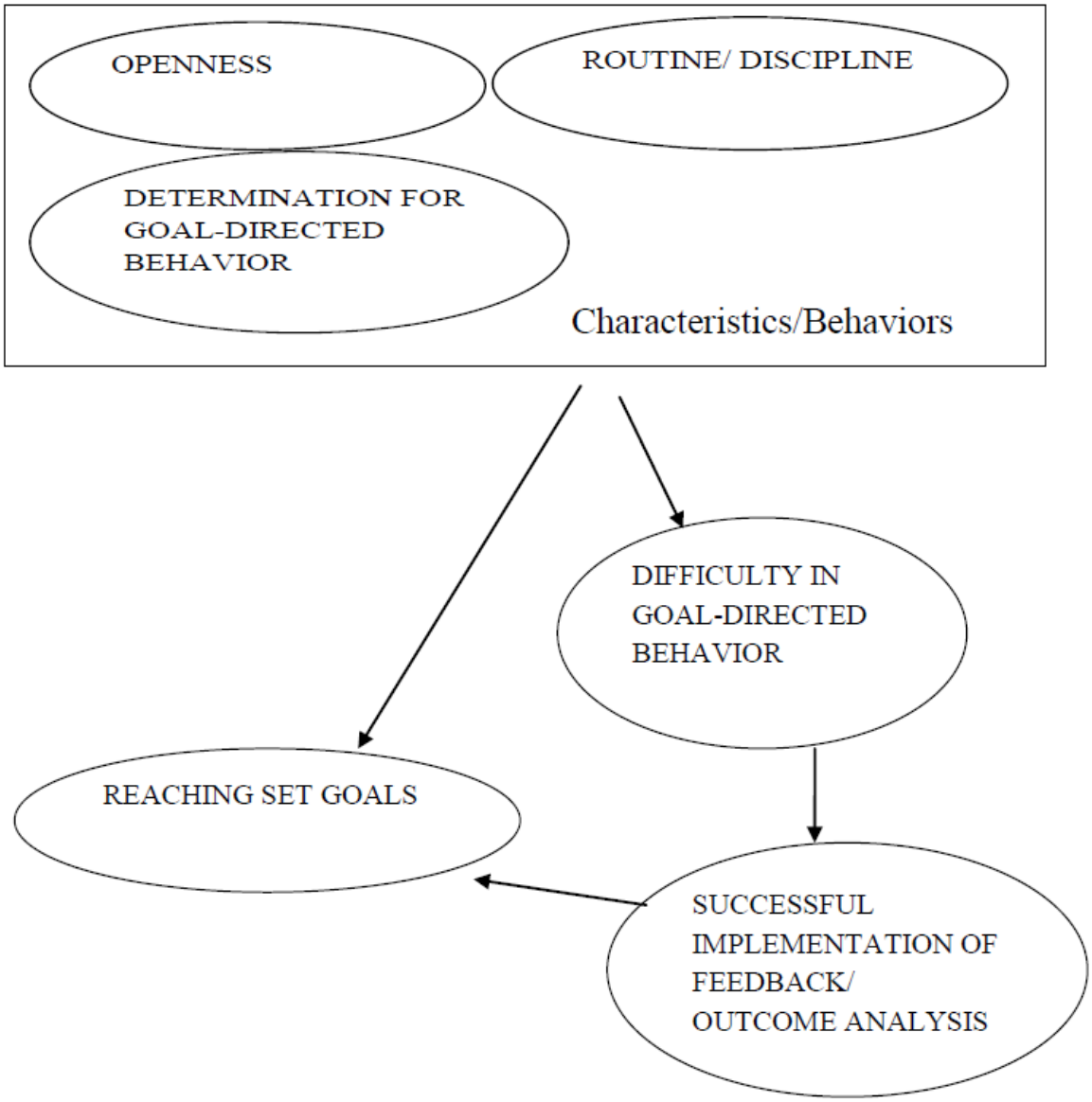

Figure 4 *Self-regulation framework based upon the qualitative data*

The qualitative data revealed that factors which influence purchase patterns are:

Needs.

The most frequent types of purchases made were need-based purchases (classified in grocery and clothes). The needs are further segregated in:

- Personal: purchases for only personal consumption.

(M, 37years, High SR) reported, "*The grocery, ghar ka saaman, this is the most recent shopping that I did with my wife. My wife went for buying clothes with her mother afterwards. 80% of my shopping was for family use, only 20% things were for my personal use.*"

(F, 36 years, High SR) reported, "*I never thought about it before, but when you are asking, I realized that my daily expenditure is up to Rs. 300/- related to my tea breaks and petrol of daily commute. I didn't drink tea earlier but my colleagues insisted and I began to go out with them in the break and then I was left out of the conversation, because I was the only one not drinking tea or not taking a puff of cigarette…there were only two options, to be left out or to join the group, I eventually joined the group and began drinking tea…*".

- Family: The family emerged as a consistent factor that influences the perceived need for a purchase to be made. Apart from defining the usual purchases, the family also determines the purchases specific to an occasion like marriage, death, etc. These are pertaining to ceremonious rituals and usually seldom defined. There are certain customs for which purchases are made and they are to be strictly followed, as those customs are specified by the elders in the family for religious purposes. Further, most of the participants reported practicing "child-centred indulgence", for example, fulfilling every demand and need of the child and spending maximum for child/children's education and vacation. Another trend which was evident was the middle-class orientation of high value for education at any cost.

Hundred percent of the participants supported the idea of spending maximum for the education of the child.

(F, 43 years, Low SR) said, "*I think every parent has the desire that 'Main apne bachche ko yahan ghumau, wahan ghumau, yahan leke jau, wahan leke jau.' So, nothing is wrong in that as a parent. But as a parent we should also know what values we are giving to our child. And working as a computer programmer and spending, so this is what I feel… So, I feel it is more about the values. Travelling is good for the child. Children learn a lot from them*."

(M, 39 years, High SR) said, "*Whatever we do for child that is perfectly fine, that saving some amount and doing investment, that is perfectly fine. And regarding education/vacation of the child – a child should get three vacations per year. That is what my opinion is. So that child can have a feel of nature, have a feel of other world, outer world, so a child can learn something which cannot be learnt in a routine manner. So, that is the value of vacations*."

Brand loyalty and image.

Another trend that emerged was loyalty and liking for certain brands and being attracted by the brand image. For grocery and clothes in particular, participants mentioned shopping for a brand product with which they were satisfied earlier or a brand that gave them social image of a higher value.

(F, 27 years, Low SR) reported, *"…nowadays people are not much conscious about how they are spending. They are more into fashion orientation, second*

they are brand oriented and it is also like showing off in terms of seeing what my friend is doing…"

(F, 27 years, Low SR) reported, "*…about brands, there are things which I admire. So, this is a quality product that can be… because of the marketing, advertisements and what not. So, it becomes a thing like it is something which is of the highest quality… That is a thing like a target. I want to have it... People have this notion, if it is branded, it will have quality… Because if I am buying then why not to buy a quality product*."

Family demands (luxury, situational, ritualistic etc.).

Maximum participants (90 percent) said that influence of "family" was the main reason for them to make any purchase. The "expectation to earn good amount of money" in near future (particularly true for a salaried job scenario), and influence of "friends" over a purchase being made were the reasons that followed closely.

(M, 59 years, High SR) remarked about the trend of buying on loan/EMIs, "*It is new money for them and they are in a hurry to spend it all to acquire more material possessions even if they do not have the capacity to pay for it altogether; hence they buy things on EMI (Easy Monthly Instalments) as well.*"

(F, 37 years, Low SR) responded, "*I don't like buying things on EMIs or on loan. I have the pattern that if I have to buy something, then I will have the target to save that much money first. But I fear, EMIs. EMIs is like credit and you have to pay for it, so I am a person who will see the cost, then I will wait*

till I have substantial amount in my savings and after that I will spend that amount. Otherwise, I will not buy it."

(M, 27 years, High SR) mentioned, "*I earn far more than what my father earned throughout his life. My parents focused only on my education and today I can think of providing luxuries to them as well as myself."*

Avenue for shopping.

With the advent of online shopping, the hoarding of different items (typically, clothes, electronics and accessories) is on the rise. Most of the participants reported that their purchase pattern has changed now and they are more casual about it and usually engage in it without any planning.

(F, 27 years, High SR) mentioned "… *and online shopping has become a great thing nowadays and in all these things a person cannot actually see how much one is spending… Because, kabhi kabhi aisa hota hai ki online usme dikhta hai ki areey, 2000 ke cheez hai, 500 Rs. off. So we may feel that 500 off, but we don't see that we are spending Rs. 1,500 Rs. and for a thing which is not needed*…"

(F, 29 years, High SR) said, "*I prefer going to shops, it gives positive experience because it saves money.*"

Social class.

The participants made a frequent reference to climbing some invisible social ladder and the pressing need to earn more in order to do so.

- Need to upgrade social status: invariably, all the participants reported the incessant need to upgrade the social status which they derive from economic growth and materialistic gains.

  (M, 25 years, High SR) said, *"My car was my luxury purchase. I wanted to buy a car because I wanted to travel a lot. But, I didn't want to travel in a train or bus. I didn't want to be dependent on someone else for my travel. So, I purchased a car. I could have used public transportation instead of doing so, I purchased a car."*

- Expenditure corresponding to income: with higher income comes higher purchase capacity. Most of the participants reported that it was alright to spend more on necessities and luxuries if one was able to pay for them. Also, once there was an increase in earning capacity, the expenditure increased too.

  (M, 27 years, High SR) said, "*It is definitely my salary. I am in a multinational firm and draw a good amount as compared to any other Indian company. Because of globalization of economy, I am earning more today, I can spend on my necessities immediately. Because my salary is more, I can plan better for future, spend and save more at the same time. Otherwise, I would have to plan and postpone most of my necessities; I can see a few of my friends struggling because of this.*"

Liking for a good/product and discounts available.

Participants reported that once they liked a product, they were willing to wait for the discounts available for the product just so they could buy them at a lower price. Also,

when products were available on a discounted rate, there was a very high likelihood of greater than planned expenditure.

> (M, 39 years, High SR) shared, *"Sometimes, there is more discount available in online shopping for a specific period only, then we have to wait for that period. Like, near 15 August, there are more discounts offered. Hence, if I am to buy something huge or expensive, then I wait for that period. When discount is available, then I will buy it"*.
>
> (F, 42 years, Low SR) recalled, *"So, we unnecessarily got into buying two more things just to get 50 % on all the things. In that also, we got to know that things bought for kids has no discount and I spent around Rs. 15000/- on that. I was feeling oh my God! 15,000/- for 50 % off – so just imagine if I do a round figure of that, I did about 30,000 of shopping and we were just buying you know – Are ye 50 % off pe hai, wo 50 % off pe hai, chalo le lo, skirt le lo. Haan, ye bhi achcha hai, wo bhi achcha hai, it was not needed much but we bought just like that."*
>
> (F, 31 years, Low SR; M, 33 years, High SR) said, "*For jeans, I do that thing. I buy them only when there is a sale. And, the whole year, I do not buy jeans then. Now, I have 4 jeans, I will keep wearing them, till all 4 of them are worn and torn out, then only I will go for buying new jeans*."

The results in this section indicate that the scores on materialistic values are a good predictor for self-regulation. Higher materialistic values result in lower self-regulation. Self-regulation differs with respect to interaction effect of materialistic values and buying motives. Higher materialistic values and average buying motives result in lower self-regulation. Impulse buying does not differ with respect to low, moderate or high level of self-regulation. Buying

motives and self-regulation are predictors of compulsive buying. The higher buying motives will result in higher compulsive buying whereas; higher self-regulation will result in lower compulsive buying. Further, ANOVA shows that participants with high level self-regulation have lower compulsive buying as compared to average level self-regulation and low-level self-regulation. Also, participants with average level self-regulation have lower compulsive buying as compared to low level self-regulation. The participants mentioned that the purchase behavior is affected by factors like needs (personal and family), brand loyalty and image, family demands (situational, ritualistic, and luxury), avenue for shopping, social class, liking for a product and discounts available on it.

Personal Demographic Variables and Self-Regulation of Purchase Behavior

The personal demographic variables considered for the study are gender, age, marital status, and number of children. Although, in the present study, the sample size is large, all the factors could not be taken together for MANOVA because as the levels of factors combine, the numbers of cells increase. Hence, there are cells that have no responses and therefore, multivariate analyses for all the factors as independent variables could not be performed. Therefore, MANOVA for each factor separately was performed separately.[*]

Gender and self-regulation of purchase behavior.

[*] Before performing the MANOVA, Box's M for equivalence of covariance matrices was tested for each factor. And MANOVA was not performed when Box's M was significant. Levene's test was used to assess the equality of variances for a variable with two or more groups. When the Levene's test was significant, Games-Howell test was performed for post hoc analysis. Whereas, when Levene's test was not significant, it was assumed that the variances of the populations from which the samples are drawn are equal. Hence, in those factors, Scheffe's test was used for post hoc analysis. And, for the factors with only two levels, mean differences were reported.

MANOVA was computed to examine the association between gender of the participants as the independent variable and self-regulation, materialistic values, buying motives, impulse buying and compulsive buying as dependent variables. Table 10 shows that MANOVA analyses confirmed that there was a significant multivariate effect: = 0.963, F (5, 294) = 2.274, p = 0.047. This indicates that there is a statistically significant multivariate effect on the dependent variables due to gender.

Table 10

Multivariate Analysis of Variance for Self-regulation, Materialistic Values, Impulse Buying, Compulsive Buying and Buying Motives through Gender

Effect		Value	F	df	Error df	Sig.	Partial Eta Squared
Gender	Pillai's Trace	.037	2.274	5.000	294.000	.047	.037
	Wilks' Lambda	.963	2.274	5.000	294.000	.047	.037
	Hotelling's Trace	.039	2.274	5.000	294.000	.047	.037
	Roy's Largest Root	.039	2.274	5.000	294.000	.047	.037

Table 11 shows the results from independent one-way ANOVAs which showed significant main effects for Self-Regulation: F (1, 298) = 5.803, p = 0.017; and Buying Motives: F (1,298) = 3.877, p = 0.050.

Table 11

Univariate Analyses of Variance for Self-regulation, Materialistic Values, Impulse Buying, Compulsive Buying and Buying Motives through Gender

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Gender	Self-regulation	1717.717	1	1717.717	5.803	.017
	Self-regulation (Error)	88202.870	298	295.983		
	Materialistic Values	34.518	1	34.518	.902	.343
	Materialistic Values (Error)	11406.852	298	38.278		
	Impulse Buying	158.434	1	158.434	2.286	.132
	Impulse Buying (Error)	20649.096	298	69.292		
	Compulsive Buying	2.485	1	2.485	.046	.830
	Compulsive Buying (Error)	15948.102	298	53.517		
	Buying Motives	424.463	1	424.463	3.877	.050
	Buying Motives (Error)	32628.884	298	109.493		

Table 12 shows means and standard deviations of self-regulation, materialistic values, impulse buying, compulsive buying and buying motives. These results indicate that men participants have higher mean scores on self-regulation, materialistic values and buying motives as compared to women participants. The mean scores for impulse buying and compulsive buying are only marginally higher for men participants as compared to women

participants. However, only the mean difference of self-regulation and buying motives are statistically significant. This indicates that men have higher self-regulation and buying motives as compared to women.

Table 12

Gender-wise Descriptive Statistics for Self-regulation, Materialistic Buying, Impulse Buying, Compulsive Buying and Buying Motives

	Gender	Mean	Std. Deviation	N
Self-regulation	Female	152.4744	15.87835	156
	Male	157.2639	18.53441	144
	Total	154.7733	17.34179	300
Materialistic	Female	50.5641	6.47096	156
Values	Male	51.2431	5.86354	144
	Total	50.8900	6.18591	300
Impulse Buying	Female	42.3718	7.50331	156
	Male	43.8264	9.13100	144
	Total	43.0700	8.34209	300
Compulsive Buying	Female	49.6859	7.18044	156
	Male	49.8681	7.45921	144
	Total	49.7733	7.30386	300
Buying Motives	Female	52.5705	11.24456	156
	Male	54.9514	9.54586	144
	Total	53.7133	10.51410	300

Age and self-regulation of purchase behavior.

MANOVA was computed to examine the association between age of participants and self-regulation, materialistic values, buying motives, impulse buying and compulsive buying scales. It can be seen from Table 13 that MANOVA analyses confirmed that there was a significant multivariate effect: 0.785, F (30, 1158) = 2.402, p =0.000. This indicates that there is a statistically significant multivariate effect on the dependent variables due to age.

Table 13

Multivariate Analysis of Variance for Self-regulation, Materialistic Buying, Impulse Buying, Compulsive Buying and Buying Motives through Age

Effect		Value	F	df	Error df	Sig.	Partial Eta Squared
Age	Pillai's Trace	.229	2.347	30.000	1465.000	.000	.046
	Wilks' Lambda	.785	2.402	30.000	1158.000	.000	.047
	Hotelling's Trace	.255	2.441	30.000	1437.000	.000	.048
	Roy's Largest Root	.155	7.554	6.000	293.000	.000	.134

Table 14 shows results from independent one-way ANOVAs which showed significant main effects for Self-Regulation: F (6, 293) = 2.868, p = 0.010; Materialistic Values: F (6,293) = 3.134, p = 0.005; Compulsive Buying: F (6, 293) = 5.545, p = 0.000; and Buying Motives: F (6,293) = 4.304, p = 0.000.

Table 14

One Way ANOVA for Self-regulation, Materialistic Buying, Impulse Buying, Compulsive Buying and Buying Motives through Age

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Age	Self-regulation	4988.078	6	831.346	2.868	.010
	Self-regulation (Error)	84932.508	293	289.872		
	Materialistic Values	690.066	6	115.011	3.134	.005
	Materialistic Values (Error)	10751.304	293	36.694		
	Impulse Buying	501.995	6	83.666	1.207	.302
	Impulse Buying (Error)	20305.535	293	69.302		
	Compulsive Buying	1626.447	6	271.075	5.545	.000
	Compulsive Buying (Error)	14324.140	293	48.888		
	Buying Motives	2677.067	6	446.178	4.304	.000
	Buying Motives (Error)	30376.280	293	103.673		

The post hoc analyses indicate that participants in age group of 21 to 30 years of age have statistically significant higher self-regulation as compared to participants from age group of 41 to 50 years.

In case of materialistic values, participants in age groups of 31 to 40 years, 51+ years have statistically significant higher materialistic values as compared to participants in the age group of 21 to 30 years. Also, participants in 50+ years have higher materialistic values as compared to participants in age groups of 41 to 50 years.

Post hoc analysis for compulsive buying across different age groups shows that participants in the age-groups of 31-40 years, 41-50 years, and 51+ years have statistically significant higher compulsive buying as compared to age group of 21-30 years.

Post hoc analysis for buying motives across different age groups shows that participants in the age-groups of 31-40 years and 51+ years have statistically significant higher buying motives as compared to age group of 21-30 years.

Marital status and self-regulation of purchase behavior.

MANOVA was done to examine the association between marital status of participants and self-regulation, materialistic values, buying motives, impulse buying and compulsive buying scales. Table 15 shows that MANOVA analyses confirmed a significant multivariate effect: = 0.899, F (15, 806.485) = 2.114, p = 0.008. This indicates that there is a statistically significant multivariate effect on the dependent variables due to marital status.

Table 15

MANOVA Analysis between Marital Status, Self-regulation, Materialistic Buying, Impulse Buying, Compulsive Buying and Buying Motives

Effect		Value	F	df	Error df	Sig.	Partial Eta Squared
Marital Status	Pillai's Trace	.103	2.091	15.000	882.000	.009	.034
	Wilks' Lambda	.899	2.114	15.000	806.485	.008	.035
	Hotelling's Trace	.110	2.133	15.000	872.000	.007	.035
	Roy's Largest Root	.085	4.994	5.000	294.000	.000	.078

Table 16 shows results from independent one-way ANOVAs which showed significant main effects of Marital Status on Self-Regulation: F (3, 296) = 3.479, p = 0.016; and Compulsive Buying: F (3, 296) = 6.227, p = 0.000.

Table 16

One Way ANOVA between Marital Status, Self-regulation, Materialistic Buying, Impulse Buying, Compulsive Buying and Buying Motives

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Marital Status	Self-regulation	3062.786	3	1020.929	3.479	.016
	Self-regulation (Error)	86857.801	296	293.439		
	Materialistic Values	93.106	3	31.035	.810	.489
	Materialistic Values (Error)	11348.264	296	38.339		
	Impulse Buying	85.545	3	28.515	.407	.748
	Impulse Buying (Error)	20721.985	296	70.007		
	Compulsive Buying	946.905	3	315.635	6.227	.000
	Compulsive Buying (Error)	15003.681	296	50.688		
	Buying Motives	442.912	3	147.637	1.340	.261
	Buying Motives (Error)	32610.435	296	110.170		

The post hoc analyses indicate that unmarried participants had statistically significant higher self-regulation as compared to participants who were married. Whereas there was no statistically significant difference reported in self-regulation of participants who were either divorced or widowed.

Post hoc analysis for compulsive buying across different types of marital status shows that married participants had statistically significant higher compulsive buying as compared to unmarried participants. However, there was no statistically significant difference reported in compulsive buying of participants who were either divorced or widowed.

Number of children and self-regulation of purchase behavior.

MANOVA was computed to examine the association between number of children that the participants had and self-regulation, materialistic values, buying motives, impulse buying and compulsive buying scales. It can be seen from Table 17 that MANOVA analyses confirmed that there was a significant multivariate effect: = 0.856, F (15, 806.485) = 3.114, p = 0.000. This indicates that there is a statistically significant multivariate effect on the dependent variables due to number of children.

Table 17

MANOVA Analysis between Number of Children, Self-regulation, Materialistic Buying, Impulse Buying, Compulsive Buying and Buying Motives

Effect		Value	F	df	Error df	Sig.	Partial Eta Squared
Number of	Pillai's Trace	.150	3.088	15.000	882.000	.000	.050
Children	Wilks' Lambda	.856	3.114	15.000	806.485	.000	.050
	Hotelling's Trace	.162	3.130	15.000	872.000	.000	.051
	Roy's Largest Root	.104	6.119	5.000	294.000	.000	.094

Table 18 shows results from independent one-way ANOVAs which showed significant main effects of Education Qualification for Self-regulation: F (3, 296) = 2.608, p = 0.05; and Compulsive Buying: F (3, 296) = 5.615, p = 0.001.

Table 18

One Way ANOVA between Number of Children, Self-regulation, Materialistic Buying, Impulse Buying, Compulsive Buying and Buying Motives

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Number of Children	Self-regulation	2315.818	3	771.939	2.608	.052	.026
	Self-regulation (Error)	87604.768	296	295.962			
	Materialistic Values	276.173	3	92.058	2.441	.064	.024
	Materialistic Values (Error)	11165.197	296	37.720			
	Impulse Buying	443.355	3	147.785	2.148	.094	.021
	Impulse Buying (Error)	20364.175	296	68.798			
	Compulsive Buying	858.843	3	286.281	5.615	.001	.054
	Compulsive Buying (Error)	15091.744	296	50.986			
	Buying Motives	305.474	3	101.825	.920	.431	.009
	Buying Motives (Error)	32747.873	296	110.635			

Post hoc analysis for self-regulation across different levels of number of children shows that participants with three children had higher self-regulation as compared with participants who had one child.

Post hoc analysis for compulsive buying across different levels of number of children shows that participants with only one child had statistically significant higher compulsive buying as compared to participants with no child and also compared to participants with three children.

The results in this section indicate that the men participants had higher self-regulation and buying motives as compared to women participants. Participants in age group of 21 to 30 years age participants have higher self-regulation, lower materialistic values, and lower compulsive buying as compared to the other age groups. Participants in age group of 31-40 years and 51+ years have higher materialistic values and higher buying motives. Never married participants had higher self-regulation and lower compulsive buying as compared to participants who were married. Participants with three children had higher self-regulation as compared with participants who had one child. Participants with only one child had higher compulsive buying as compared to participants with no child and also compared to participants with three children. It is noteworthy that although participants in the age group of 41-50 years had lower self-regulation as compared to other age groups, the participants in age group of 41-50 years with 3 children had higher self-regulation and lower compulsive buying. From these findings, it can be stated that men, in age group of 21-30 years, unmarried and no child had high self-regulation of purchase behavior as compared to participants with all the other personal demographic variables. However, men, in age-group of 41-50 years, married, and with 1 child had lowest self-regulation of purchase behavior as compared to participants with all the other personal demographic variables.

External Factors and Self-Regulation of Purchase Behavior

The external factors considered for the study are education qualification, type of profession, monthly income, type of family, and employment status of spouse.

Education qualification and self-regulation of purchase behavior.

MANOVA was computed to examine the association between education qualification of participants and self-regulation, materialistic values, buying motives, impulse buying and compulsive buying scales. It can be seen from Table 19 that MANOVA analyses confirmed that there was a significant multivariate effect: = 0.919, F (10, 586) = 2.531, p =0.005. This indicates that there is a statistically significant multivariate effect on the dependent variables due to education qualification.

Table 19

Multivariate Analysis of Variance for Education Qualification on Self-regulation, Materialistic Buying, Impulse Buying, Compulsive Buying and Buying Motives

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Education Qualification	Pillai's Trace	.081	2.496	10.000	588.000	.006	.041
	Wilks' Lambda	.919	2.531	10.000	586.000	.005	.041
	Hotelling's Trace	.088	2.566	10.000	584.000	.005	.042
	Roy's Largest Root	.083	4.899	5.000	294.000	.000	.077

Table 20 shows the results from independent one-way ANOVAs which showed significant main effects of Education Qualification for Self-Regulation: F (6, 293) = 2.868, p = 0.010; Materialistic Values: F (6,293) = 3.134, p = 0.005; Compulsive Buying: F (6, 293) = 5.545, p = 0.000; and Buying Motives: F (6,293) = 4.304, p = 0.000.

Table 20

One Way ANOVA for Education Qualification, Self-regulation, Materialistic Buying, Impulse Buying, Compulsive Buying and Buying Motives

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Education Qualification	Self-regulation	3138.352	2	1569.176	5.370	.005	.035
	Self-regulation (Error)	86782.234	297	292.196			
	Materialistic Values	548.536	2	274.268	7.478	.001	.048
	Materialistic Values (Error)	10892.834	297	36.676			
	Impulse Buying	19.926	2	9.963	.142	.867	.001
	Impulse Buying (Error)	20787.604	297	69.992			
	Compulsive Buying	356.434	2	178.217	3.394	.035	.022
	Compulsive Buying (Error)	15594.152	297	52.506			

Buying Motives	828.532	2	414.266	3.818	.023	.025
Buying Motives (Error)	32224.815	297	108.501			

The post hoc analyses indicate that participants with education qualification of graduation level had statistically significant higher self-regulation as compared to participants with post-graduation education level, whereas there was no statistically significant difference in self-regulation of participants with graduation and above post-graduation level education qualification; and of participants with post-graduation level education qualification and above post-graduation level education qualification.

In case of materialistic values, participants with graduation level education qualification had statistically significant lower materialistic values as compared to participants with post-graduation and above post-graduation levels of education qualification. However, there was no statistically significant difference in materialistic values between groups of participants with education qualification of post-graduation and above post-graduation.

Post hoc analysis for compulsive buying across different levels of education qualification shows that participants with above post-graduation level education qualification had statistically significant higher compulsive buying as compared to participants with only graduation level education qualification. However, there was no statistically significant difference between participants with post-graduation and above post-graduation level of education qualification with respect to compulsive buying. Post hoc analysis for buying motives across different levels of education qualification shows that participants with post-graduation level education qualification had statistically significant higher buying motives as compared to participants with graduation level education qualification. Whereas, there was

no statistically significant difference between participants with post-graduation and above post-graduation level of education qualification with respect to buying motives.

Type of profession and self-regulation of purchase behavior.

MANOVA was computed to examine the association between type of profession of participants and self-regulation, materialistic values, buying motives, impulse buying and compulsive buying scales. It can be seen from Table 21 that MANOVA analyses confirmed that there was no significant multivariate effect: = 0.989, F (5, 294) = 0.634, p =0.674. This indicates no statistically significant difference between the types of profession and different dependent variables.

Therefore, further independent one-way ANOVAs for each dependent variable viz. self-regulation, materialistic values, impulse buying, compulsive buying and buying motives were not performed.

Table 21

Multivariate Analysis of Variance for Type of Profession, Self-regulation, Materialistic Buying, Impulse Buying, Compulsive Buying and Buying Motives

Effect		Value	F	df	Error df	Sig.	Partial Eta Squared
Type of Profession	Pillai's Trace	.011	.634	5.000	294.000	.674	.011
	Wilks' Lambda	.989	.634	5.000	294.000	.674	.011
	Hotelling's Trace	.011	.634	5.000	294.000	.674	.011
	Roy's Largest Root	.011	.634	5.000	294.000	.674	.011

It can be seen from Table 22 that the means across different groups are not very different.

Table 22

Descriptive Statistics for Self-regulation, Materialistic Buying, Impulse Buying, Compulsive Buying and Buying Motives with respect to Type of Profession

	Type of Profession	Mean	Std. Deviation	N
Self-regulation	Service	154.1207	17.35878	232
	Business	157.0000	17.22459	68
	Total	154.7733	17.34179	300
Materialistic	Service	50.8879	6.28304	232
Values	Business	50.8971	5.88735	68
	Total	50.8900	6.18591	300
Impulse Buying	Service	42.7888	8.15400	232
	Business	44.0294	8.95090	68
	Total	43.0700	8.34209	300
Compulsive	Service	49.7543	7.26284	232
Buying	Business	49.8382	7.49649	68
	Total	49.7733	7.30386	300
Buying Motives	Service	53.4267	11.07916	232
	Business	54.6912	8.29900	68
	Total	53.7133	10.51410	300

Monthly income and self-regulation of purchase behavior.

MANOVA was computed to examine the association between monthly income of participants and self-regulation, materialistic values, buying motives, impulse buying and compulsive buying scales. It can be seen from Table 23 that MANOVA analyses confirmed that there was a significant multivariate effect: = 0.876, F (20, 966.088) = 1.959, p =0.007.

Table 23

Multivariate Analysis of Variance for Monthly Income, Self-regulation, Materialistic Buying, Impulse Buying, Compulsive Buying and Buying Motives

Effect		Value	F	df	Error df	Sig.	Partial Eta Squared
Monthly	Pillai's Trace	.129	1.958	20.000	1176.000	.007	.032
Income	Wilks' Lambda	.876	1.959	20.000	966.088	.007	.032
	Hotelling's Trace	.135	1.953	20.000	1158.000	.007	.033
	Roy's Largest Root	.063	3.733	5.000	294.000	.003	.060

Table 24 shows results from independent one-way ANOVAs which showed significant main effects of Monthly Income for Materialistic Values: F (4,295) = 3.334, p = 0.011; and Buying Motives: F (4,295) = 2.521, p = 0.041.

Table 24

One Way ANOVA between Monthly Income, Self-regulation, Materialistic Buying, Impulse Buying, Compulsive Buying and Buying Motives

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Monthly	Self-regulation	2251.857	4	562.964	1.894	.111	.025

Income	Self-regulation (Error)	87668.730	295	297.182			
	Materialistic Values	494.909	4	123.727	3.334	.011	.043
	Materialistic Values (Error)	10946.461	295	37.107			
	Impulse Buying	489.172	4	122.293	1.776	.134	.024
	Impulse Buying (Error)	20318.358	295	68.876			
	Compulsive Buying	350.423	4	87.606	1.657	.160	.022
	Compulsive Buying (Error)	15600.163	295	52.882			
	Buying Motives	1092.428	4	273.107	2.521	.041	.033
	Buying Motives (Error)	31960.919	295	108.342			

Although, the ANOVA is significant for materialistic values for monthly income, however, in the post hoc analysis, none of the pairs showed a significant difference.

Post hoc analysis for buying motives across different levels of monthly income shows that participants with monthly income level of less than Rs. 20,000/- had statistically significant lower buying motives as compared to participants with monthly income of more than Rs. 91000/-.

Type of family and self-regulation of purchase behavior.

MANOVA was computed to examine the association between type of family of participants and self-regulation, materialistic values, buying motives, impulse buying and compulsive buying scales. Table 25 shows that MANOVA analyses confirmed that there was no significant multivariate effect. This indicates no statistically significant difference between

the types of family and different dependent variables. Therefore, further independent one-way ANOVAs for each dependent variable viz., self-regulation, materialistic values, impulse buying, compulsive buying and buying motives were not performed.

Table 25

Multivariate Analysis of Variance for Type of Family, Self-regulation, Materialistic Buying, Impulse Buying, Compulsive Buying and Buying Motives

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Type of Family	Pillai's Trace	.027	.808	10.000	588.000	.621	.014
	Wilks' Lambda	.973	.806	10.000	586.000	.623	.014
	Hotelling's Trace	.028	.804	10.000	584.000	.625	.014
	Roy's Largest Root	.019	1.135	5.000	294.000	.342	.019

Further, it can be seen from Table 26 that the means across different groups are not very different.

Table 26

Descriptive Statistics for Self-regulation, Materialistic Buying, Impulse Buying, Compulsive Buying and Buying Motives with respect to Type of Family

	Type of Family	Mean	Std. Deviation	N
Self-regulation	Nuclear	154.5150	17.72917	167
	Joint	154.9626	16.96329	107

	Extended	155.6538	16.97750	26
	Total	154.7733	17.34179	300
Materialistic	Nuclear	50.6766	6.77279	167
Values	Joint	51.0093	5.48496	107
	Extended	51.7692	4.93403	26
	Total	50.8900	6.18591	300
Impulse Buying	Nuclear	43.0000	7.55223	167
	Joint	43.1776	9.49957	107
	Extended	43.0769	8.41866	26
	Total	43.0700	8.34209	300
Compulsive	Nuclear	50.0659	7.78641	167
Buying	Joint	49.9252	6.34496	107
	Extended	47.2692	7.58713	26
	Total	49.7733	7.30386	300
Buying Motives	Nuclear	54.2156	11.31111	167
	Joint	52.9252	9.51236	107
	Extended	53.7308	9.19808	26
	Total	53.7133	10.51410	300

Employment status of spouse and self-regulation of purchase behavior.

MANOVA was computed to examine the association between employment status of spouse of participants and self-regulation, materialistic values, buying motives, impulse buying and

compulsive buying scales. It can be seen from Table 27 that MANOVA analyses confirmed that there was a significant multivariate effect: = 0.926, F (10, 586) = 2.294, p =0.012.

Table 27

Multivariate Analysis of Variance for Employment Status of Spouse, Self-regulation, Materialistic Buying, Impulse Buying, Compulsive Buying and Buying Motives

Effect		Value	F	df	Error df	Sig.	Partial Eta Squared
Employment	Pillai's Trace	.074	2.265	10.000	588.000	.013	.037
Status of Spouse	Wilks' Lambda	.926	2.294	10.000	586.000	.012	.038
	Hotelling's Trace	.080	2.323	10.000	584.000	.011	.038
	Roy's Largest Root	.076	4.475	5.000	294.000	.001	.071

Table 28 shows results from independent one-way ANOVAs which showed significant main effects of Employment Status of Spouse for Self-Regulation: F (2, 297) = 4.902, p = 0.008; and Compulsive Buying: F (2, 297) = 7.419, p = 0.001.

The post hoc analyses show that participants who were never married had statistically significant higher self-regulation and lower compulsive buying as compared to participants with a spouse who was employed.

Table 28

One Way ANOVA between Employment Status of Spouse, Self-regulation, Materialistic Buying, Impulse Buying, Compulsive Buying and Buying Motives

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared

Employment Status of Spouse	Self-regulation	2873.443	2	1436.722	4.902	.008	.032
	Self-regulation (Error)	87047.143	297	293.088			
	Materialistic Values	13.397	2	6.699	.174	.840	.001
	Materialistic Values (Error)	11427.973	297	38.478			
	Impulse Buying	93.684	2	46.842	.672	.512	.005
	Impulse Buying (Error)	20713.846	297	69.744			
	Compulsive Buying	758.922	2	379.461	7.419	.001	.048
	Compulsive Buying (Error)	15191.664	297	51.150			
	Buying Motives	84.709	2	42.354	.382	.683	.003
	Buying Motives (Error)	32968.638	297	111.006			

The results in this section indicate that the participants with education qualification of graduation level had higher self-regulation, lower materialistic values, lower buying motives and lower compulsive buying as compared to participants with post-graduation education level and above post graduation education level. Type of profession and type of family did not have any impact on self-regulation, materialistic values, buying motives, compulsive buying and impulse buying as individual factors. Participants with monthly income level of less than Rs 20,000 had lower buying motives as compared to participants with monthly

income of more than Rs 91000. Never married participants had higher self-regulation and lower compulsive buying as compared to participants whose spouse was employed. From these findings, it can be stated that type of profession and type of family as individual factors did not affect self-regulation of purchase behavior. Participants with above post-graduation level education qualification, more than Rs. 90,000/- monthly income, and employed spouse had low self-regulation of purchase behavior as compared to participants with all the other factors.

Interaction effect between different factors.

Analyses of the relationship between the personal demographic variables and the external factors was done to see their interaction effect on self-regulation, materialistic values, buying motives, compulsive buying and impulse buying. Only the significant findings are reported in this section. There was no significant effect found for impulse buying and buying motives across the various combinations of factors. Table 29 shows the significant interaction effects of different factors for self-regulation significant at $p<0.05$.

Table 29

Significant Interaction Effects for Self-regulation (at $p<0.05$)

Variables	Type III Sum of Squares	Mean Square	df	Error df	F	Sig.
Age*Gender	2789.73	929.91	3	292	3.34	0.02
Age*Education	4520.00	753.335	6	288	2.74	0.01

Age*Income	6378.64	531.554	12	280	1.903	0.03
Age*Type of Profession	3202.51	1067.50	3	292	3.768	0.01
Age*Number of Children	10176.05	1696.00	6	287	6.57	0.00
Gender*Education	2042.79	1021.39	2	294	3.60	0.02

The post hoc analyses for age and gender on self-regulation indicate that the men participants in the age group of 21-30 years and 51+ years had higher self-regulation as compared to the women in the same age-group, and also with men participants in age group of 41-50 years. Further, women participants in the age group of 41-50 years had higher self-regulation as compared to men in the same age group. Women participants in the age group of 21-30 years had higher self-regulation as compared to women participants in the age group of 51+ years and 41-50 years. Women participants in age group of 51+ years had lower self-regulation as compared to all the other age groups. In all, men and women in the age group of 21-30 years have higher self-regulation as compared to other age groups.

The post hoc analyses for age and education for self-regulation shows that graduate participants in age group of 21-30 years had higher self-regulation as compared to postgraduate and above post-graduate level education qualification of participants in the same age group. However, graduate participants in age group of 41-50 years had lower self-regulation as compared to participants in the same age group with either postgraduate or above postgraduate education level. Further, participants with postgraduate education level in the age group of 21-30 years also had higher self-regulation as compared to participants of the same age group with above post-graduation level education qualification.

The post hoc analyses for age and income for self-regulation shows that participants with income range of Rs. 61000/- to 90000/- had higher self-regulation in age group of 41-50 years as compared to participants in age group of 21-30 years and of 51+ years. Further, participants with income range of less than Rs. 20000/- with age group of 21-30 years had higher self-regulation as compared to participants in age group of 51+years. When the income range of Rs. 41000/- to 60000/- was compared across age groups, it was seen that participants in age group of 21-30 years and 51+years had higher self-regulation as compared to participants in age group of 41-50 years. Participants with income range of more than Rs. 91000/- in age group of 21-30 years had higher self-regulation as compared to 31-40 years. Finally, participants with income range of Rs. 21000/- to 40000/- in age group of 41-50 years had lower self-regulation as compared to participants in age group of 21-30 years and 51+ years.

Post hoc analyses with age and type of profession for self-regulation shows that participants with business as a type of profession at age group of 51+ years had higher self-regulation as compared to participants in a service as type of profession in same age group. Participants in age group of 21-30 years with business had higher self-regulation as compared to the age group of 41-50 years. Also, overall, participants with business had higher self-regulation as compared to participants in service.

The post hoc analyses for age and number of children for self-regulation show that participants with no child in age group of 21-30 years had higher self-regulation as compared to that of participants in age group of 51+ years. Participants with 1 child in age group of 21-30 years had higher self-regulation as compared to participants in age group of 41-50 years. Participants with 2 children in age group of 31-40 years had lower self-regulation as compared to participants in age group of 41-50 years and in 51+ years. Finally, participants

with 3 children in age group of 41-50 years had lower self-regulation as compared to participants in age group of 51+ years.

The post hoc analyses for gender and education of self-regulation shows that graduate, post graduate and above post-graduate men participants have higher self-regulation as compared to all the three categories of education qualification for women participants.

Table 30 shows the significant interaction effects of different factors for compulsive buying significant at $p<0.05$.

Table 30

Significant Interaction Effects for Compulsive Buying

Variables	Type III Sum of Squares	Mean Square	df	Error df	F	Sig.
Age*Gender	381.78	127.26	3	292	2.58	0.05
Age*Number of Children	553.80	92.30	6	287	2.96	0.02
Age*Type of Family	914.29	182.86	5	289	3.84	0.00

The post hoc analyses for age and gender for compulsive buying show that women participants in age group of 21-30 years and 31-40 years had lower compulsive buying as compared to men in the same age groups. Women participants in age group of 41-50 years and 51+ years had higher compulsive buying as compared to men in the same age groups.

Men participants in age group of 51+ years had higher compulsive buying as compared to men across different age groups.

Post hoc analyses for age and number of children for compulsive buying show that participants in age group of 41-50 years with 3 children had higher compulsive buying as compared to participants in age group of 51+ years. Participants in age group of 21-30 years with no child had lower compulsive buying as compared to participants across age groups. Participants in age group of 21-30 years with 1 child had lower compulsive buying as compared to participants in 51+ years of age group. Participants in age group of 41-50 years with 2 children had lower compulsive buying as compared to participants in age groups of 31-40 years and 51+ years.

Post hoc analyses for age and type of family for compulsive buying show that participants in age group of 51+ years with nuclear family type had higher compulsive buying as compared to participants in joint family type. Participants in age group of 21-30 years with nuclear family type had lower compulsive buying as compared to participants in extended family type.

Table 31 shows the significant interaction effects of different factors for materialistic values significant at $p<0.05$.

Table 31

Significant Interaction Effects for Materialistic Values

Variables	Type III Sum of Squares	Mean Square	df	Error df	F	Sig.
Age*Marital	554.64	69.33	8	285	2.12	0.03

Status						
Age*Employment Status of Spouse	528.59	88.09	6	288	2.40	0.02

Post hoc analyses for age and marital status for materialistic values show that married participants across the age groups have same level of materialistic values. Unmarried participants in age group of 21-30 years and 41-50 years have lower materialistic values as compared to all the age groups of 31-40 years and 51+years. Divorced participants in age group of 51+ years have higher materialistic values as compared to all the other age groups. Widowed participants in age group of 51+ years have higher materialistic values as compared to all the age groups of 41-50 years and 31-40 years.

Post hoc analyses for age and employment status of the spouse of the participant for materialistic values show that participants with unemployed spouse in the age group of 21-30 years had lower materialistic values as compared to participants with unemployed spouse across the other age groups. Also, participants with employed spouse in the age group of 41-50 years had lower materialistic values as compared to participants in age group of 51+ years.

The results in this section indicate that never married women and married men had equal level self-regulation. Never married men had higher self-regulation and higher materialistic values as compared to never married women. Other (divorcee/widowed) men had higher self-regulation, lower impulse buying, and lower materialistic values as compared to women. Never married men and women had equal level compulsive buying; and married men and women also had equal level compulsive buying. Married participants across the age groups have same level of materialistic values. Participants with unemployed spouse in the age group of 21-30 years had lower materialistic values as compared to participants with unemployed

spouse across the other age groups. Participants with employed spouse in the age group of 41-50 years had lower materialistic values as compared to participants in the age group of 51+ years.

Men and women in the age group of 21-30 years have higher self-regulation as compared to other age groups. Men participants in the age group of 21-30 years and 51+ years had higher self-regulation as compared to the women in the same age-group, and also with men participants in age group of 41-50 years. Men participants in age group of 51+ years had higher compulsive buying as compared to men across different age groups. Women participants in the age group of 41-50 years had higher self-regulation as compared to men in the same age group. Women participants in age group of 51+ years had lower self-regulation as compared to all the other age-groups. Women participants in age group of 21-30 years and 31-40 years had lower compulsive buying as compared to men in the same age groups. Women participants in age group of 41-50 years and 51+ years had higher compulsive buying as compared to men in the same age groups.

Graduate participants in age group of 21-30 years had higher self-regulation as compared to postgraduate and above post-graduate level education qualification of participants in the same age group. Graduate participants in age-group of 41-50 years had lower self-regulation as compared to participants in the same age group with either postgraduate or above postgraduate education level. Graduate, post graduate and above post-graduate men participants have higher self-regulation as compared to all the three categories of education qualification for women participants. Overall, participants with higher education qualification show lower self-regulation.

Participants with income range of Rs. 61000/- to 90000/- had higher self-regulation in age group of 41-50 years as compared to participants in age group of 21-30 years and of 51+ years. Participants with income group of less than Rs. 20000/- in age group of 21-30 years

had higher self-regulation as compared to participants in age group of 51+years. Higher income in lower age-group shows higher self-regulation as compared to lower income in higher age-group.

Participants with business as a type of profession in age group of 51+ years had higher self-regulation as compared to participants in a service as type of profession in same age group. Participants in age group of 21-30 years with business had higher self-regulation as compared to the age group of 41-50 years. Participants with business had higher self-regulation as compared to participants in service.

Participants with no child in age group of 21-30 years had higher self-regulation as compared to that of participants in age group of 51+ years. Participants in age group of 21-30 years with no child had lower compulsive buying as compared to participants across age groups. Participants with 1 child in age group of 21-30 years had higher self-regulation as compared to participants in age group of 41-50 years. Participants with 2 children in age group of 31-40 years had lower self-regulation as compared to participants in age group of 41-50 years and in 51+ years. Participants in age group of 41-50 years with 3 children had higher compulsive buying as compared to participants in age group of 51+ years. Participants in age group of 41-50 years with 2 children had lower compulsive buying as compared to participants in age groups of 31-40 years and 51+ years.

Participants in age group of 51+ years with nuclear family type had higher compulsive buying as compared to participants in joint family type. Participants in age group of 21-30 years with nuclear family type had lower compulsive buying as compared to participants in extended family type.

From these findings, it can be stated that interaction effect is seen in most of the factors. Men participants in age group of 51+ years, married, employed spouse, nuclear family type, with no child, post graduation education qualification, with monthly income range of Rs. 61000/-

to 90000/- and service as type of profession had lowest self-regulation of purchase behavior as compared with participants with all the other factors. Also, men participants in age group of 41-50 years, married, employed spouse, nuclear family type, with 1 child, graduation education qualification, with monthly income range of Rs. 41000/- to 60000/- and business as type of profession had low self-regulation of purchase behavior as compared with participants with all the other factors. Participants in age range of 21-30 years, men, graduate, unmarried, joint family type, no child, business as type of profession and with monthly income range of Rs. 21000/- to 40000/- had high self-regulation of purchase behavior as compared with participants with all the other factors. It is noteworthy that gender and marital status have similar effect in the sense that unmarried men and women have equal level self-regulation of purchase behavior; and married men and women also have same level of self-regulation of purchase behavior.

The qualitative data from phase II revealed the following differences with prior generation in terms of their purchase behavior:

Planned purchases Vs random purchases.

Participants revealed that the purchases they make are done on a whim, or without much planning and thought behind it, and at times it is planned. However, they reflected that purchases made by their parents were planned and usually budgeted. Also, the participants associated merit with planned purchases. Another trend that a few participants reported was that the fathers used to do less shopping whereas the mothers used to do the purchasing most of the time.

> (F, 35 years, Low SR) mentioned, "*Value of money has gone down for youngsters, e.g. Rs. 900 for one pizza for youngsters, it is alright with them. Nowa days, people are not conscious about how they are spending. They are*

more into fashion orientation, second they are brand oriented and it's also like showing off in terms of seeing what my friend is..."

(F, 29 years, High SR) shared, "*Now, I can see that pattern…, my mother was very choosey, like she used to buy gold only. And I have never bought any gold for myself till now".*

(M, 47 years, High SR) shared, *"Sometimes it is planned, and sometimes it is a sudden decision that we searched, received a good deal and we went for vacation the next week itself. But when we plan and go, we usually get good deals, as per our budget if it is preplanned since a few months in advance. It matters to plan in advance".*

(F, 39 years, Low SR) shared, *"Parents, especially my father, I have never seen him shopping actually. He is not a shopping bird. He is fine with whatever you buy for him. I have never found him going and shopping for himself… My mother spends more in buying gold – jewelry or coins"*.

Controlled Vs restriction-free purchases.

The participants mentioned how their own worth was so closely associated with the amount of money they are able to earn and the number of things they are able to purchase for themselves and/or for their family. The purchases are controlled when a person considers one's budget, future consequences of expenditure and does not act on desires only.

(M, 37 years, Low SR) shared, "*There was a time when I wanted to earn so much of money that I could take my parents and wife to the biggest mall and asked them to buy anything that they want to buy without looking at the price-*

tags. I am proud that I could give them this experience to my parents a few months back when we visited Dubai… "

(M, 66 years, High SR) expressed, *"The valuation of the rupee is declining day by day. It is a foolish thought to save in terms of money. People should spend for their needs and desires. For what else do we work so hard and earn money? For example, from my own experience, when I was in my thirties, one shirt used to cost Rs. 200/- and I used to think, no, let me save my money and I will buy a shirt for myself after I have some substantial savings. And now, in my sixties, the same shirt is being sold at Rs. 1500-2000/- and now also I feel it is too expensive. So, today I have to spend more to fulfill my needs, the better would have been fulfilling my desires when it was available at a lesser price. So, I will say this to everyone that they should spend for their needs and desires when they have it"*.

Market purchases Vs online/malls purchases.

Online shopping is a trend reported by younger and middle age participants. Participants more than 51 years of age did not mention online shopping. They did mention going to malls and supermarkets as an adopted practice.

(M, 48 years, Low SR) said, *"Parents never did online shopping. And I do ninety percent of my shopping online. I don't like to go here and there to purchase things, I don't like to waste my time, it is better for me to view things online, and I get the same things in less price, so why not I make the purchase while at home and get the delivery at my footstep"*.

(F, 37 years, High SR) said, "*... & online shopping has become a great thing nowadays and in all these things a person cannot actually see how much one is spending*."

(F, 35 years, Low SR) mentioned, "*Buying from shops is focused. Malls give us exposure to many things and we feel like buying more, it is a disadvantage.*"

Preserving and recycling Vs buying new.

The participants reported recycling and reusing as a behavior model by their parents and they reported buying new if something broke as a general rule for them.

Minimalistic need based purchases Vs comfort/luxury based purchases.

It is generally supported that the previous generation of the participants was more engaged with need based buying and the participants did comfort/luxury based purchases more than need based purchases.

(M, 48 years, Low SR) reported, "*Generation gap hai. Wo ek bolte hai na, ek father apne bachho ke liye sochta hai. Bachhe isliye nahi sochte. Paise kharch ne me, kyunki unke paas abhi koi liability nahi hai. Young hai to unhe kharchne ki mazaa aati hai, zyada achha lagta hai kharachne ka.*" It's due to generation gap. It is usually said that a father looks after the kids always. Therefore, the children are not that concerned. Particularly in spending money, because they do not have a liability or a responsibility. So, they enjoy spending money, they like it more"

(M, 33 years, High SR) said, "*My father is more into purchasing electronic items which he does not use often still he purchases them; even if they are not much of use. That is his hobby. My mother mostly purchases apart from groceries, clothes for her and gold. And I don't believe in purchasing gold. So,*

this way, yes and also, I don't buy anything electronic items or others items which are not needed."

(F, 29 years, Low SR) said, "*I have 3 watches, but then also if I find something nice, I will buy it. So, I will say it is not a need, it is just you know what we should say, fetish for shopping. I have to have one because I like it. So, it is totally not required but my parents never made purchases like this*."

Buying for self Vs buying for others.

Participants mentioned about the difference they felt in terms of buying only for self and buying for family or others. Many of them reported that their purchases are majorly focused on self whereas, when compared to their parents, they see it as different for them.

(M, 53 years, Low SR) said, "*...they don't understand the value of money...*"

(F, 34 years, High SR) said, "*My mother, I have seen the habit that if she is buying for herself 2 sarees then she will also buy 2 sarees for someone else like I will gift one to this person and the other to that person… that is her idea of shopping because she feels that if you like something, then you simply buy it, you never know that when you go for buying, you may not get the same thing later.*"

(M, 37 years, High SR), "Y*es, we see ourselves only, or I do shop for my wife at the maximum. But my parents used to think and purchase for us first"*.

Factors influencing Savings Behavior

The qualitative data from phase II revealed that almost all the participants viewed indulgence of purchase behavior as "being spoilt". Seventy percent of them viewed it as a "result of faulty parenting" with participants reporting to have good self-regulation in them and poor self-regulation in their children.

The reasons for savings are:

Better future and social status.

Ninety percent of the participants reported luxury as something signifying improvement in life style. A few items were mentioned as luxury purchases, such as, cars, designer wrist-watches, huge spacious houses, branded shoes, multiple variations of same product like music systems, books etc.

(F, 29 years, High SR) mentioned, *"I save around 50 % of my salary every month, there are some demands and also my nature is like this. It gives a good feeling that money is saved and it will be used later. There is no specific purpose, in general saving is important. Then, from the remaining amount, I spend on whatever I wish.*"

Security for wife and children.

(M, 45 years High SR; F, 33 years, High SR), "*It is something evident in the Indian culture only. Here, parents save for their children and the future of the family, whereas I lived for a decade in Australia and I never saw any such trend there. People earn and spend; they do not save so much as here, in India"*.

(M, 49 years, Low SR) said, *"For better future of my family and because I want to travel the world, the entire world after ten years with my family. So, that is the reason I am saving right now"*.

Luxury Purchase Behavior

The qualitative data from phase II revealed that the luxury purchase is conceptualized as purchases without which life can be sustained. For instance, cars, expensive electronics, expensive accessories, gifts etc., and going on vacations are considered as unusual purchases. These are unusual due to the less frequency and also the bigger budgets assigned to them, hence they are viewed as luxury-based purchases.

Not needed for survival.

(M, 27 years, High SR) replied, *"That is what I do, I sometimes go for buying luxurious things like electronic items which I don't need but still I buy. Like Bluetooth headsets, then pen drives, hard drives that kind of stuff, which I can live without but still I buy"*.

Multiple products of same thing.

(F, 29 years, Low SR) mentioned, "*Desire is a luxury. Like my nail-paints, it becomes luxury, when I have about 70 or 80 shades. If I have 3 – 4 of them or maximum 10, and I am fine with that, then that is not luxury. But when I have 70-80 nail paints, then it becomes a luxury. Watch is necessary, so you can have a watch which will be decent enough, like of fastrack. But then when I go for Girard-Perregaux watch, then it is a luxury*."

Products to show off.

(M, 39years, High SR) reported, *"Car, bigger house, these all are luxury for me. It takes more money to maintain them also. They are usually for show-off. Without these, without branded things also I can live a good life. One can commute by bike; car is definitely a luxury for me even today"*

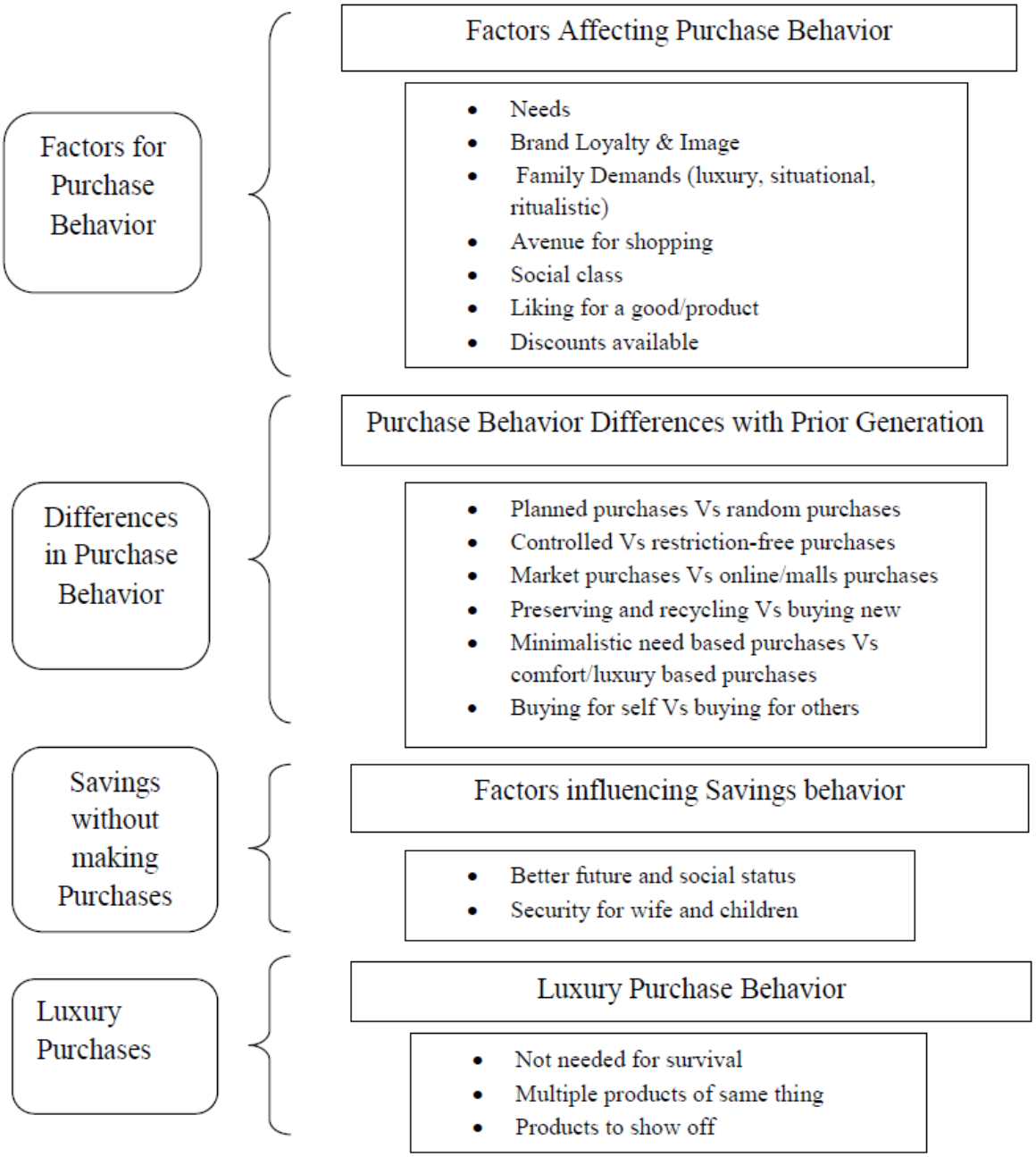

Figure 5. *Themes emerged from qualitative data about purchase behavior*

Process of Decision Making for Purchase Behavior

The qualitative data from phase II revealed that:

Process model for purchase decisions (Usual purchases).

Assessment about the needs.

(M, 33 years, High SR) said, "*Family requirements like first comes kitchen, then my personal requirement, my professional requirements like books, my clothes and everything should be up to date. I should be in a proper and well dressed manner. And yes, my kid's requirements are also there. So, these two – three factors I have to consider*."

Acquiring information about available choices.

The information with regard to budget, variety of product, avenue of purchasing the product, time for buying it, mode of payment etc. are mentioned.

Family members' inputs regarding choice/demands.

(F, 37 years, High SR) said, "*It depends otherwise for family purchases, we sit together. Like if an equipment of the house is to be bought then we sit together and discuss. We need this which company is better, who needs what, what are the demands of everyone, this characteristic or that of the product, and then we finalize and then we buy it.*"

Process model for purchase decisions of extra-ordinary/luxury purchases.

Assessment about the utility, rationalizations for the purchase to be made.

(M, 43 years, High SR) said, "…*he might have made so many luxury-based purchases because suddenly he had a lot of money. He thought of investing the money in this way*…"

Budget.

(M, 37 years, High SR) said, "*I looked for budget and design. I liked a lot many designs, but they were not in my budget. This designer watch was in my budget, I liked the design, so I bought it*."

Acquiring information about available choices, Comparisons of different products available and different brands.

(M, 37 years, High SR) said, "…*if I am buying a smart phone, then I will look in to the details of technology, latest updates, all functions, etc. I will compare the brands too. At that time, money will not matter, the details would be important*."

(F, 29 years, High SR) said, "*Brand matter karta hai luxury ke liye. Khaane peene me aisa matter nahi karega brand…*"

(M, 27 years, High SR) mentioned, "*I needed a bike for going to office, could have settled with ordinary bike, but because I am earning more, I focused on more Power, CC etc. and bought expensive bike, that too on EMI*."

Family inputs and Household life cycle inputs, seeking of guidance/suggestions.

(M, 35 years, Low SR) said, "*Mere selection me kisi aur ka interfere jaldi aata nahi hai. Meri cheeze hai, jo mujhe khud use karni hai, like mobile hai,*

wrist watch hai, wo meri pasand ke hisaab se hi main lunga. Kisi aur ka interference ya advice nahi aati hai."

(F, 37 years, High SR) said, "*Usually, we just talk about it. Supposedly, if we want to buy an AC, why do we need AC. We talk about in the house, where to be put, in which room, on the ground floor, or the first floor, what will be the benefits of fitting the AC in the ground floor room, which brand to be bought, from where to buy*"

Decisions of arranging money (for higher expenditure), Deciding upon an auspicious day (for higher expenditure or ritualistic purchases).

(F, 46 years, High SR) said, "*Firstly, it is money, second comes the occasion – what is the occasion, why I need to do it. Or, if I am feeling low, I want to just go for shopping*."

Making actual purchase.

Post purchase cognitions.

The qualitative data from phase II revealed the following post purchase thoughts and behaviors are:

Justifications and Rationalizations.

After making any purchases the participants narrated the internal dialogues of the following contents:

- Justifications

  (F, 37 years, High SR) said, "*I bought this because it was needed*"

(M, 45 years, Low SR) said, "*Main reason is that internal feeling of just having it. And satisfying myself that ok, I too have it*."

(F, 29 years, Low SR) said, "*It will be useful to me and/or to my family*"

(F, 42 years, Low SR) said, "*It will be used in longer run*"

(M, 37 years, High SR) said, "*I/we will be self-sufficient in consuming the product*"

- Rationalizations

(F, 36 years, High SR) said, "*Even if the budget is crossed, it is alright*…"

(F, 43 years, Low SR) said, "…*Although it is expensive, it is useful*"

(M, 27 years, High SR) said, "…*It is good that I bought this, how many people of my age are able to do so*…"

(F, 39 years, High SR) said, "*... if you like something then you buy it definitely*"

Satisfaction and Dissatisfactions.

- Satisfactions

(F, 46 years, High SR) said, "…*feeling happy that I bought it*"

(M, 33 years, High SR) said, "…*feeling proud of making the experience possible for self*…"

(F, 37 years, Low SR) said, "...*It is alright you know to buy shoes of 200, I can wear it twice and easily throw it away. I see it that*

ways that if it has cost me 200 and if I have worn it 20 times, then I am only spending 10 Rs to wear it once. So, if I wore it 20 times, and it got broke or I got bored then it is alright for me to simply throw it away…"

- Dissatisfactions

(F, 27 years, Low SR) said, "*… If I like something then, even if it is cheap and not branded, then also I but it*."

(F, 42 years, Low SR) said, "*…so, we shifted to this other brand because of the advertisement, but it was not good at all. We went back to the previous brand*"

Curiosity and Planning: Bargaining for Future.

- Planning

(M, 33 years, High SR) said, "*When I had this new job with good security in it, I invested in and for family future and tried to have more materialized living and I would not have planned it as such if I did not have such a well-paying job*."

- Curiosity

(F, 37 years, High SR) said, "*... at times, after buying a regular product, we tend to have the curiosity about the quality of the product that we let go. So, I inadvertently, buy this new product. This is how I actually discovered the flavour in coffee that I really like and I shifted from Nescafe to Rage...*"

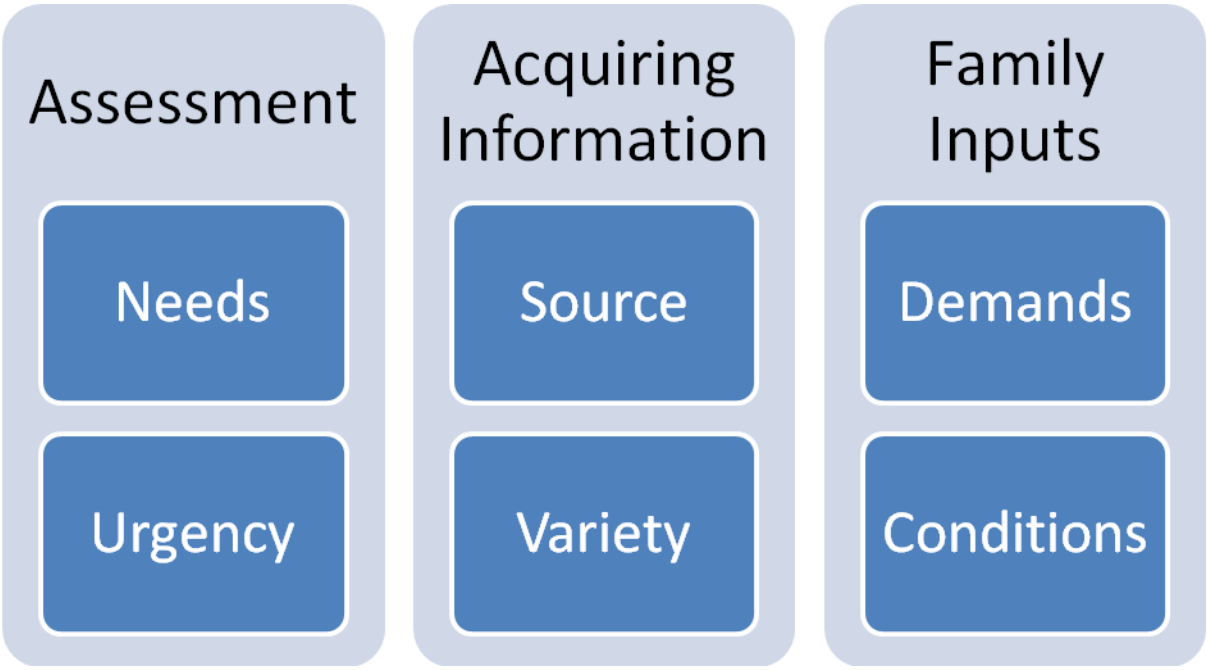

Figure 6. *Process model for purchase behavior*

The major findings from this section indicate the following:

The most frequent types of purchases were need-based purchases, grocery and clothes.

With the advent of online shopping, the hoarding of different items (typically, clothes, electronics and accessories) is on the rise. Participants reported that their purchase pattern has changed now and they are more casual about it and usually engage in it without any planning.

Purchases like, cars, expensive electronics, expensive accessories, gifts etc., and going on vacations are considered as unusual purchases. These are unusual due to the less frequency and also the bigger budgets assigned to them, hence they are luxury-based purchases.

There were some purchases specific to an occasion like marriage, death, etc. These are pertaining to ceremonious rituals and usually seldom defined. There are certain customs for

which purchases are made and they are to be strictly followed, as those customs are specified by the elders in the family for religious purposes.

Ninety percent respondents said that influence of "family" was the main reason for them to make any purchase. The "expectation to earn good amount of money" in near future (particularly true for a salaried job scenario), and influence of "friends" over a purchase being made were the reasons that followed closely. Although, the purchases were based upon the "requirements/needs of the family", and "as a means to invest money", many of them were purely based upon "desires" and to "show-off".

Most of the participants reported practicing "child centered indulgence", for example, fulfilling every demand and need of the child and spending maximum for child/children's education and vacation.

Another trend was the middle class orientation of high value on education at any cost. Hundred percent of the participants supported the idea of spending maximum for the education of the child.

Participants described luxury as something which is not needed for survival. Participants also reported luxury as something signifying improvement in life style. A few items were mentioned as luxury purchases, such as, cars, designer wrist-watches, huge spacious houses, branded shoes, multiple variations of same product like nail-paints, music systems, books etc.

Brand loyalty and brand image emerged as strong influencing factors in self-regulation of purchase behavior along with personal needs.

The participants unanimously agreed that they save money in various ways. The reasons for savings are better future and social status, security for wife and children, and to increase the social status.

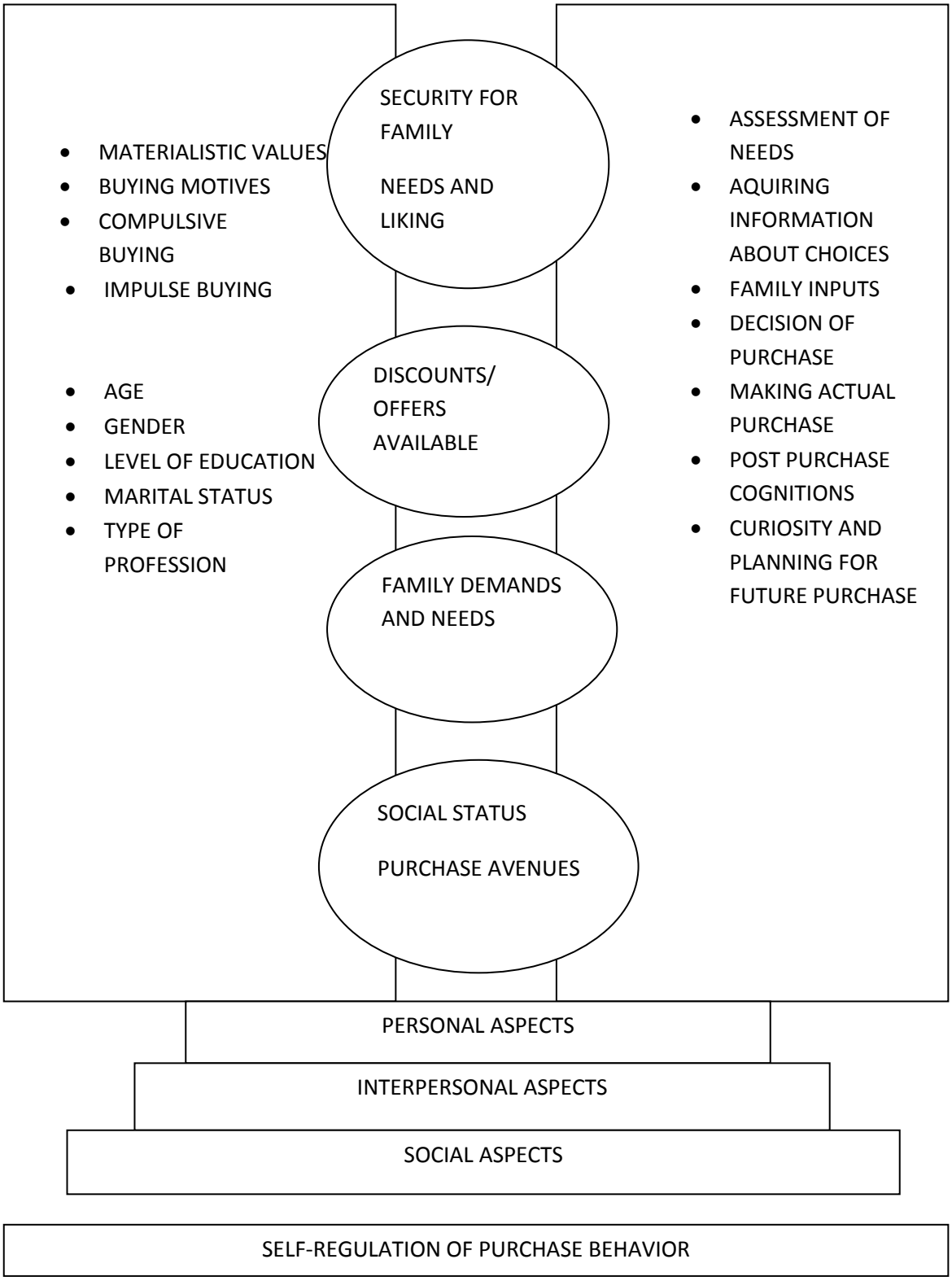

Figure 7. *Triangulation of self-regulation of purchase behavior*

The major findings of the study are highlighted below:

- Twenty-five percent of the participants scored low on self-regulation whereas 23 percent participants scored very high on self-regulation.
- There was a significant negative correlation between materialistic values scale and self-regulation ($r=-0.2$, $p<0.01$), and compulsive buying and self-regulation ($r=-0.4$, $p<0.01$).
- There was a significant positive correlation between materialistic values and buying motives ($r=0.5$, $p<0.01$) and compulsive buying and buying motives ($r=0.4$, $p<0.01$).
- Materialistic values are good predictor of self-regulation. The higher materialistic values will result in lower self-regulation.
- Men participants had higher self-regulation and buying motives as compared to women participants.
- Participants in age group of 21 to 30 years age participants have higher self-regulation, lower materialistic values, and lower compulsive buying as compared to the other age groups.
- Participants in age group of 31-40 years and 51+ years have higher materialistic values and higher buying motives.
- Never married participants had higher self-regulation and lower compulsive buying as compared to participants who were married.
- Participants with three children had higher self-regulation as compared with participants who had one child.

- Participants with only one child had higher compulsive buying as compared to participants with no child and also compared to participants with three children.

- It is noteworthy that although participants in the age group of 41-50 years had lower self-regulation as compared to other age groups, the participants in age group of 41-50 years with 3 children had higher self-regulation and lower compulsive buying.

- Participants with education qualification of graduation level had higher self-regulation, lower materialistic values, lower buying motives and lower compulsive buying as compared to participants with post-graduation education level and above post graduation education level.

- Type of profession and type of family did not have any impact on self-regulation, materialistic values, buying motives, compulsive buying and impulse buying as individual factors.

- Participants with monthly income level of less than Rs 20,000 had lower buying motives as compared to participants with monthly income of more than Rs 91000.

- Never married participants had higher self-regulation and lower compulsive buying as compared to participants whose spouse was employed.

- Never married women and married men had equal level self-regulation.
- Never married men had higher self-regulation and higher materialistic values as compared to never married women.

- Other (divorcee/widowed) men had higher self-regulation, lower impulse buying, and lower materialistic values as compared to women.
- Never married men and women had equal level compulsive buying; and married men and women also had equal level compulsive buying.
- Married participants across the age groups have same level of materialistic values. Participants with unemployed spouse in the age group of 21-30 years had lower materialistic values as compared to participants with unemployed spouse across the other age groups.
- Participants with employed spouse in the age group of 41-50 years had lower materialistic values as compared to participants in age group of 51+ years.
- Men and women in the age group of 21-30 years have higher self-regulation as compared to other age groups.
- Men participants in the age group of 21-30 years and 51+ years had higher self-regulation as compared to the women in the same age-group, and also with men participants in age group of 41-50 years.
- Men participants in age group of 51+ years had higher compulsive buying as compared to men across different age groups.
- Women participants in the age group of 41-50 years had higher self-regulation as compared to men in the same age group.
- Women participants in age group of 51+ years had lower self-regulation as compared to all the other age-groups.
- Women participants in age group of 21-30 years and 31-40 years had lower compulsive buying as compared to men in the same age groups.
- Women participants in age group of 41-50 years and 51+ years had higher compulsive buying as compared to men in the same age groups.

- Graduate participants in age group of 21-30 years had higher self-regulation as compared to postgraduate and above post-graduate level education qualification of participants in the same age group.
- Graduate participants in age-group of 41-50 years had lower self-regulation as compared to participants in the same age group with either postgraduate or above postgraduate education level.
- Graduate, post graduate and above post-graduate men participants have higher self-regulation as compared to all the three categories of education qualification for women participants. Overall, participants with higher education qualification show lower self-regulation.
- Participants with income range of Rs. 61000/- to 90000/- had higher self-regulation in age group of 41-50 years as compared to participants in age group of 21-30 years and of 51+ years.
- Participants with income group of less than Rs. 20000/- in age group of 21-30 years had higher self-regulation as compared to participants in age group of 51+years.
- Higher income in lower age-group shows higher self-regulation as compared to lower income in higher age-group.
- Participants with business as a type of profession in age group of 51+ years had higher self-regulation as compared to participants in a service as type of profession in same age group. Participants in age group of 21-30 years with business had higher self-regulation as compared to the age group of 41-50 years. Participants with business had higher self-regulation as compared to participants in service.

- Participants with no child in age group of 21-30 years had higher self-regulation as compared to that of participants in age group of 51+ years. Participants in age group of 21-30 years with no child had lower compulsive buying as compared to participants across age groups.
- Participants with 1 child in age group of 21-30 years had higher self-regulation as compared to participants in age group of 41-50 years. Participants with 2 children in age group of 31-40 years had lower self-regulation as compared to participants in age group of 41-50 years and in 51+ years.
- Participants in age group of 41-50 years with 3 children had higher compulsive buying as compared to participants in age group of 51+ years. Participants in age group of 41-50 years with 2 children had lower compulsive buying as compared to participants in age groups of 31-40 years and 51+ years.
- Participants in age group of 51+ years with nuclear family type had higher compulsive buying as compared to participants in joint family type. Participants in age group of 21-30 years with nuclear family type had lower compulsive buying as compared to participants in extended family type.

- The most frequent types of purchases were need-based purchases, grocery and clothes.

- With the advent of online shopping, the hoarding of different items (typically, clothes, electronics and accessories) is on the rise. Participants reported that their purchase pattern has changed now and they are more casual about it and usually engage in it without any planning.

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- There were some purchases specific to an occasion like marriage, death, etc. These are pertaining to ceremonious rituals and usually seldom defined. There are certain customs for which purchases are made and they are to be strictly followed, as those customs are specified by the elders in the family for religious purposes.

- Ninety percent respondents said that influence of "family" was the main reason for them to make any purchase. The "expectation to earn good amount of money" in near future (particularly true for a salaried job scenario), and influence of "friends" over a purchase being made were the reasons that followed closely. Although, the purchases were based upon the "requirements/needs of the family", and "as a means to invest money", many of them were purely based upon "desires" and to "show-off".

- Most of the participants reported practicing "child centered indulgence", for example, fulfilling every demand and need of the child and spending maximum for child/children's education and vacation.

- Another trend which was quite evident was the middle class orientation of high value for education at any cost. Hundred percent of the participants supported the idea of spending maximum for the education of the child.

- Participants described luxury as something which is not needed for survival. Participants also reported luxury as something signifying improvement in life style. A few items were mentioned as luxury purchases, such as, cars, designer wrist-watches, huge spacious houses, branded shoes, multiple variations of same product like nail-paints, music systems, books etc.

- Brand loyalty and brand image emerged as strong influencing factors in self-regulation of purchase behavior along with personal needs.

- The participants unanimously agreed that they do save money in various ways. The reasons for savings are better future and social status, security for wife and children, and to increase the social status.

- From these findings, it can be stated that men, in age group of 21-30 years, unmarried and no child had high self-regulation of purchase behavior as compared to participants with all the other personal demographic variables. However, men, in age-group of 41-50 years, married, and with 1 child had lowest self-regulation of purchase behavior as compared to participants with all the other personal demographic variables.

- From these findings, it can be stated that type of profession and type of family as individual factors did not affect self-regulation of purchase behavior. Participants with above post graduation level education qualification, more than Rs. 90,000/- monthly income, and employed spouse had low self-regulation of purchase behavior as compared to participants with all the other factors.

- From these findings, it can be stated that interaction effect is seen in most of the factors. Men participants in age group of 51+ years, married, employed spouse, nuclear family type, with no child, post graduation education qualification, with monthly income range of Rs. 61000/- to 90000/- and service as type of profession had lowest self-regulation of purchase behavior as compared with participants with all the other factors. Also, men participants in age group of 41-50 years, married, employed spouse, nuclear family type, with 1 child, graduation education qualification, with monthly income range of Rs. 41000/- to 60000/- and business as type of profession had low self-regulation of purchase behavior as compared with participants with all the other factors. Participants in age range of 21-30 years, men, graduate, unmarried, joint family type, 0 child, business as type of profession and with monthly income range of Rs. 21000/- to 40000/- had high self-regulation of purchase behavior as compared with participants with all the other factors. It is noteworthy that gender and marital status have similar effect in the sense that unmarried men and women have equal level self-regulation of purchase behavior; and married men and women also have same level of self-regulation of purchase behavior.