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A Profile of the Upper Middle Class Compulsive Buyer in Mexico City

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ABSTRACT

This study focuses on examining the behavior of compulsive shoppers, women of the upper middle class in Mexico City, with the intention of creating a profile of women shoppers with the characteristics of compulsive buyers. As the objective of the study is the definition of a segment of Mexican women with greater compulsion to buy, it was decided that a conglomerate analysis would be applied in order to classify individuals in relatively similar groups, in terms of the considered variables.

The compulsive shopper experiences anxiety or depression as a result of the expenses incurred when buying; nonetheless, neither the anxiety nor the depression can be attributed to just the act of buying, but rather that has these feelings form an important part of the compulsive individual's own behavioral, cognitive, or physiological symptoms. The recurring impulse of the compulsive shopper however, causes the behavior to be repeated again and again as an attempt to reduce this distress, which never occurs. This study will focus on four aspects shown by the shoppers: 1) materialism, 2) negative emotions associated with consumption, 3) impulsiveness of consumption, and 4) positive emotions associated with consumption. The empirical validity of the consumer profile will be examined.

Keywords: consumer behavior; compulsive shoppers; emotions and consumption

Un perfil del comprador compulsivo de clase media alta en la Ciudad de México

RESUMEN

Este estudio examina el comportamiento de compradores compulsivos, centrado concretamente en mujeres de clase media alta en la Ciudad de México, con la intención de crear un perfil de mujeres compradoras con las características de compradores compulsivas. Dado que el objetivo del estudio es la definición de un segmento de mujeres mexicanas con mayor propensión a comprar, se decidió aplicar que un análisis de conglomerados se aplicaría para clasificar a los individuos en grupos relativamente similares, en términos de las variables consideradas.

El comprador compulsivo experimenta ansiedad o depresión como resultado de los gastos incurridos por la compra, sin embargo, ni la ansiedad ni la depresión se puede atribuir sólo al acto de comprar, sino que tiene estos sentimientos son una parte importante del propio individuo compulsivo síntomas conductuales, cognitivos o fisiológicos. El impulso recurrente del comprador compulsivo sin embargo, hace que el comportamiento que se repite una y otra vez como un intento de reducir este peligro, que nunca ocurre. Este estudio se centrará en cuatro aspectos que muestran los compradores: 1) el materialismo emociones negativas asociadas con el consumo, 2) la impulsividad de consumo, y 3) las emociones positivas asociadas con el consumo. La validez empírica del perfil del consumidor serán examinados.

Palabras clave: comportamiento del consumidor, compradores compulsivos, emociones and consumo.

Summary: 1. Introduction. 2. Methodology. 3. Results. 4. Conclusion. Bibliography.

1. INTRODUCTION

The unmanageable behavior of problematic buying is known as uncontrollable buying (Lejoyeux, et al 1996) and in the last twenty years, diverse definitions of this compulsion have been proposed. Compulsive buying, also called compulsive shopping or shopping addiction, is a serious, often secretive affliction, with profound emotional, social, occupational, and financial consequences (Campbell 2000). In addition, psychological factors, such as anxiety and depression, have been linked to behaviors seen in some individuals with the characteristics of a compulsive buyer.

The conduct of compulsive consumption has come to be defined as “a chronic, abnormal form of shopping and spending characterized, in the extreme, by an overpowering, uncontrollable, and repetitive urge to buy, with disregard for the consequences” (Edwards 1992). Compulsive shopping is considered to be a response to an uncontrollable desire to obtain, use or experience a feeling, substance or activity that leads an individual to repeatedly perform a behavior, which eventually will cause damage to this person or others (O’Guinn and Faber 1989). Some authors have affirmed that compulsive buying is the result of modern living conditions, such as the ready availability of credit cards, the increase in advertisement and its greater effectiveness, the ease of buying in shopping malls, by television and by internet, the

breakdown of the family structure, and the erosion of a sense of community (Elliot 1994, Bellman et al.2006).

Other important factors that have been related to compulsive buying are family environment and childhood experience with money and spending practices (Valence et al. 1988-19). Others, such as Briney 1989, Christy 1993; and Edwards 1994), have related personality to compulsive buying, as well as identified a link between compulsive buying and eating disorders (Faber et al. 1995).

Compulsive buying is characterized by an inability to control impulses and the repudiation of negative consequences (Faber, O'Guinn and Krych 1987; Hirschmann 1992), with the behavior itself being used to fill the void. Compulsive consumption is therefore considered an addiction because the act causes a release of internal psychological tension, accompanied by a sense of frustration (Valence et al. 1988), and despite the negative consequences it brings (Faber et al. 1987), the act is repeated again and again; as is to be expected, it has been seen that compulsive buyers feel short term gratification as a result of their purchase behavior (Christenson 1994). In this addictive process, the affected individual seeks an escape from stress, which results in a high level of anxiety and leads to compulsive buying (Edwards 1992, Edwards 1994); the experience itself is addictive in that it provides an escape from anxiety and tension as the person is momentarily distracted. Studies have also found that compulsive buyers have low levels of self-esteem (O'Guinn and Faber 1989), high levels of depression (Scherhorn 1990 -21), and suffer from anxiety and obsessive thinking (O'Guinn and Faber 1989).

Anxiety is an individual's reaction when faced with real or imaginary threats; Freud (2009-1) believed that anxiety is generally due to sexual conflict. Horney (1937), on the other hand, holds that these feelings also have their origin in various non-sexual contexts. Anxiety presents itself because the child needs adults in order to survive. Unsure of himself, he will continue to receive constant care and protection, develop internal protection, or defenses, which will give him satisfaction and a sense of security. The individual experiences greater anxiety when these defenses are threatened (Morris and Maisto 2001). According to Horney (1937), adults that are victims of anxiety adopt neurotic tendencies, which help them to temporarily resolve emotional problems and guarantee their security. From a cognitive perspective, people that feel like that have no control over stressful events in their lives are more likely to experience anxiety than those who believe they have control over these happenings (Neal and Turner 1991-4). Psychologists that work from a biological perspective show that the predisposition to anxiety disorders is hereditary (Eysenck 1970-5; Sarason and Sarason 1987-6).

Horney, however, held the conviction that cultural forces were much more important than biological factors, and so adults can continue developing and changing during their lifetime in order to reach a point in which they understand the cause of their basic anxiety, and thus try to eliminate this neurotic anxiety (Horney 1937).

Neurosis, or neurotic reaction, is a perturbation centered on tension. The most common emotional disorder is depression, a state in which the person feels overwhelmed by sadness, loses interest in activities and shows other symptoms, such as excessive guilt or feelings of inadequacy. People that suffer from depression are incapable of taking pleasure in activities that they once enjoyed; they are tired and apathetic and occasionally, in extreme cases, are unable to make even the simplest of everyday decisions. They can feel that they have failed completely in life and they tend to blame themselves for their problems (Morris y Maisto 2009.)

It has been discovered that compulsions are a kind of anxiety and are repetitive and ritualistic behaviors that the individual feels obligated to perform, becoming oppressive for those who feel impelled to do them (Spitzer, Skodal, Gibbon y Williams 1981-7). In suffering from a strong sense of anxiety, one tries to eliminate the irrational behavior or keep it in check. Compulsive behavior is a means to control anxiety. Given that the compulsiveness is a pathological behavior, it is considered a psychological dependency; neurotic individuals manage excessive anxiety by means of a behavior which controls their lives.

Once an action has been performed, the discomfort is eased momentarily, increasing depression and anxiety; this situation is in line with neurotic affections. A pathological dependence is a pattern of compulsive consumption of a substance or attitude that causes tolerance to this same substance or attitude, symptom of a repetitive behavior that translates into pathology. In the case corresponding to this article, the action is purchase, which has become a habit that can become this compulsive attitude.

Purchasing is normally done for utilitarian purposes. For some adults, buying is also a leisure activity (Lunt y Livingston 1992-8), a means to deal with emotions (Elliot 1994-9), or a way to demonstrate and express one's own identity (Dittmar 1992-10). A compulsive buyer however, makes unplanned purchases, buys products that she will probably never use, and can end up destroying herself physically, psychologically, or financially. No one cause can be established as the reason one becomes a compulsive buyer as it is more a combination of physiological, psychological, genetic, biological, social, and cultural factors. One proven theory is that compulsive buying is a dysfunctional conduct of the consumer to whom psychological damage can be attributed. According to the findings of O'Guinn and Faber (1989), Scherhorn (1990) and Spitzer (1992), compulsive shopping occurs predominately among women.

What are the behaviors that indicate a compulsive purchase or expense? The typical conduct of a compulsive buyer can include the following characteristics:

- Shop or spend money as a result of feeling angry, sad, or disappointed
- Have shopping or spending habits that cause emotional relief
- Have discussions with other people about shopping or spending habits
- Feel alone without credit cards

- Feel anxiety or euphoria when spending money
- Buy products with a credit card that could not be purchased in cash
- Experience feelings of guilt, embarrassment, shame, or confusion after having made a purchase
- Lie to other people about money spent or purchases
- Think excessively about money
- Spend much time adjusting personal finance to account for the expense
- Hide purchases to avoid confrontation with family members or close friends
- Purchases frequently never unpacked or used, the object loses its value after having been purchased

If an individual can be identified as having four or more of the previous behaviors, it is possible that a conduct of compulsive buying is occurring (IIFAR 2010). As with other previously mentioned compulsive behaviors, the compulsive shopper can end up hurting himself, having problems at work, with his family or with his personal financial situation. The compulsive buyer, once immersed in what can be considered a neurotic comportment for its repetitiveness, does everything possible to justify the situation of having incurred excessive expenses, even at the cost of knowing that his debts are increasing and difficult to cover with his income.

Finally, Arthur (1992), found three types of compulsive buyers:

- a) Those that spend on special occasions, few times a year but a large sum
- b) Those that must buy at least one thing a day and that generally shop all day
- c) Those that buy the same product several times, whether they need it or not

This study focuses on examining the behavior of compulsive shoppers, women of the upper middle class in Mexico City, with the intention of creating a profile of women shoppers with the characteristics of compulsive buyers. As the objective of the study is the definition of a segment of Mexican women with greater compulsion to buy, it was decided that a conglomerate analysis would be applied in order to classify individuals in relatively similar groups, in terms of the considered variables.

In summary, the compulsive shopper experiences anxiety or depression as a result of the expenses incurred when buying; nonetheless, neither the anxiety nor the depression can be attributed to just the act of buying, but rather that has these feelings form an important part of the compulsive individual's own behavioral, cognitive, or physiological symptoms. The elevated levels of anxiety cause anguish and interfere with the effective functioning of an individual, for which the compulsive buyer tries to diminish anxiety by purchasing. The recurring impulse of the compulsive shopper however, causes the behavior to be repeated again and again as an attempt to reduce this distress, which never occurs.

This study will focus on four aspects shown by the shoppers: 1) materialism, 2) negative emotions associated with consumption, 3) impulsiveness of consumption,

and 4) positive emotions associated with consumption. The empirical validity of the consumer profile will be examined.

2. METHODOLOGY

The subjects for this study are women from the B+ socioeconomic level (upper middle class) from Mexico City, divided in four age conglomerates, 18 to 25, 25 to 36, 36 to 50, and older than 50. 320 questionnaires were applied and after eliminating questionnaires with missing data, the final sample size was of 210 respondents.

The reasons for having chosen women is derived from a convenience application of 350 questionnaires in Mexico City, performed at random, of women and men of the upper middle class between the ages of 18 and 50. From this survey, the relevant information obtained showed that there was a greater tendency among women for more frequent purchases. Men purchase smaller quantities and visit stores with less frequency, or else when they go it is to accompany a woman (wife, girlfriend or female friend). There were of courses cases of men going alone to stores to make purchases, but at lower rate than women.

The empirical research consists of a survey of 26 questions applied to women between the ages of 18 and 50 from the upper middle class (n=210). The questions contain multi-item measurements of materialism, impulsiveness of consumption, negative emotions associated with consumption, impulsiveness of purchase, and positive emotions associated with consumption.

Hypotheses of Compulsive Behavior

An examination is attempted of the following hypotheses, focused on determining a profile of the most notable characteristics in the conduct of a compulsive buyer. The mature woman, older than 35, tends to buy more and with greater frequency than those who are under 35 (hypothesis 1). There is a certain level of materialism in the compulsive buyer (hypothesis 2). Women with compulsive buyer traits have positive and negative emotions association with consumption (hypothesis 3).

Objective of the Proposed Written Paper

The objective of this study is to design a profile of consumers that present traits of compulsive buying. The sample for study was chosen from a group of women from the upper middle class in Mexico City, with incomes from 51 thousand to 160 thousand pesos per month (corresponding to Sigmarket 2008). The intention is to measure the empirical validity of the consumer profile.

3. RESULTS

3.1. Data Analysis

Given the number of variables in the questionnaire and the level of interrelation existing between them, it was decided that a Factorial Analysis would be applied, as the conceptual foundation of this analysis assumes the existence of a structure in the data base. This procedure aims to reduce and summarize the data at a more manageable level; the relationship between the observed variables is examined and represented in terms of some underlying factors.

The process is based on the correlation matrix created from the obtained data; this matrix presented relatively high levels of correlation between several of the variables (Table 1) for which it was expected that these variables would show correlation with the same set of factors. Bartlett's Sphere Test (Hair 2006), method used to determine if a factor analysis is appropriate, demonstrated a statistical significance that the correlation matrix had significant correlations in at least some of the variables (Table 2).

The objective was to find the minimum number of factors to explain the maximum variance of the data in order to use them in later analyses. In this sense, the principal component analysis reported 4 factors that represent as a group 55.86% of the variance; within this group, component 1 stands out for its contribution of 37.54% to this variance (Table 3).

A very important part of the analysis performed lies in the factorial matrix (Table 4) which contains the coefficients that express standardized variables in terms of the factors. These coefficients reported for the most part high correlations between the factors and the variables. Nonetheless, given the ample number of variables, several variables loaded simultaneously on various factors, which made their interpretation difficult. For this reason, a rotation of the matrix was then performed using the procedure of Varimax; this method minimizes the number of variables with high loads on a factor and facilitates its interpretation. Varimax was chosen given that the final objective was to segment the consumers, using as a basis orthogonal factors. Because of this rotated matrix analysis (Table 5) and due to the a priori knowledge about compulsive behaviors in consumption, the feelings that are generated around them and the attitude towards the possession of material goods, each one of the four components was able to be clearly labeled.

Table 6 shows the labeled factors and the variables included within each factor. In order to measure the reliability of the scale, that is to say, the level at which each scale produces consistent results in repeated measurements, Cronbach's alpha was used. This coefficient evaluates the internal consistency of a scale in which various items are added together in order to obtain a total classification. The coefficients reported for each on the resulting factors are favorable, so it was decided that an analysis of the previously defined factors would be pursued. (Table 7)

For the purpose of using these new variables in later segmentation analyses, a factor score was calculated for each one of the women surveyed, using the coefficients presented in the respective matrix.

Table 1: Correlation Matrix

	Always purchase	Impelled to purchase	Unnecessary purchase even without funds	Purchase credit limit	Minimum payment credit card	Buying symbolizes power	Buying as leisure activity	If I like it, I don't resist	Purchase sensation of pleasure	Spontaneous purchasing	Hide purchases	No purchases, sad	Shopping takes away sadness	I see it, I buy it	I first buy, then think	I buy without thinking	If I have extra money, I spend it
Always purchase	1.000	.622	.316	.362	.076	.142	.201	.312	.183	.292	.286	.322	.240	.368	.318	.471	.304
Impelled to purchase	.622	1.000	.399	.328	.117	.271	.287	.397	.379	.361	.248	.337	.248	.412	.296	.317	.322
Unnecessary purchase even without funds	.316	.399	1.000	.331	.192	.060	.271	.205	.283	.255	.154	.131	.296	.320	.233	.240	.209
Purchase credit limit	.362	.328	.331	1.000	.258	.283	.298	.119	.136	.248	.356	.408	.224	.363	.563	.401	.233
Minimum payment credit card	.076	.117	.192	.258	1.000	.252	.202	.085	.109	.097	.237	.214	.125	.241	.263	.132	.231
Buying symbolizes power	.142	.271	.060	.283	.252	1.000	.396	.208	.299	.250	.262	.397	.307	.385	.388	.217	.317
Buying as leisure activity	.201	.287	.271	.298	.202	.396	1.000	.433	.493	.243	.187	.345	.389	.389	.267	.281	.306
If I like it, I don't resist	.312	.397	.205	.119	.085	.208	.433	1.000	.393	.369	.128	.238	.252	.476	.213	.259	.179
Purchase sensation of pleasure	.183	.379	.283	.136	.109	.299	.493	.393	1.000	.261	.191	.244	.438	.353	.140	.151	.199
Spontaneous purchasing	.292	.361	.255	.248	.097	.250	.243	.369	.261	1.000	.240	.212	.205	.458	.391	.307	.254
Hide purchases	.286	.248	.154	.356	.237	.262	.187	.128	.191	.240	1.000	.513	.294	.381	.534	.410	.240
No purchases, sad	.322	.337	.131	.408	.214	.397	.345	.238	.244	.212	.513	1.000	.382	.431	.557	.455	.314
Shopping takes away sadness	.240	.248	.296	.224	.125	.307	.389	.252	.438	.205	.294	.382	1.000	.308	.302	.259	.189
I see it, I buy it	.368	.412	.320	.363	.241	.385	.389	.476	.353	.458	.381	.431	.308	1.000	.569	.493	.367
I first buy, then think	.318	.296	.233	.563	.263	.388	.267	.213	.140	.391	.534	.557	.302	.569	1.000	.539	.393
I buy without thinking	.471	.317	.240	.401	.132	.217	.281	.259	.151	.307	.410	.455	.259	.493	.539	1.000	.359
If I have extra money, I spend it	.304	.322	.209	.233	.231	.317	.306	.179	.199	.254	.240	.314	.189	.367	.393	.359	1.000
Family problems because of shopping	.282	.246	.246	.437	.212	.350	.328	.114	.119	.232	.436	.531	.247	.399	.544	.469	.342
Unused items in closet	.317	.404	.296	.280	.076	.245	.280	.226	.197	.328	.327	.258	.174	.353	.329	.391	.291
Purchase with credit card to increase capacity	.150	.150	.095	.331	.133	.279	.224	.107	.120	.192	.185	.189	.111	.193	.259	.238	.184
Shop to escape problems	.243	.301	.169	.264	.187	.457	.412	.174	.341	.228	.374	.538	.444	.393	.473	.401	.426

I feel alone without my credit cards	.185	.162	.066	.321	.177	.434	.256	.189	.179	.167	.368	.551	.240	.316	.424	.298	.244
I buy the unneeded	.286	.341	.336	.219	.066	.162	.289	.238	.232	.322	.194	.185	.216	.345	.297	.406	.302
I prefer people with money	.056	.207	.135	.138	.109	.577	.424	.198	.335	.178	.290	.373	.225	.385	.394	.164	.337
Ability to buy an achievement	.177	.245	.106	.164	.144	.561	.350	.145	.309	.251	.323	.439	.299	.362	.343	.184	.298
Successful people buy many things	.144	.231	.015	.228	.169	.548	.324	.114	.228	.180	.324	.475	.231	.306	.416	.194	.366
Own, I'm doing well	.194	.222	.033	.174	.020	.545	.344	.192	.245	.141	.182	.355	.278	.331	.335	.279	.286
Not designer, I don't buy	.286	.342	.124	.331	.168	.337	.319	.272	.220	.265	.284	.358	.211	.382	.425	.395	.367
Owning impresses	.215	.274	-.012	.269	.124	.453	.386	.172	.304	.210	.279	.499	.216	.277	.363	.326	.370
If I buy, look good (image)	.269	.368	.129	.229	.151	.428	.445	.281	.381	.318	.271	.362	.302	.403	.377	.301	.327
If I don't buy fashion, I'm out of place	.305	.360	.126	.255	.209	.459	.368	.232	.225	.216	.312	.530	.251	.403	.464	.346	.408
Expensive presents, good friend	.160	.301	.104	.346	.200	.477	.317	.205	.211	.181	.437	.544	.223	.340	.480	.247	.327
Achiever because I buy	.206	.335	.175	.392	.228	.546	.441	.283	.250	.233	.455	.530	.354	.358	.434	.354	.328
Good appearance earns respect	-.005	.182	.094	.249	.167	.394	.351	.162	.326	.178	.073	.216	.254	.129	.163	.155	.152

	Family problems because of shopping	Unused items in closet	Purchase with credit card to increase capacity	Shop to escape problems	I feel alone without my credit cards	I buy the unneeded	I prefer people with money	Ability to buy an achievement	Successful people buy many things	Own, I'm doing well	Not designer, I don't buy	Owning impresses	If I buy, look good (image)	If I don't buy fashion, I'm out of place	Expensive presents, good friend	Achiever because I buy	Good appearance earns respect
Always purchase	.282	.317	.150	.243	.185	.286	.056	.177	.144	.194	.286	.215	.269	.305	.160	.206	-.005
Impelled to purchase	.246	.404	.150	.301	.162	.341	.207	.245	.231	.222	.342	.274	.368	.360	.301	.335	.182
Unnecessary purchase even without funds	.246	.296	.095	.169	.066	.336	.135	.106	.015	.033	.124	-.012	.129	.126	.104	.175	.094
Purchase credit limit	.437	.280	.331	.264	.321	.219	.138	.164	.228	.174	.331	.269	.229	.255	.346	.392	.249
Minimum payment credit card	.212	.076	.133	.187	.177	.066	.109	.144	.169	.020	.168	.124	.151	.209	.200	.228	.167
Buying symbolizes power	.350	.245	.279	.457	.434	.162	.577	.561	.548	.545	.337	.453	.428	.459	.477	.546	.394
Buying as leisure activity	.328	.280	.224	.412	.256	.289	.424	.350	.324	.344	.319	.386	.445	.368	.317	.441	.351
If I like it, I don't resist	.114	.226	.107	.174	.189	.238	.198	.145	.114	.192	.272	.172	.281	.232	.205	.283	.162
Purchase sensation of pleasure	.119	.197	.120	.341	.179	.232	.335	.309	.228	.245	.220	.304	.381	.225	.211	.250	.326
Spontaneous purchasing	.232	.328	.192	.228	.167	.322	.178	.251	.180	.141	.265	.210	.318	.216	.181	.233	.178
Hide purchases	.436	.327	.185	.374	.368	.194	.290	.323	.324	.182	.284	.279	.271	.312	.437	.455	.073
No purchases, sad	.531	.258	.189	.538	.551	.185	.373	.439	.475	.355	.358	.499	.362	.530	.544	.530	.216
Shopping takes away sadness	.247	.174	.111	.444	.240	.216	.225	.299	.231	.278	.211	.216	.302	.251	.223	.354	.254

I see it, I buy it	.399	.353	.193	.393	.316	.345	.385	.362	.306	.331	.382	.277	.403	.403	.340	.358	.129
I first buy, then think	.544	.329	.259	.473	.424	.297	.394	.343	.416	.335	.425	.363	.377	.464	.480	.434	.163
I buy without thinking	.469	.391	.238	.401	.298	.406	.164	.184	.194	.279	.395	.326	.301	.346	.247	.354	.155
If I have extra money, I spend it	.342	.291	.184	.426	.244	.302	.337	.298	.366	.286	.367	.370	.327	.408	.327	.328	.152
Family problems because of shopping	1.000	.306	.226	.439	.462	.278	.332	.395	.372	.287	.227	.417	.291	.362	.371	.430	.160
Unused items in closet	.306	1.000	.164	.248	.153	.432	.235	.251	.198	.214	.274	.222	.252	.294	.327	.290	.163
Purchase with credit card to increase capacity	.226	.164	1.000	.250	.256	.163	.249	.180	.242	.373	.196	.312	.258	.327	.213	.280	.346
Shop to escape problems	.439	.248	.250	1.000	.483	.349	.459	.467	.495	.423	.369	.410	.404	.465	.406	.453	.340
I feel alone without my credit cards	.462	.153	.256	.483	1.000	.062	.388	.371	.485	.343	.405	.445	.267	.453	.432	.531	.268
I buy the unneeded	.278	.432	.163	.349	.062	1.000	.244	.243	.179	.275	.276	.187	.299	.348	.230	.252	.252
I prefer people with money	.332	.235	.249	.459	.388	.244	1.000	.585	.674	.576	.353	.474	.466	.545	.468	.431	.317
Ability to buy an achievement	.395	.251	.180	.467	.371	.243	.585	1.000	.646	.535	.315	.502	.518	.479	.483	.575	.358
Successful people buy many things	.372	.198	.242	.495	.485	.179	.674	.646	1.000	.615	.376	.586	.505	.554	.525	.513	.353
Own, I'm doing well	.287	.214	.373	.423	.343	.275	.576	.535	.615	1.000	.488	.537	.510	.515	.449	.535	.398
Not designer, I don't buy	.227	.274	.196	.369	.405	.276	.353	.315	.376	.488	1.000	.438	.397	.441	.471	.495	.324
Owning impresses	.417	.222	.312	.410	.445	.187	.474	.502	.586	.537	.438	1.000	.581	.531	.383	.499	.405
If I buy, look good (image)	.291	.252	.258	.404	.267	.299	.466	.518	.505	.510	.397	.581	1.000	.565	.350	.442	.423
If I don't buy fashion, I'm out of place	.362	.294	.327	.465	.453	.348	.545	.479	.554	.515	.441	.531	.565	1.000	.592	.540	.399
Expensive presents, good friend	.371	.327	.213	.406	.432	.230	.468	.483	.525	.449	.471	.383	.350	.592	1.000	.681	.349
Achiever because I buy	.430	.290	.280	.453	.531	.252	.431	.575	.513	.535	.495	.499	.442	.540	.681	1.000	.458
Good appearance earns respect	.160	.163	.346	.340	.268	.252	.317	.358	.353	.398	.324	.405	.423	.399	.349	.458	1.000

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.914
Approximate Chi-Square	3671.758
Bartlett's Test of Sphericity	df
	561
	Sig.
	.000

Table 3: Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2	22.222	37.543	10.887	37.543	37.543	6.127	21.126	21.126
2	2.376	8.194	45.737	2.376	8.194	45.737	4.089	14.100	35.226
3	1.696	5.847	51.584	1.696	5.847	51.584	3.828	13.200	48.426
4	1.242	4.283	55.866	1.242	4.283	55.866	2.158	7.440	55.866
5	1.009	3.478	59.345						
6	.928	3.198	62.543						
7	.880	3.034	65.577						
8	.840	2.896	68.473						
9	.764	2.635	71.108						
10	.736	2.539	73.647						
11	.682	2.352	75.999						
12	.641	2.210	78.208						
13	.607	2.092	80.301						
14	.594	2.049	82.349						
15	.535	1.846	84.196						
16	.503	1.734	85.930						
17	.433	1.492	87.422						
18	.425	1.466	88.888						
19	.403	1.391	90.279						
20	.394	1.357	91.636						
21	.371	1.280	92.917						
22	.328	1.130	94.047						
23	.318	1.097	95.143						
24	.293	1.010	96.154						
25	.259	.894	97.048						
26	.246	.847	97.895						
27	.238	.822	98.717						
28	.213	.734	99.451						
29	.159	.549	100.000						

Extraction Method: Principal Axis Factoring

Table 4: Factor Matrix

	Factor			
	1	2	3	4
Achiever because I buy	.747			
If I don't buy fashion, I'm out of place	.730			
No purchases, sad	.718			
I first buy, then think	.704			
Successful people buy many things	.701	-.447		
Shop to escape problems	.697			
Expensive presents, good friend	.685			
Ability to buy an achievement	.679			
Owning impresses	.676			
Buying symbolizes power	.667			
If I buy, look good (image)	.665			
I prefer people with money	.661	-.428		
Own, I'm doing well	.654			
I see it, I buy it	.650			
Family problems because of shopping	.623			
Not designer, I don't buy	.618			
I feel alone without my credit cards	.607			
Buying as leisure activity	.582			
I buy without thinking	.577	.474		
Hide purchases	.565			
If I have extra money, I spend it	.552			
Impelled to purchase	.531	.402		
Purchase credit limit	.514			
Unused items in closet	.481			
I buy the unneeded	.456			
Spontaneous purchasing	.439			
Always purchase	.451	.540		
Purchase sensation of pleasure	.449		.550	.454
Shopping takes away sadness	.480			.596

Extraction Method: Principal Axis Factoring

a. 4 factors extracted

Table 5: Rotated Factor Matrix

	Factor			
	1	2	3	4
Successful people buy many things	.804			
Own, I'm doing well	.767			
I prefer people with money	.766			
Ability to buy an achievement	.711			
If I don't buy fashion, I'm out of place	.673			
Owning impresses	.666			
Buying symbolizes power	.650			
If I buy, look good (image)	.602			
Achiever because I buy	.598	.455		
Expensive presents, good friend	.595	.432		
Not designer, I don't buy	.481			
Shop to escape problems	.440	.413		
No purchases, sad		.685		
I first buy, then think		.675		
Hide purchases		.669		
Family problems because of shopping		.652		
Purchase credit limit		.613		
I feel alone without my credit cards	.444	.606		
Impelled to purchase			.681	
Always purchase			.669	
I buy the unneeded			.652	
Unused items in closet			.615	
I buy without thinking		.515	.563	
Spontaneous purchasing			.554	
I see it, I buy it			.515	
If I have extra money, I spend it			.450	
Purchase sensation of pleasure				.781
Shopping takes away sadness				.718
Buying as leisure activity				.580

Extraction Method: Principal Axis Factoring

Rotation Method: Varimax with Kaiser Normalization

Table 6: Questions by Factor Groups

Factor 1: Materialism	
Q. 11	Buying is a symbol of power.
Q. 29	I admire people with big houses, good cars and a lot of money.
Q. 30	One of the most important achievements in life is the ability to buy things.
Q. 31	I pay special attention to the quantity of things that successful people have.
Q. 32	The things I have say a lot about how well I'm doing in life.
Q. 33	If it's not designer, I prefer to not buy it.

Q. 34	I like to have things the impress people.
Q. 35	To me, buying is a way to look good (image).
Q. 36	If I don't buy what's fashionable or what my friends are using, I feel out of place.
Q. 37	I give expensive gifts so that people see that I'm a good friend.
Q. 38	I know that I am an achiever because what I want, I buy.

Factor 2: Negative Emotions Associated with Consumption	
--	--

Q. 16	Sometimes I don't show what I bought or I hide it so that I'm not criticized or judged.
Q. 17	When I don't go shopping, in less than 10 days I feel sad, nervous, or like I'm missing something.
Q. 20	First I buy and then I think about how I'm going to pay.
Q. 23	I've had problems with someone close to me (family or friend) because of my shopping habits.
Q. 27	I feel alone without my credit cards.

Factor 3: Impulsiveness of Consumption	
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Q. 6	When I'm at the mall, I go into a store and always want to buy something.
Q. 7	When I'm in a store, I feel an impulse to buy.
Q. 15	My purchases are spontaneous; I generally buy without planning to.
Q. 19	I see it... I buy it.
Q. 21	I buy without thinking, evaluating or comparing.
Q. 22	If I have money left over at the end of the pay period, I spend it because I know the next day I'll have money again.
Q. 24	I have items from past seasons in my closet that still have their tags.
Q. 28	I buy things I don't need.

Factor 4: Positive Emotions Associated with Consumption	
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Q. 12	Shopping is a nice way to spend my free time.
Q. 14	Buying gives me a sense of immediate pleasure.
Q. 18	Shopping takes away sadness, anger or annoyance.

Table 7: Reliability Statistics

Factor	Cronbach's Alpha	N of Items
Materialism	.917	11
Negative Emotions	.829	5
Impulsiveness	.820	8
Positive Emotions	.697	3

3.2. Conglomerate Analysis

Given that the objective of the study is the definition of a segment among Mexican women with the greatest compulsion to shop, it was decided that a conglomerate analysis would be applied as its main use is congruent with this objective, the classification of individuals in relatively similar groups in terms of the considered variables and different from those included in other groups.

The grouping process uses the score of the women surveyed for each one of factors obtained in the first phase of the study. The measure of similarity used in the procedure was the Euclidian distance, which is the square root of the sum of the squares of the differences between the values of each variable. In this case, the scores presented in the factors are standardized in order to obtain a mean of zero and a standard deviation of 1.

A process of hierarchical conglomeration by agglomeration was chosen, which means that each case is begun in a separate conglomerate. The conglomerates are formed when the cases are grouped in conglomerates, each time larger; this procedure continues until objects are members of a single conglomerate.

The methods for agglomeration can include different procedures. In this case the Ward method was used, a procedure that forms conglomerates by minimizing the internal variance. The agglomeration calendar shows the number of cases that are combined in each step and the squared Euclidian distance between two people surveyed is visible in the coefficient column.

The percent increase between coefficients is the critical datum that helps to define the ideal number of conglomerates in the process of segmentation. It is important to note that for the study, the largest increase in heterogeneity was visible in the formation of 5 conglomerates, for which it seemed to be the appropriate number of groups to analyze.

3.3. Differences between Segments

The statistical method of ANOVA variance analysis was applied in order to examine the differences between the segments defined in the previous stage. This method tests the null hypothesis, which proposes that the means are equal between groups. The results presented in tables 8 and 9 indicate that for all the factors, the difference between the means was significant. This first conclusion is clearly reflected in a graph of the values of the means (figure 1) and in the box and whisker plot (figure 2), which are useful for showing the distribution of the variable and for identification of atypical values. These values were excluded from the study and the data analysis was performed again.

In observing the mean scores obtained by each segment for each one of the factors (charts 1 and 3), it can be affirmed that conglomerate 1 presents a lower level of materialism with relation to the average. Nonetheless, in terms of impulsiveness and

negative and positive emotions related to consumption, it is found to be above the mean value of the sample.

Conglomerate 2 does not show a high value for any of the analyzed factors; it is close to the mean in negative and positive emotions related to consumption and in materialism and impulsivity it is considerably below the average. This group does not value excessively economic position and does not present an emotional association with consumption.

Number 3 obtained results that were high in materialism and positive emotions. In terms of negative emotions, it is close to the average and in general those surveyed that belong to this groups act rationally, that is to say, they present little or no impulsivity. It would be possible to affirm that this is the most materialistic group and positive and pleasant emotions are experienced at the moment of purchase.

Group 4 is the most impulsive and its members are also materialistic. Despite this, they do not present emotions associated with consumption, neither positive nor negative.

The group with values significantly above the mean in materialism, negative emotions and impulsivity is number 5 and for this reason it would appear to be the one with the most intense compulsion to consume.

In summary and considering the characteristics presented by each conglomerate, each one of the segments was labeled in the following manner:

Cluster 1: Impulsive and emotional relationship with consumption

Cluster 2: Indifferent

Cluster 3: Materialists that enjoy shopping

Cluster 4: Impulsive and guilt-free materialists

Cluster 5: Guilt-feeling, impulsive materialists with problems related to consumption habits

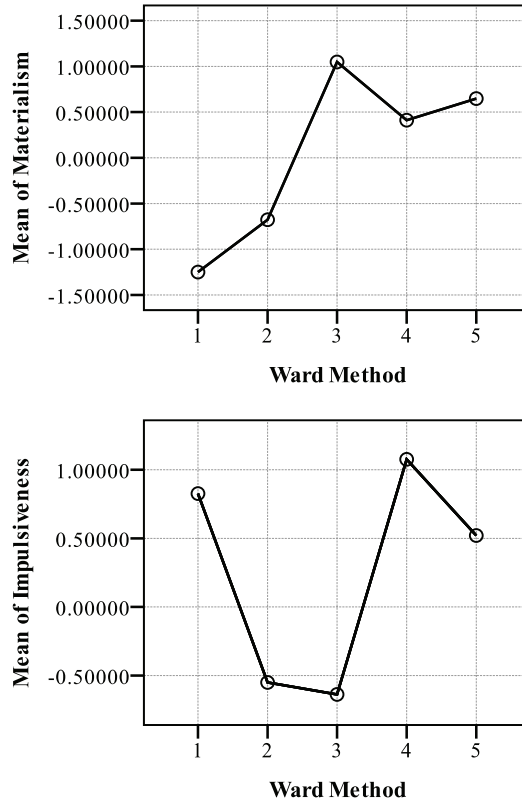
Table 8: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Materialism	Between Groups	118.630	4	29.657	68.285	.000
	Within Groups	86.864	200	.434		
	Total	205.494	204			
Negative Emotions	Between Groups	94.576	4	23.644	41.537	.000
	Within Groups	113.845	200	.569		
	Total	208.421	204			
Impulsiveness	Between Groups	103.155	4	25.789	49.040	.000
	Within Groups	105.174	200	.526		
	Total	208.329	204			
Positive Emotions	Between Groups	43.799	4	10.950	14.704	.000
	Within Groups	148.938	200	.745		
	Total	192.738	204			

Table 9: Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Materialism	1	14	-1.2495196	.89288798	.23863435	-1.7650577	-.7339814	-2.80044	.07289
	2	85	-.6764850	.65777875	.07134612	-.8183646	-.5346054	-1.96801	.80814
	3	34	1.0488628	.60227216	.10328882	.8387201	1.2590055	-.29319	2.34680
	4	39	.4120412	.71066269	.11379710	.1816710	.6424114	-.95649	2.41100
	5	33	.6481876	.53013348	.09228439	.4602104	.8361647	-.96678	1.64935
	Total	205	-.0091384	1.00365421	.07009825	-.1473484	.1290716	-2.80044	2.41100
Negative Emotions	1	14	.9803687	.46482585	.12422993	.7119863	1.2487512	.08467	1.59668
	2	85	-.1902720	.80241036	.08703362	-.3633479	-.0171961	-1.56000	2.64610
	3	34	-.2336316	.91113090	.15625766	-.5515402	.0842770	-1.48416	2.08827
	4	39	-.8057586	.75681685	.12118768	-1.0510902	-.5604270	-2.44201	.60692
	5	33	1.2415822	.49342457	.08589419	1.0666215	1.4165430	.33652	2.11239
	Total	205	-.0041161	1.01077822	.07059581	-.1433071	.1350749	-2.44201	2.64610
Impulsiveness	1	14	.8264592	.84747517	.22649727	.3371416	1.3157768	-.47318	1.99872
	2	85	-.5504557	.87592349	.09500724	-.7393880	-.3615234	-3.04155	1.86432
	3	34	-.6372431	.59525608	.10208558	-.8449377	-.4295484	-1.81590	.45390
	4	39	1.0756642	.50536708	.08092350	.9118432	1.2394853	.22708	2.17634
	5	33	.5202085	.55875774	.09726724	.3220816	.7183353	-.88599	1.41073
	Total	205	.0108937	1.01055500	.07058022	-.1282666	.1500540	-3.04155	2.17634
Positive Emotions	1	14	1.3461958	.63195559	.16889724	.9813155	1.7110761	.34034	2.33320
	2	85	-.2234725	.91928438	.09971039	-.4217575	-.0251874	-1.98930	2.51846
	3	34	.4104731	.84035299	.14411935	.1172601	.7036861	-1.41376	2.44693
	4	39	.0802626	.83035326	.13296293	-.1889067	.3494320	-1.68349	1.82366
	5	33	-.4986156	.85246851	.14839572	-.8008878	-.1963434	-2.97801	1.00635
	Total	205	.0023590	.97200405	.06788771	-.1314925	.1362105	-2.97801	2.51846

Figure 1: Graphs of Factor Means for each Segment, by Factor



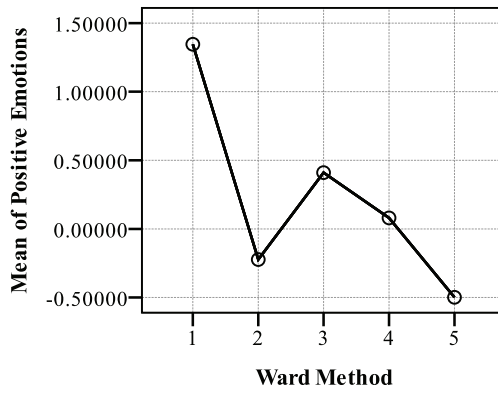
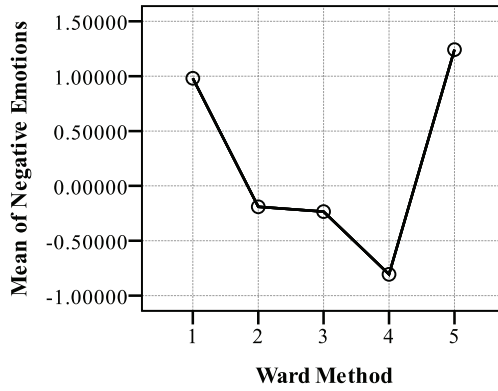
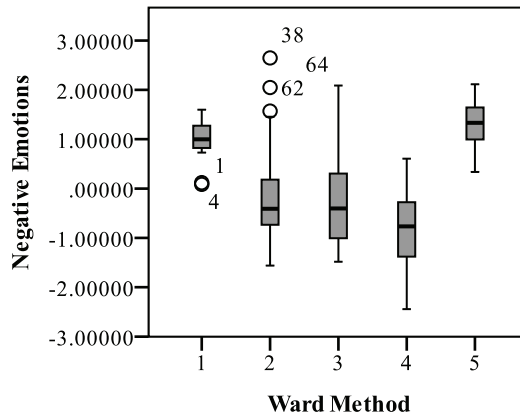
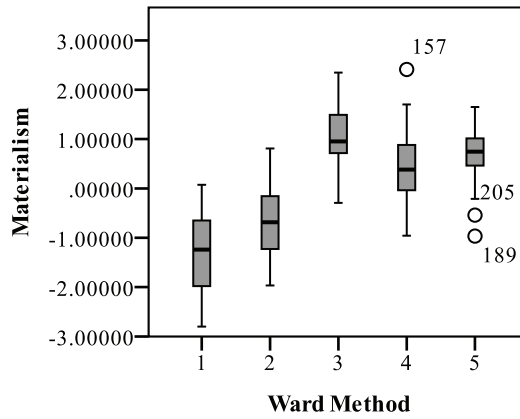


Figure 2: Box and Whisker Plots, Segments by Factors



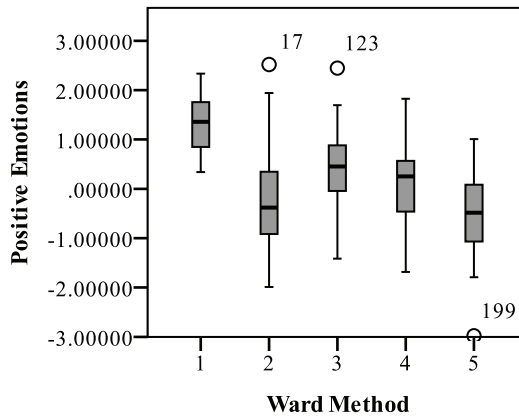
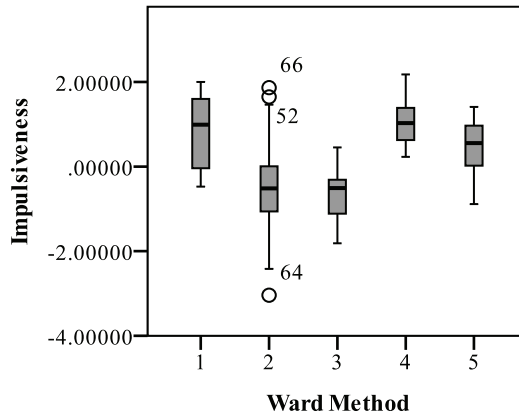
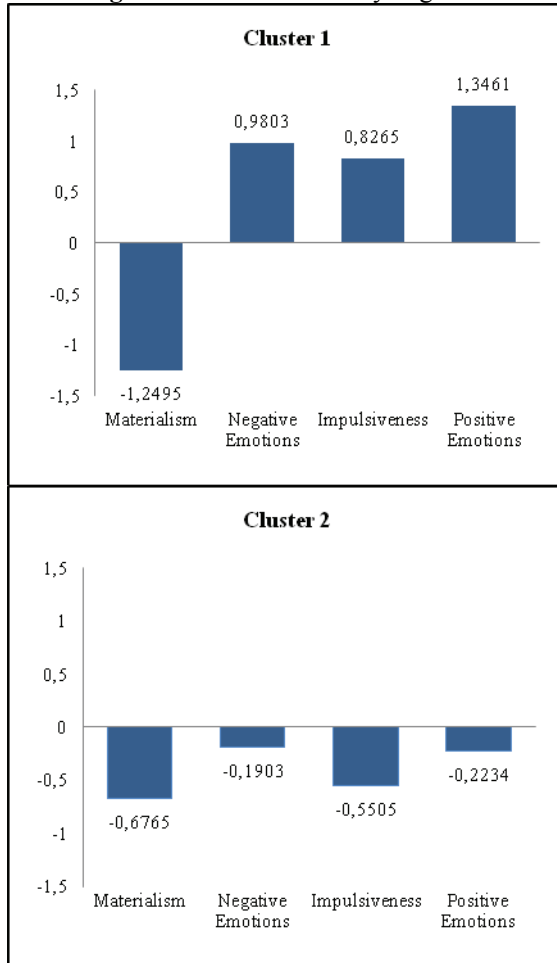
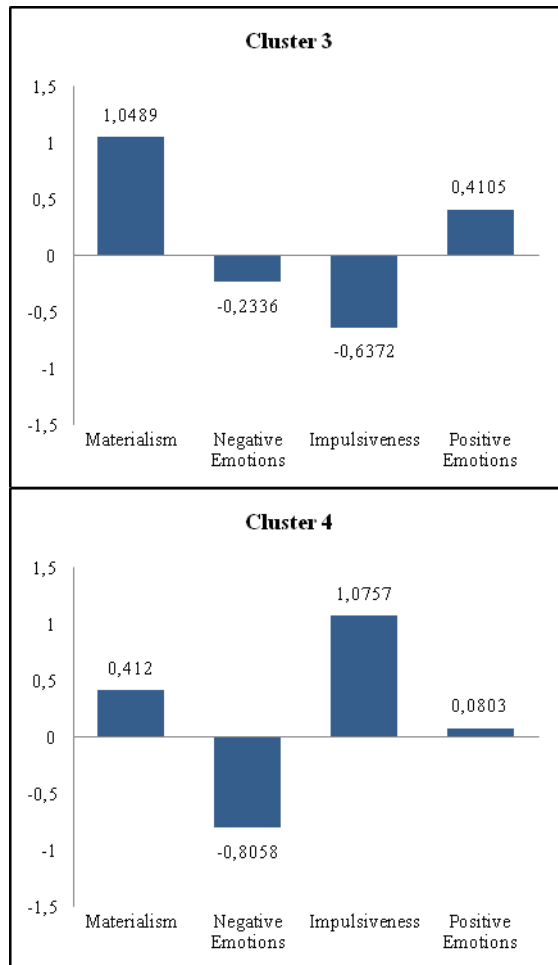


Figure 3: Factors Means by Segment





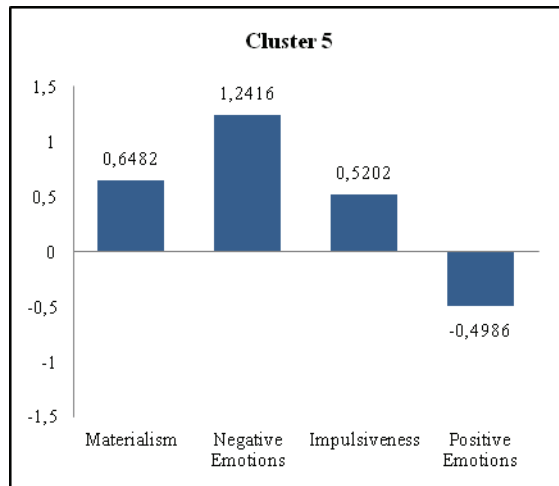
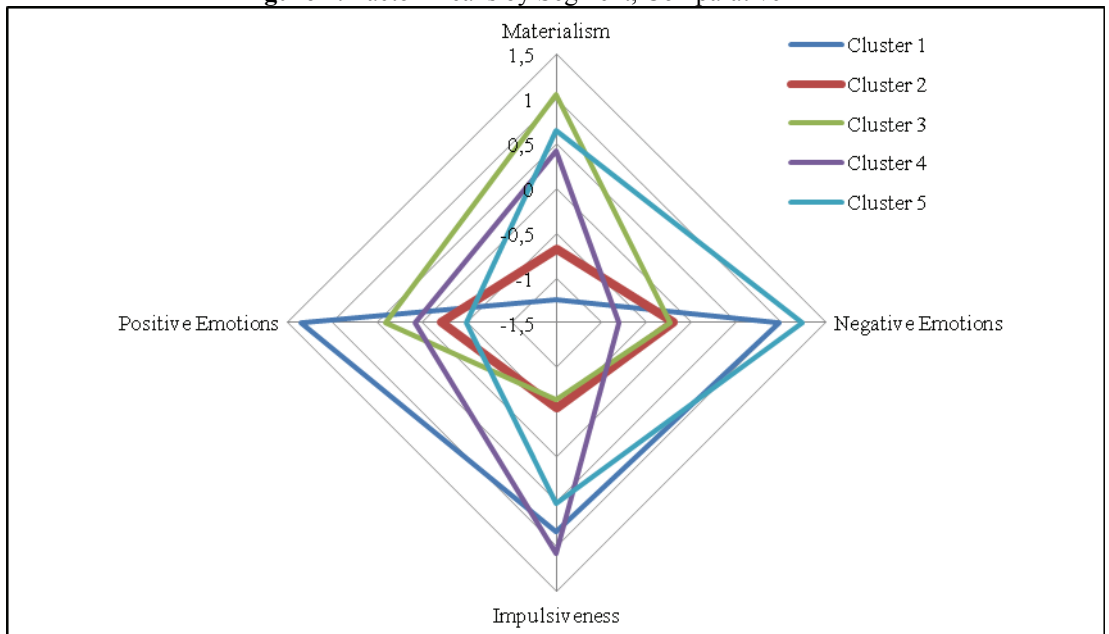


Figure 4: Factor Means by Segment, Comparative



3.4. Characteristics of Each Segment

For the purpose of finding the characteristics that make up each group, a series of contingency tables relating the demographic variables to the variables were analyzed.

The result is significant in the analysis of age (Table 12); group 1, **Impulsive and emotional relationship with consumption**, is made up of young women, with 93% being below the age of 35. For them, shopping is a source of intense positive and negative emotions. They see the activity as recreational and this, as it has been seen, is frequently correlated with impulsivity. Nonetheless, they do not give evidence of being materialistic.

Group 2, **Indifferent**, is definitely one of the youngest, with 62% younger than 25. This group makes purchases rationally and the activity lacks any intense emotional burden; likewise they show no signs of materialism. This group showed the lowest results in the four factors of the 5 groups. The fact that this group is made up predominately of very young women coincides with the idea of there being a smaller incidence of important anxiety disorders or frustration; they have life ahead of them and generally, several projects planned.

The **Materialists that enjoy shopping** (group 3) are for the most part young women but with 35% of the women being between 26 and 35 years old. The age range signifies another stage in life; they probably have their own economic resource, which can make the difference in terms of their attitude towards money and the power derived from it, and for this reason confer importance on fashion, designer brands and the image given by having money and spending it.

Likewise, conglomerate 4, **Impulsive and guilt-free materialists** contains a group of women older than 26 of 38%. The women in this group also demonstrate buying without plan or need and attaching great importance to the value of money. Nonetheless, they do not report emotional problems after spontaneous purchases.

With regards to conglomerate 5, it is important to emphasize that 51.6% of the women are women older than 36. The members of this group, called **Guilt-ridden, impulsive materialists with problems related to consumption habits**, admit giving great importance to superficial values and act without questioning themselves. They acknowledge that they feel badly if they do not buy and that they have reached the point of having problems for the way in which they do it. For this reason, this group is defined as the most compulsive; their behavior results in negative consequences of which they are conscious.

On the other hand, in seeking differences between these groups with regards to the other demographic variables included in the questionnaire, information that would have allowed for a greater precision in the profiles, no significant differences was found with respect to the number of light bulbs, number of bathrooms, presence of electro domestic appliances, level of education, and even level of income.

Table 10: Age*Ward Method Crosstabulation

			Ward Method					Total
			1	2	3	4	5	
Age	Ages 18 to 25	Count	7	53	17	24	8	109
		Expected Count	7.4	45.2	18.1	20.7	17.5	109.0
		% within age	.1	.5	.2	.2	.1	1.0
		% within Ward Method	.5	.6	.5	.6	.2	.5
		% of Total	.0	.3	.1	.1	.0	.5
	Ages 26 to 35	Count	6	16	12	9	8	51
		Expected Count	3.5	21.1	8.5	9.7	8.2	51.0
		% within age	.1	.3	.2	.2	.2	1.0
		% within Ward Method	.4	.2	.4	.2	.2	.2
		% of Total	.0	.1	.1	.0	.0	.2
	Ages 36 to 50	Count	1	13	3	6	12	35
		Expected Count	2.4	14.5	5.8	6.7	5.6	35.0
		% within age	.0	.4	.1	.2	.3	1.0
		% within Ward Method	.1	.2	.1	.2	.4	.2
		% of Total	.0	.1	.0	.0	.1	.2
	Older than 50	Count	0	3	2	0	5	10
		Expected Count	.7	4.1	1.7	1.9	1.6	10.0
		% within age	.0	.3	.2	.0	.5	1.0
		% within Ward Method	.0	.0	.1	.0	.2	.0
		% of Total	.0	.0	.0	.0	.0	.0
Total	Count	14	85	34	39	33	205	
	Expected Count	14.0	85.0	34.0	39.0	33.0	205.0	
	% within age	.1	.4	.2	.2	.2	1.0	
	% within Ward Method	1.0	1.0	1.0	1.0	1.0	1.0	
	% of Total	.1	.4	.2	.2	.2	1.0	

Table 11: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square Continuity Correlation	31.448	12	.002
Likelihood Ratio	31.085	12	.002
Linear-by-Linear Association	11.197	1	.001
N of Valid Cases	205		

Figure 5: Bar Chart, Frequency of Age Group by Segment

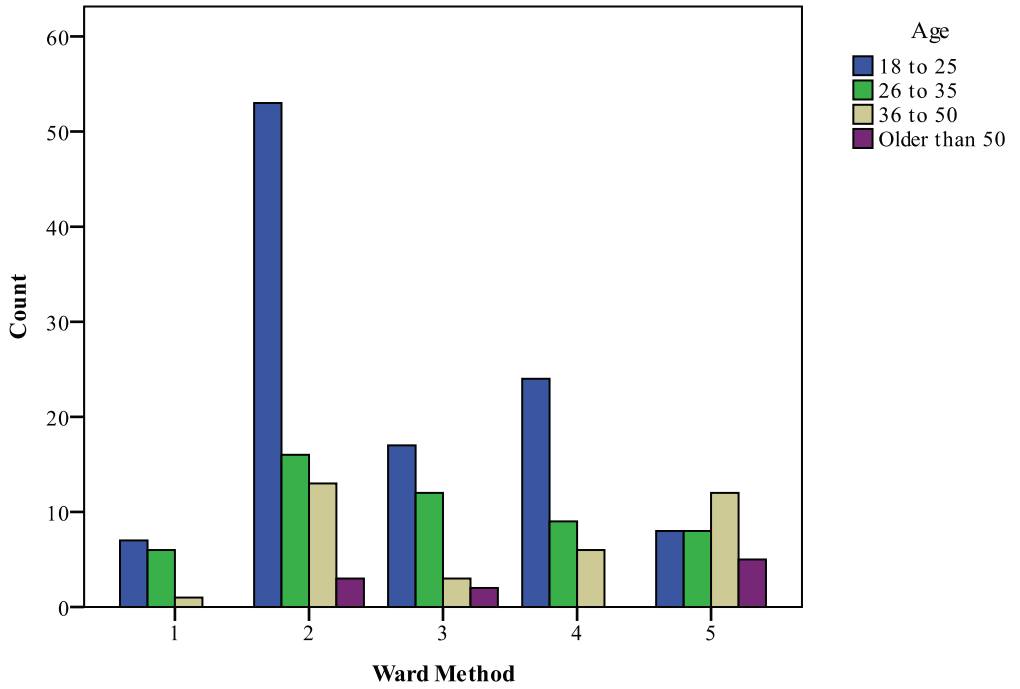
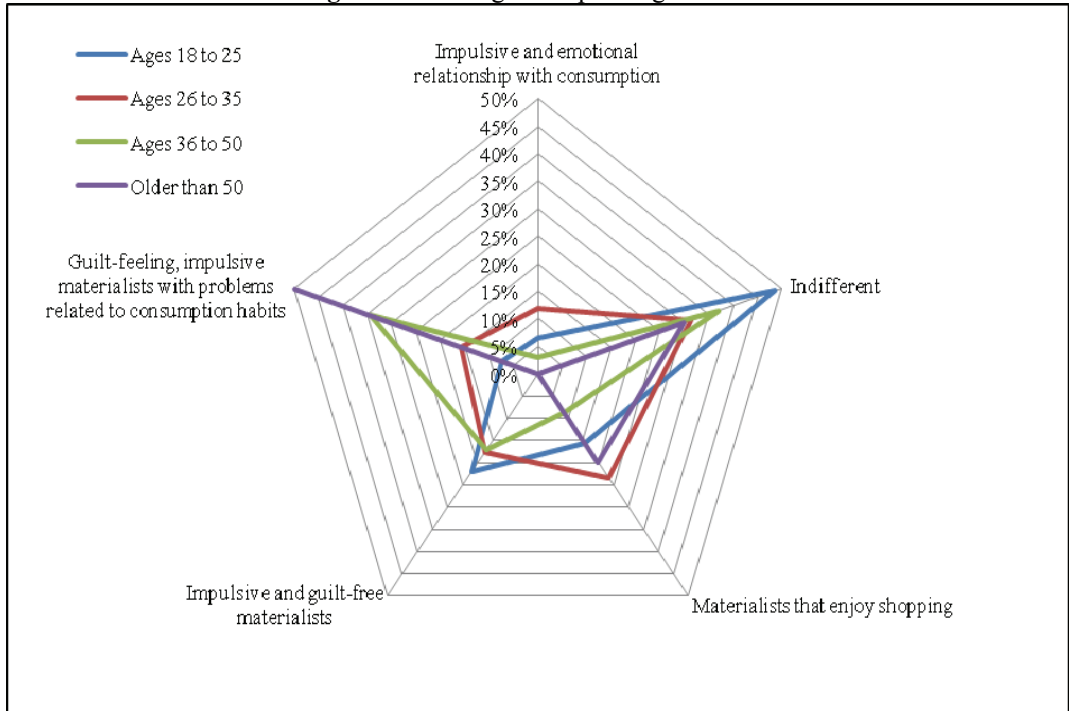


Figure 6: % of Age Group in Segment



4. CONCLUSION

In terms of the objective of the study, the realization of a segmentation analysis produced interesting and significant results as related to the compulsive behavior of the women surveyed. A relationship between age and these kinds of behavior was clearly seen. Generally speaking, more rational attitudes and less-superficial values could be seen in very young women.

In contrast, indicators of high levels of materialism were observed in older women, as well as impulsiveness and emotional problems related to consumption. The elevated score in questions that measured these attitudes reflects a greater compulsive disorder, which is consistent with the emotional problems, such as depression or anxiety, experienced by some older women; it is at this age when it becomes possible to perceive failure or disillusion for what one has not achieved in life.

These results could be used as a basis for other complementary studies which include new variables that reflect the lifestyle of the surveyed women in order to create a more complete profile of this segment of the population. On the other hand, given the tendency in modern society to seek the at least the appearance of success as well as a good economic position, a clear identification of target consumers would be

very useful in order to efficiently direct marketing efforts and resources towards these women. In this way, studies such as this one could be of great interest for both sociologists and psychologists, as well as for those who market consumer products.

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