



**Research Article / Araştırma Makalesi**

## The Effect of Unplanned Purchasing on Hedonic and Compulsive Purchase in the Scope of Consumer Purchase Behavior\*

*Tüketici Satın Alma Davranışı Kapsamında Plansız Satın Almanın Hedonik ve Kompulsif Satın Alma Üzerine Etkisi*

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### ABSTRACT

Consumer behavior is an area that businesses and retailers need to closely monitor to sustain success in constantly changing and evolving markets. In increasingly competitive environments, it is of vital importance to systematically and accurately investigate, and even guide, irrational consumer purchasing behaviors (such as unplanned purchases, hedonic purchases, and compulsive buying). Understanding the differences in consumers' purchasing behaviors and the reason behind these differences helps businesses effectively plan their marketing strategies. In this context, the aim of the study is to contribute to the literature by examining the impact of unplanned buying behavior on hedonic buying and compulsive buying, as well as the relationship between these three variables. The sample for the research consists of students from the Faculty of Economics and Administrative Sciences at Selçuk University during the 2023-2024 fall semester. The study conducted a survey with 401 students using a convenience sampling method. The results of the research indicate that unplanned buying has a significant and positive effect on both hedonic and compulsive buying behaviors. The data obtained from the research hold significant importance as a guide for businesses and researchers.

### MAKALE BİLGİSİ

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#### Anahtar Kelimeler

*Plansız Satın Alma  
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### ÖZ

Tüketici davranışları, sürekli değişen ve gelişen pazarlarda başarıyı sürdürülebilir kılmak isteyen işletmeler ve perakendeciler için önemle takip edilmesi gerek bir alandır. Rekabet koşullarının giderek arttığı pazarlarda, rasyonel olmayan tüketici satın alma davranışlarını (plansız satın alma, hedonik satın alma, kompulsif satın alma) düzenli ve doğru bir şekilde araştırmak hatta yönlendirmek hayati bir önem arz etmektedir. Tüketicilerin satın alma davranışlarındaki farklılıkların ve bu farklılıkların nedeninin anlaşılması, işletmelerin pazarlama stratejilerini doğru planlamasına yardımcı olmaktadır. Bu bağlamda çalışmanın amacı, plansız satın alma davranışının, hedonik satın alma ve kompulsif satın alma üzerindeki etkisini ve bu üç değişken arasındaki ilişkiyi inceleyerek, literatüre katkıda bulunmaktır. Araştırmanın örneklemini, 2023-2024 güz döneminde öğrenim gören Selçuk Üniversitesi İktisadi ve İdari Bilimler Fakültesi öğrencileri oluşturmaktadır. Araştırma kapsamında kolayda örnekleme yöntemi ile 401 öğrenciye anket çalışması yapılmıştır. Araştırma sonucunda, plansız satın almanın hedonik ve kompulsif satın alma davranışları üzerinde anlamlı ve pozitif bir etkiye sahip olduğu sonucuna ulaşılmıştır. Araştırma sonucunda elde edilen veriler, işletmeler ve araştırmacılar için rehber niteliği taşıyacak öneme sahiptir.

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## EXTENDED SUMMARY

### Introduction and Research Purpose

#### Giriş ve Araştırmanın Amacı

İşletmeler, tüketicilerin satın alma kararlarını etkileyerek rekabette üstünlük sağlamayı hedeflemektedir. Tüketiciler, alışverişlerini farklı amaçlar veya duygularla gerçekleştirmekte; bu süreçte mağaza dizaynı ve ürün çeşitliliği, satın alma kararlarını etkilemektedir. Bazı tüketiciler haz elde etmek, bazıları ruhsal sıkıntılarından kurtulmak, bazıları ise plansız bir şekilde dış uyaranların etkisiyle alışveriş yapmaktadır. Tüketiciler, satın alma kararlarını verirken bazen mantıklı bir şekilde, bazen de duygusal olarak hareket etmektedir. Plansız satın alma, tüketicilerin alışveriş listelerinde olmayan ürünlerle duygusal bağ kurarak, ürünü gördüklerinde almak istemeleriyle gerçekleşmektedir. Dış uyaranların etkisiyle anlık satın alımlar gerçekleştirme ve bu süreçte tüketiciler genellikle duygusal tatmin arayışında bulunmaktadır. Hedonik tüketim, haz ve duyguların etkisiyle gerçekleştirilen bir tüketim biçimidir. Bu bağlamda, tüketiciler ürünlerden ziyade hazzı ulaşmayı hedeflemekte ve alışverişini bir neşe kaynağı olarak değerlendirmekte, alışveriş sırasında gezinmekten keyif almaktadırlar. Kompulsif satın alma ise kontrol edilemeyen, bilinçsiz ve kronik bir şekilde sürekli alışveriş yapma durumunu ifade etmektedir. Tüketicilerin stres ve kaygılarını azaltmak amacıyla gerçekleştirdikleri bu alışverişler, sonrasında pişmanlık hissetmelerine yol açabilmektedir. Kompulsif alıcılar, karşılaştıkları indirimli ürünlere rağmen yaşayacakları zorlukları bilseler de alışveriş yapma konusunda kolaylıkla karar verebilmektedirler. Bu araştırmanın amacı, tüketicilerin plansız satın alma davranışlarının hedonik ve kompulsif satın alma üzerindeki etkilerini incelemek ve bu değişkenler arasındaki ilişkinin cinsiyet, gelir ve eğitim durumu gibi demografik faktörlere göre nasıl değiştiğini araştırmaktır. Ayrıca, elde edilen sonuçların literatüre katkıda bulunarak gelecekteki araştırmalara referans oluşturması hedeflenmektedir. Tüketici davranışlarının incelenmesi, işletmelerin daha etkili stratejiler geliştirmelerine olanak tanıyacağı için bu çalışma, şirketler ve pazarlamacılar açısından önemli bir değer taşımaktadır.

#### Materyal ve Yöntem

Araştırma, 2023-2024 güz döneminde Selçuk Üniversitesi İktisadi ve İdari Bilimler Fakültesi öğrencileri ile gerçekleştirilmiştir. Selçuk Üniversitesi Bilimsel Etik Kurulu'ndan 16 Eylül 2024 tarihli ve E-34532399-900-831933 sayılı karar ile etik onayı alınmıştır. Çalışmada, kolayda örnekleme yöntemi kullanılarak çevrimiçi toplam 401 anket uygulanmıştır. Anketin ilk bölümünde demografik sorular, ikinci bölümde plansız satın alma davranışına dair ifadeler, üçüncü bölümde hedonik satın alma ile ilgili ifadeler ve dördüncü bölümde kompulsif satın alma davranışına ait ifadeler bulunmaktadır. Elde edilen veriler, SPSS 23.0 yazılımı ile analiz edilmiştir. Veriler, analiz için uygun şekilde kodlanmış ve güvenilirlik analizi, faktör analizi, ortalama, standart sapma hesaplamaları, frekans dağılımı, Kaiser-Meyer-Olkin testi, Bartlett testi, korelasyon ve regresyon analizleri gerçekleştirilmiştir.

#### Bulgular

Hedonik satın alma ölçeğinin varyansı %62,898; kompulsif satın alma ölçeğinin varyansı %59,333; ve plansız satın alma boyutunun varyansı %57,437 olarak belirlenmiştir. Bu sonuçlar, ölçeklerin yeterli açıklayıcılığa sahip olduğunu göstermektedir. Ayrıca, hedonik satın alma ölçeğinin Cronbach Alpha değeri 0,891, kompulsif satın alma ölçeğinin 0,920 ve plansız satın alma ölçeğinin 0,816 olarak saptanmıştır. Bu değerler, ölçeklerin yüksek güvenilirliğini göstermektedir. Regresyon analizleri, kompulsif satın almanın plansız satın alma üzerinde anlamlı bir etkisi olduğunu ortaya koymuştur. "H3: Kompulsif satın alma davranışlarının plansız satın alma üzerinde etkisi vardır." hipotezi desteklenmiştir. Ayrıca, hedonik satın almanın plansız satın alma ile ilişkili olduğu belirlenmiş ve "H1: Hedonik satın alma davranışlarının plansız satın alma üzerinde etkisi vardır." hipotezi de kabul edilmiştir. Pearson korelasyon analizi, plansız satın alma ile hedonik satın alma arasında yüksek pozitif bir korelasyon (0,743) bulmuştur, bu nedenle "H5: Plansız satın alma ve hedonik satın alma arasında pozitif ilişki vardır." hipotezi kabul edilmiştir. Plansız satın alma ile kompulsif satın alma arasında da yüksek pozitif bir korelasyon (0,798) saptanmış ve "H4: Plansız satın alma davranışları ve kompulsif satın alma arasında pozitif ilişki vardır." hipotezi de kabul edilmiştir. Son olarak, kompulsif satın alma ile plansız satın alma arasında yüksek pozitif bir korelasyon (0,801) bulunması nedeniyle "H2: Hedonik satın alma ile kompulsif satın alma arasında pozitif ilişki vardır." hipotezi de kabul edilmiştir.

#### Sonuç

Analiz sonuçları, plansız satın almanın hedonik ve kompulsif satın alma üzerindeki etkilerini net bir şekilde ortaya koymaktadır. Araştırma bulguları, hedonik satın almanın plansız satın almayı etkilediğini; ayrıca hedonik ve kompulsif satın alma arasında pozitif bir ilişki bulunduğunu göstermektedir. Kompulsif satın almanın da plansız satın alma üzerinde etkili olduğu ve bu iki kavram arasında pozitif bir ilişki bulunduğu belirlenmiştir. Son olarak, plansız satın alma ile hedonik satın alma arasında da pozitif bir ilişki olduğu gözlemlenmiştir. Ayrıca, alışveriş deneyiminde hedonik motivasyonlara sahip tüketicilerin varlığı belirlenmiştir. Bu bağlamda, mağaza tasarımında hedonik tüketicilerin dikkatini çekecek unsurlara yer verilmesi büyük önem taşımaktadır. Kompulsif tüketicilerin indirimli ürünlere karşı düşük direnç göstermeleri dikkate alındığında, bu ürünlerin dikkat çekici bir biçimde sergilenmesi önerilmektedir. Araştırma sonuçları, şirketlerin ve pazarlamacıların stratejilerini yeniden gözden geçirerek daha yüksek kâr elde etmelerine yardımcı olabilecek önemli bulgular sunmaktadır.

## **Introduction**

Tracking rapidly changing consumer profiles and behaviors is essential for success in today's competitive markets. The ongoing rise in global consumption highlights the need for regularly examining purchasing behaviors. To gain a competitive edge, businesses analyze these behaviors and develop marketing strategies informed by their findings. Unplanned buying, hedonic buying, and compulsive buying significantly influence consumption trends. Unplanned buying refers to spontaneous purchases driven by internal urges, while compulsive buying is characterized by an inability to control these impulses, resulting in repetitive purchasing behaviors that may cause financial strain. In contrast, hedonic buying involves acquiring products to derive happiness and pleasure, often as a response to negative emotions.

This research emphasizes the importance of unplanned, hedonic, and compulsive buying behaviors in shaping business strategies. Its primary objective is to analyze how unplanned buying affects hedonic and compulsive buying and to explore the relationships among these variables. The first section provides a literature review of unplanned, hedonic, and compulsive buying and their interconnections. The second section outlines the purpose of research, methodology, and hypotheses. The third section examines the demographic characteristics of the sample and analyzes the data. Finally, the conclusion presents the findings and interpretations of the results.

## **1. Literature Review**

This section examines unplanned purchasing, hedonic purchasing, and compulsive purchasing behaviors, along with the relationships among these variables.

### *1.1. Unplanned Purchasing Behavior*

Unplanned purchasing refers to spontaneous product purchases made by consumers without prior decisions (Muruganantham and Bhakat, 2013). This phenomenon arises suddenly upon entering a store, leading to unplanned purchases (Beatty and Ferrell, 1998). Consumers buy products driven by a strong urge, often without gathering necessary information (Rook, 1987). Key triggers for spontaneous unplanned purchases include (Rook and Hoch, 1985):

- Sudden desire to take action
- Psychological imbalance
- Psychological conflict
- Concerns about product availability
- Shopping without considering future consequences

These factors can lead to unnecessary purchases when consumers lack self-control during the buying process (Youn and Faber, 2000). Promotions (Rook, 1987), in-store sales strategies (Hausman, 2000), discounts, and store atmosphere (Mathai and Haridas, 2014) can further stimulate unplanned purchasing impulses. Unplanned purchasing often arises from emotional moments, with consumers influenced by their personality (Mathai and Haridas, 2014). Unplanned purchasers typically favor hedonic over utilitarian choices. Additionally, psychological states and excitement during shopping significantly affect unplanned purchasing behavior (Rook, 1987). Unplanned purchasing behavior is linked to personality traits, with significant variations in impulsive tendencies (Mathai and Haridas, 2014). According to Coley and Burgess (2003), consumers may buy to improve their mood, express identity, or seek enjoyment. Iyer (1989) categorizes unplanned purchases into four types:

- Pure Unplanned Purchase: Completely unplanned.
- Suggestion Unplanned Purchase: Arises from store suggestions for alternatives.
- Reminder Unplanned Purchase: Occurs when consumers remember a need upon seeing a product.
- Planned Unplanned Purchases: Partially planned purchases based on predetermined categories.

### *1.2. Hedonic Purchasing*

The concept of hedonic purchasing is related to satisfaction, entertainment, fantasy, and sensory stimulation (Babin et al., 1994; O'Guinn and Faber, 1989). Consumers engage in shopping through immediate sensory stimuli to achieve happiness during moments of increasing responsibility (Babin et al., 1994). They aim to avoid negative emotions (O'Guinn and Faber, 1989) and instead seek to experience positive feelings (Roberts et al., 2006); they also pursue hedonic purchasing to enhance their self-image and social image (Kukar-Kinney et al., 2012). The motivations and expressions of hedonic shopping can vary even among consumers living in different cities. For instance, individuals residing in Istanbul shop to engage in social interactions, keep up with fashion trends, and relax, while those living in Erzurum may only find pleasure in shopping during discount periods by following promotional campaigns (Ünal and Ceylan, 2008). Hedonic tendencies change according to consumers' geographic regions, income levels (Aydm, 2010), and gender.

### *1.3. Compulsive Purchasing*

Compulsive purchasing refers to repetitive, uncontrollable behaviors (Maraz et al., 2015). It involves the impulsive purchase of unnecessary items (Basquin and Lejoyeux, 2012), resulting in excessive buying (Williams and Grisham, 2012). Compulsive consumers are vulnerable due to a lack of impulse control regarding shopping (Kukar-Kinney et al., 2016). Compulsive purchasers often engage in repetitive buying as a response to chronic negative events (O'Guinn and Faber, 1989). They typically exhibit high levels of impulsivity, frustration, and disorganized behavior. Individuals displaying compulsive purchasing behavior often

experience boredom, indecisiveness, low self-esteem, and a lack of self-acceptance (Jung and Yi, 2014). Compulsive consumers are usually individuals who lack essential emotional needs, particularly love, and who feel a sense of loneliness (Roberts et al., 2014).

Consumers exhibit purchasing behaviors that bring them happiness in order to strengthen their self-concept, establish their identity, and enhance their motivation (Jung and Yi, 2014). Compulsive purchasers shop to temporarily experience positive feelings to escape negative emotions (Roberts et al., 2006) and to alleviate feelings of depression (Sneath et al., 2009). When experiencing negative emotions, consumers meet their needs through compulsive consumption to foster feelings of love and belonging (O'Guinn and Faber, 1989).

#### *1.4. The Relationship Between Unplanned Purchasing, Hedonic Purchasing, and Compulsive Purchasing*

This section discusses the relationship between unplanned purchasing, hedonic purchasing, and compulsive purchasing by reviewing relevant studies in literature.

##### *1.4.1. The Relationship Between Compulsive Purchasing and Unplanned Purchasing*

According to Rook (1987), unplanned purchasing occurs when a consumer suddenly buys something due to strong and persistent urges. It is a behavior characterized by irrational purchases (Jones et al., 2003). Although unplanned and compulsive behaviors share similarities, they are not identical. Unplanned purchasing is influenced by external stimuli; for example, throwing a snack or soda into the shopping cart while waiting at the checkout. In contrast, the desire to purchase in compulsive purchasing originates from within, often occurring when the individual seeks to calm down or wishes to feel happier. Compulsive consumers do not resist urges for pleasure and relaxation. However, these positive emotions can quickly be replaced by guilt immediately after the purchase, potentially leading to depression (Bighiu et al., 2015). It is essential to make a clear distinction: compulsive purchasing is characterized by addiction and lack of control, while unplanned purchasing occurs spontaneously and suddenly (Darrat et al., 2016). In the literature review, Darrat et al. (2016), Jung (2017), and Chamberlain et al. (2018) concluded that there is a positive relationship between compulsive purchasing and unplanned purchasing. These studies demonstrate that compulsive purchasing is triggered by emotional motivations and spontaneous impulses, sharing characteristics with unplanned buying behavior.

##### *1.4.2. Relationship Between Hedonic Purchasing and Unplanned Purchasing*

Consumers tend to exhibit impulsive purchasing behavior when they are in a hedonistic state and derive enjoyment from shopping (Hoch and Lowenstein, 1991). Unplanned purchasing behavior is often a result of emotional or hedonic motivations (Babin et al., 1994). Unplanned purchases occur when consumers buy products without needing them. When individuals are motivated by hedonic factors rather than economic reasons, their tendency for unplanned purchasing tends to increase (Rook, 1987). Since the goal of hedonic shopping is to gain pleasure and enjoyment, such purchases often occur independently of planning. In unplanned purchasing behavior, individuals shop based on their desire to buy rather than the necessity of the product (Babin et al., 1994). Consumers' unplanned purchases tend to rise in situations where their hedonic values are not being met (Ramanathan and Menon, 2006). This behavior can also manifest as a reaction to negative emotions, stress, and anxiety (O'Guinn and Faber, 1989). Additionally, hedonic value is more personal in nature, providing benefits through entertainment (Hirschman and Holbrook, 1982). According to the literature review, Akturan (2010), Mucuk (2014), and Solgun Mancık (2023) concluded that there is a positive relationship between hedonic buying and unplanned buying. In other words, it is emphasized that hedonic buying acts as a factor that encourages unplanned purchases, driven by emotional and pleasure-based decisions.

##### *1.4.3. Relationship Between Hedonic Purchasing and Compulsive Purchasing*

Compulsive purchasers derive intrinsic value from the act of buying (Faber and O'Guinn, 1989). Hedonic motivation is related to compulsive purchasing (Kukar-Kinney et al., 2016). It has been found that the tendency for compulsive purchasing is inversely related to age, meaning that as age increases, the behavior of compulsive purchasing decreases. Over the past 20 years, there has been an observed increase in rates of compulsive purchasing (Müller et al., 2015). Based on the literature review, Eren et al. (2012) and Horvath and Adıgüzel (2018) have indicated a positive relationship between hedonic purchasing and compulsive purchasing. These studies highlight that hedonic purchasing, driven by the pursuit of emotional satisfaction, can trigger compulsive purchasing, and that these two behaviors mutually reinforce each other.

## **2. Methodology**

This section outlines the study's objectives, scope, data collection methods, sample size, research model, and hypotheses. The final part of the research discusses the evaluation of data findings and the implications of the results.

### *2.1. Purpose of the Study*

Consumers do not shop solely based on their needs; shopping is also conducted to achieve a sense of happiness, escape from problems, relax, and generally enhance their well-being. Factors such as consumers' psychological states, emotions related to the product, and store layout play significant roles in the purchasing process.

The primary aim of this study is to determine the impact of unplanned purchasing behavior on hedonic and compulsive purchasing behaviors, and to identify whether there is a relationship among these purchasing behaviors. Additionally, the study aims to examine the extent of these relationships in light of previous research.

## 2.2. Research Method and Sample

In this study, which examines the relationships among unplanned purchasing, hedonic purchasing, and compulsive purchasing, a survey method was employed. The survey questions were designed in a closed-ended format (Arslanoğlu, 2016) using a 5-point Likert scale. The Likert-type scale was developed to measure the degree of agreement of consumers with various statements, utilizing 5, 7, 9, and 11-point scales (İslamoğlu and Alnıaçık, 2016).

The survey consists of four main sections: the first section includes demographic questions, the second section contains statements about unplanned purchasing behavior, the third section includes statements related to hedonic purchasing, and the fourth section addresses statements concerning compulsive purchasing behavior. It is assumed that participants are familiar with the meanings of unplanned, hedonic, and compulsive purchasing concepts, and that the consumers involved in the study answered the surveys sincerely.

The sample for this study was determined to be the students of the Faculty of Economics and Administrative Sciences at Selçuk University. Ethical approval for this study was obtained from the Scientific Ethics Committee of Selçuk University, with the decision dated September 16, 2024, and numbered E-34532399-900-831933. The justification for the sample selection includes the presence of courses in the faculty's curriculum (such as Business Administration, Economics, Political Science and Public Administration, International Relations, International Trade and Finance) that cover the topics addressed in the research, indicating that students are equipped with relevant knowledge.

To measure unplanned purchasing behavior, a 9-item "Unplanned Purchasing Scale," developed by Rook and Fisher (1995) in their study titled "Normative Influences on Impulsive Buying Behavior," was used, which was translated into Turkish by Villi (2012) and has been tested for validity and reliability. For compulsive purchasing, a 14-item "Compulsive Purchasing Scale," developed by Faber and O'Guinn (1989) in their work "Classifying Compulsive Consumers: Advances in the Development of a Diagnostic Tool," was employed, which was translated into Turkish by Bora Semiz (2017) and has been tested for validity and reliability. To measure hedonic purchasing behavior, an 11-item "Hedonic Purchasing Scale," developed by Babin, Darden, and Griffin (1994) in their study titled "Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value," was used, translated into Turkish by Aydın (2010) and validated for reliability.

To determine the reliability of the questions in the survey form, the Cronbach alpha coefficient was utilized. The Cronbach alpha coefficient represents values ranging between 0 and 1 that indicate the internal consistency of the questions. As the Cronbach alpha coefficient approaches 1, the coherence among the questions increases. A coefficient between 0.61 and 0.80 indicates an acceptable level of reliability, while a coefficient between 0.41 and 0.60 indicates a low acceptable reliability level (İslamoğlu and Alnıaçık, 2016: 291-292).

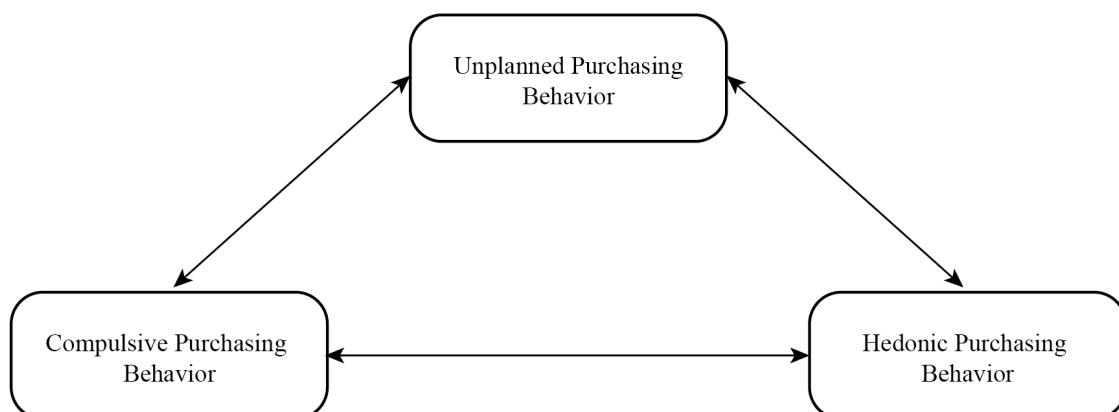
The population of this study consists of students from the Faculty of Economics and Administrative Sciences at Selçuk University. As of September 2024, there are 4,539 registered students in this faculty. To calculate the sample size, the table recommended by Yazıcıoğlu and Erdoğan (2004) was referenced. According to the table, for a population of 5,000 individuals, with a sampling error of  $\pm 0.05$  and considering  $p = 0.5$  (the observed proportion of X in the population) and  $q = 0.5$  (the non-observed proportion of X), a sample size of 357 students was determined. A total of 401 surveys were conducted, suggesting that this sample is representative of the population.

In selecting the consumers to be included in the study, the convenience sampling method was used. Convenience sampling involves including everyone who participates in the survey, allowing for rapid access to large datasets (Nakip and Yaraş, 2016).

## 2.3. Research Hypotheses

Below, Figure 1 illustrates the relationships among the variables in the conceptual model developed in accordance with the purpose and subject of the research.

**Figure 1.** Research Model



The first hypothesis has been developed based on the study by Tendai and Crispen (2009); the second hypothesis has been derived from the research conducted by Eren et al. (2012); the third hypothesis has been obtained from the work of Darrat et al. (2016); the fourth hypothesis has been created with reference to the study by Faber and O’Guinn (1989); and the fifth hypothesis has been derived from the research of Babin et al. (1994).

- H<sub>1</sub>: Hedonic purchasing has an effect on unplanned purchasing.
- H<sub>2</sub>: Hedonic purchasing and compulsive purchasing have a positive relationship between them.
- H<sub>3</sub>: Compulsive purchasing has an effect on unplanned purchasing.
- H<sub>4</sub>: Unplanned purchasing and compulsive purchasing have a positive relationship between them.
- H<sub>5</sub>: Unplanned purchasing and hedonic purchasing have a positive relationship between them.

### 3. Research Findings

This section outlines the study’s objectives, scope, data collection methods, sample size, research model, and hypotheses. The final part of the research discusses the evaluation of data findings and the implications of the results.

#### 3.1. Demographic Characteristics of the Sample

**Table 1.** Demographics of Participants

Variable		Frequency	Percentage (%)
Gender	Female	231	57.6
	Male	170	42.4
Age	18-22	200	49.9
	23-27	181	45.1
	28+	20	5.0
Monthly Income	<10,000	48	12.0
	10,001-15,000	29	7.2
	15,001-20,000	53	13.2
	20,000+	271	67.6
Department	Business	148	36.9
	Economics	83	20.7
	Political Science and Public Administration	80	20.0
	International Relations	66	16.5
	International Trade and Finance	24	6.0
	Total	401	100.0

Table 1 summarizes the participants’ demographic characteristics. Among them, 57.6% are female and 42.4% are male. Age distribution reveals that 49.9% are aged 18-22, 45.1% are 23-27, and 5% are 28 or older. Regarding income, 12.0% earn less than 10,000 TL, 7.2% earn between 10,001 and 15,000 TL, 13.2% earn between 15,001 and 20,000 TL, while 67.6% earn over 20,000 TL. Additionally, 36.9% study business, 20.7% study economics, 20.0% study political science and public administration, 16.5% study international relations, and 6% study international trade and finance.

#### 3.2. Reliability Analysis of Constructs

The reliability coefficients related to the scales used in the study are shown in Table 6.

**Table 2.** Reliability Coefficient of Scales

Scale	Measurement Range	Number of Items	Cronbach Alpha Coefficient
Unplanned Purchasing	5-point scale (1-5)	9	0.81
Hedonic Purchasing	5-point scale (1-5)	11	0.89
Compulsive Purchasing	5-point scale (1-5)	14	0.92

Upon examining Table 2, it can be stated that the reliability of the unplanned purchasing scale is 0.81, the hedonic purchasing scale is 0.89, and the compulsive purchasing scale is 0.92, indicating high reliability and consistency among the items.

3.3. Mean and Standard Deviation

**Table 3.** Statistics Related to the Unplanned Purchasing Scale

<b>Unplanned Purchasing Scale</b>	<b>Mean</b>	<b>Standard Deviation</b>
1. I often buy things spontaneously.	3.20	1.33
2. “Just do it” describes the way I buy things.	3.03	1.38
3. I often buy things without thinking.	2.90	1.41
4. “I see it, I buy it” describes me.	3.23	1.41
5. “Buy now, think about it later” describes me.	2.49	1.41
6. Sometimes I feel like buying things on the spur-of-the-moment.	2.85	1.47
7. I buy things according to how I feel at the moment.	3.33	1.28
8. I carefully plan most of my purchases.	3.71	1.16
9. Sometimes I am a bit reckless about what I buy.	3.34	1.25
Cronbach’s Alpha Coefficient	0.81	

In the item with the highest average, item 8, participants indicated an average score of 3.71 for the statement, “I carefully plan most of my purchases.” In second place, with an average of 3.34, is item 9: “Sometimes I feel like buying things on the spur-of-the-moment.” In third place, with an average of 3.33, is item 7: “I buy things according to how I feel at the moment.” Conversely, item 5, with the lowest average of 2.49, reflects that participants did not resonate with the statement, “Buy now, think about it later describes me.”

**Table 4.** Statistics Related to the Hedonic Purchasing Scale

<b>Hedonic Purchasing Scale</b>	<b>Mean</b>	<b>Standard Deviation</b>
10. This shopping trip was truly a joy.	3.50	1.29
11. I continued to shop, not because I had to, but because I wanted to.	2.92	1.38
12. This shopping trip truly felt like an escape.	3.32	1.37
13. Compared to other things I could have done, the time spent shopping was truly enjoyable.	3.24	1.40
14. I enjoyed being immersed in exciting new products.	3.37	1.31
15. I enjoyed this shopping trip for its own sake, not just for the items I may have purchased.	3.41	1.35
16. I had a good time because I was able to act on the “spur-of-the-moment.	3.36	1.30
17. During the trip, I felt the excitement of the hunt.	3.01	1.42
18. While shopping, I was able to forget my problems.	3.02	1.46
19. While shopping, I felt a sense of adventure.	2.96	1.42
20. This shopping trip was not a very nice time out.	3.00	1.39
Cronbach’s Alpha Coefficient	0.89	

The statement with the highest average is item 10, with participants averaging 3.50, stating that “This shopping trip was truly a joy.” In second place, with an average of 3.41, is item 15, which states “I enjoyed this shopping trip for its own sake, not just for the items I may have purchased.” In third place, with an average of 3.37, is item 14, “I enjoyed being immersed in exciting new products,” indicating that participants sometimes agree with these statements. In contrast, item 11 has the lowest average at 2.92, showing that participants do not agree with the statement “I continued to shop, not because I had to, but because I wanted to.”

**Table 5.** Statistics Related to the Compulsive Purchasing Scale

Compulsive Purchasing Scale	Mean	Standard Deviation
21. Bought things even though I couldn't afford them	2.79	1.45
22. Felt others would be horrified if they knew of my spending habits	2.55	1.50
23. If I have any money left at the end of the pay period, just have to spend it.	2.80	1.51
24. Made only the minimum payments on my credit cards.	2.80	1.60
25. Bought something in order to make myself feel better.	3.20	1.39
26. Wrote a check when I knew I didn't have enough money in the bank to cover it.	2.22	1.45
27. Just wanted to buy things and didn't care what I bought.	2.84	1.57
28. I often buy things simply because they are on sale.	3.35	1.27
29. Felt anxious or nervous on days I didn't go shopping.	2.45	1.43
30. Shopping is fun.	3.56	1.23
31. Felt depressed after shopping.	2.88	1.36
32. Bought something and when I got home I wasn't sure why I had bought it.	2.94	1.38
33. Went on a buying binge and wasn't able to stop.	2.74	1.45
34. I really believe that having more money would solve most of my problems.	3.44	1.42
Cronbach's Alpha Coefficient	0.92	

The highest average is 3.56 for statement 30, "Shopping is fun," which ranks first. The second place goes to statement 34, "I really believe that having more money would solve most of my problems," with an average of 3.44. In third place, with an average of 3.35, is statement 28, "I often buy things simply because they are on sale," which participants seem to understand and agree with. In contrast, statement 26, "Wrote a check when I knew I didn't have enough money in the bank to cover it," has the lowest average of 2.22, indicating that participants do not agree with this statement.

### 3.4. Factor Analysis

Unplanned purchasing, hedonic purchasing, and compulsive purchasing variables were analyzed using factor analysis to determine the number of variables to be used in the analysis. Before conducting the factor analysis, it is essential to assess the adequacy of the sample population using the Kaiser-Meyer-Olkin (KMO) test and the Bartlett's test of sphericity. According to İslamoğlu and Alniaçık (2016), a KMO value above 0,60 is recommended.

**Table 6.** Factor Analysis of the Unplanned Purchasing Scale

Unplanned Purchasing Scale	Factor Loadings	Factor Loadings
1. I often buy things spontaneously.	0.74	
2. "Just do it" describes the way I buy things.	0.65	
3. I often buy things without thinking.	0.82	
4. "I see it, I buy it" describes me.	0.59	
5. "Buy now, think about it later" describes me.	0.78	
6. Sometimes I feel like buying things on the spur-of-the-moment.	0.69	
7. I buy things according to how I feel at the moment.	0.70	
8. I carefully plan most of my purchases.		0.91
9. Sometimes I am a bit reckless about what I buy.	0.67	
Explained Variance (%)	57.43	
Cronbach's Alpha Coefficient	0.81	

**Note:** KMO: 0.891, Bartlett 's Test=1192.783; p<0.001



**Table 7.** Factor Analysis of the Hedonic Purchasing Scale

<b>Hedonic Purchasing Scale</b>	<b>Factors</b>
10. This shopping trip was truly a joy.	0.78
11. I continued to shop, not because I had to, but because I wanted to.	0.71
12. This shopping trip truly felt like an escape.	0.79
13. Compared to other things I could have done, the time spent shopping was truly enjoyable.	0.79
14. I enjoyed being immersed in exciting new products.	0.62
15. I enjoyed this shopping trip for its own sake, not just for the items I may have purchased.	0.77
16. I had a good time because I was able to act on the “spur-of-the-moment.	0.74
17. During the trip, I felt the excitement of the hunt.	0.79
18. While shopping, I was able to forget my problems.	0.78
19. While shopping, I felt a sense of adventure.	0.78
20. This shopping trip was not a very nice time out.	0.86
Explained Variance (%)	62.89
Cronbach’s Alpha Coefficient	0.89

Note: KMO: 0.925, Barlett ‘s Test =2343.545; p<0.001

**Table 8.** Factor Analysis of the Compulsive Purchasing Scale

<b>Compulsive Purchasing Scale</b>	<b>Factors</b>
21. Bought things even though I couldn’t afford them	0.77
22. Felt others would be horrified if they knew of my spending habits	0.81
23. If I have any money left at the end of the pay period, just have to spend it.	0.75
24. Made only the minimum payments on my credit cards.	0.63
25. Bought something in order to make myself feel better.	0.71
26. Wrote a check when I knew I didn’t have enough money in the bank to cover it.	0.75
27. Just wanted to buy things and didn’t care what I bought.	0.81
28. I often buy things simply because they are on sale.	0.55
29. Felt anxious or nervous on days I didn’t go shopping.	0.79
30. Shopping is fun.	0.60
31. Felt depressed after shopping.	0.59
32. Bought something and when I got home, I wasn’t sure why I had bought it.	0.75
33. Went on a buying binge and wasn’t able to stop.	0.82
34. I really believe that having more money would solve most of my problems.	0.51
Explained Variance (%)	59.33
Cronbach’s Alpha Coefficient	0.92

Note: KMO: 0.945, Barlett ‘s Test =2951,222; p<0.001

Tables 6, 7, and 8 are presented consecutively, with a comprehensive comparative evaluation provided beneath them. Table 6 shows that the Unplanned Purchasing Scale exhibits a two-factor structure, consistent with Rook and Fisher’s (1995) study. Item 8 has a different factor loading because it reflects more planned and thoughtful purchasing behavior, whereas other items capture spontaneous, emotional, or unplanned buying behaviors. Additionally, the low factor loading of item 4, “I see it, I buy it, describes me,” can be explained by variations in participants’ perceptions and shopping habits. For some, this item may represent the act of buying an attractive product, not unplanned purchasing. If interpreted differently, the factor loading may be lower. The unplanned purchasing dimension explains 57.43% of the variance, with a Cronbach’s Alpha of 0.81, indicating high reliability.

In Table 7, the variance of the Hedonic Purchasing Scale dimension is explained at 62.89%, while in Table 8, the variance of the Compulsive Purchasing Scale dimension is explained at 59.33%. The Cronbach Alpha value for the Hedonic Purchasing Scale dimension is determined to be 0.89 in Table 7, and for the Compulsive Purchasing Scale dimension, it is 0.92 in Table 8, indicating high reliability for both scales. The low factor loadings for items 24, 28, 30, 31, and 34 in Table 8 are due to these items focusing more on general behaviors (e.g., financial habits, seizing opportunities, shopping for entertainment, and personal beliefs) rather than the psychological and emotional aspects of compulsive buying behavior. As these items establish a weaker relationship with compulsive buying, their factor loadings are lower.

### 3.5. Regression Analysis

**Table 9.** The Effect of Hedonic Purchasing on Unplanned Purchasing

Dependent variable	$\Delta R^2$	Independent Variable	B	Standard Error	T	F
Unplanned Purchasing	0.55	Constant Term	8.86	0.90	9.77	490.46
		Hedonic Purchasing	0.54	0.02	22.14	

Note:  $p < 0.001$

Results indicate that research model is statistically significant ( $p < 0.001$ ). Hedonic purchasing can be explained by the concept of unplanned purchasing. Therefore, this result supports the hypothesis  $H_1$ : Hedonic purchasing has an effect on unplanned purchasing, leading to the acceptance of  $H_1$ .

**Table 10.** The Effect of Compulsive Purchasing on Unplanned Purchasing

Dependent variable	$\Delta R^2$	Independent Variable	B	Standard Error	T	F
Unplanned Purchasing	0.63	Constant Term	10.35	0.71	14.57	701.69
		Compulsive Purchasing	0.43	0.01	26.48	

Note:  $p < 0.001$

Results indicate that research model is statistically significant ( $p < 0.001$ ). Compulsive purchasing can be explained by the concept of unplanned purchasing. This result supports the hypothesis  $H_3$ : Compulsive purchasing has an effect on unplanned purchasing, leading to the acceptance of  $H_3$ .

### 3.5. Correlation Analysis

**Table 11.** Correlation Analysis Results

	Unplanned Purchasing	Hedonic Purchasing	Compulsive Purchasing
Unplanned Purchasing	1	0.74**	0.79**
Hedonic Purchasing	0.74**	1	0.80**
Compulsive Purchasing	0.79*	0.80**	1

Note:  $p < 0.001$

According to the results of the Pearson correlation analysis, a high positive correlation (0.74) was found between unplanned purchasing and hedonic purchasing, leading to the acceptance of the hypothesis  $H_5$ : Unplanned purchasing and hedonic purchasing have a positive relationship between them. Additionally, a high positive correlation (0.79) was observed between unplanned purchasing and compulsive purchasing, resulting in the acceptance of the hypothesis  $H_4$ : Unplanned purchasing behaviors and compulsive purchasing have a positive relationship between them. Furthermore, a high positive correlation (0.801) was found between compulsive purchasing and hedonic purchasing, supporting the acceptance of the hypothesis  $H_2$ : Hedonic purchasing and compulsive purchasing have a positive relationship between them.

## Conclusion and Evaluation

Advancements, changing competitive landscapes, and evolving consumer expectations are reshaping purchasing behaviors. Factors such as improved consumer welfare, the growth of online shopping, and daily stressors play significant roles in influencing these behaviors.

Irrational purchasing behaviors, including unplanned, hedonic, and compulsive buying, have prompted businesses to reevaluate consumer attitudes. These behaviors, driven by emotional states, shopping experiences, and product perceptions, significantly impact purchasing tendencies. Understanding these dynamics is essential for businesses seeking to gain a competitive edge. This research offers valuable data to inform marketing strategies and serves as a foundation for future studies.

Unplanned purchasing occurs when consumers buy items not on their lists or recall needs upon seeing a product, often resulting in regret. Hedonic consumption, in contrast, emphasizes pleasure, with consumers purchasing for enjoyment or as a means of escaping daily challenges. Compulsive purchasing, characterized by an uncontrollable urge to shop, reflects a psychological disorder. Compulsive buyers often experience anxiety and dissatisfaction when unable to shop.

The findings of this study, which explores the relationships and effects of different purchasing behaviors (unplanned, compulsive, and hedonic purchasing), can be summarized as follows:

- Unplanned purchases are often driven by emotional states, with consumers reflecting on their purchases afterward.
- Compulsive buyers are attracted to discounts and view shopping as enjoyable, even under financial strain.
- Hedonic consumers link shopping to pleasure, engaging in need-free purchases for enjoyment.

- Compulsive buyers maintain a strong shopping tendency despite financial difficulties, driven by emotional motivations.
- Post-purchase regret emphasizes the uncontrollable nature of buying behavior.
- Regret from hedonic, compulsive, and unplanned purchases can result in short-term financial losses and long-term damage to customer relationships and brand image, hindering sustainable growth and competitive advantage. Consumers sharing negative experiences can harm the brand's reputation, leading to a loss of customer loyalty, attrition, and adverse word-of-mouth. This also erodes trust, reduces customer satisfaction, and weakens the perceived value. Additionally, regret may increase return rates and complaints, raising operational costs. Negative emotions can diminish marketing effectiveness, sales performance, and consumer trust, ultimately weakening the brand's competitive position and complicating long-term relationship management.
- Shopping is perceived as a source of emotional satisfaction and excitement.
- The thrill of shopping is perceived as spontaneous.
- Phrases like "buy now, think later" illustrate how emotional states influence purchasing decisions.

Based on these results, the following strategic following recommendations can be useful for businesses:

- Store Design for Hedonic Consumers: Focus on appealing in-store designs with engaging displays and comfortable environments to enhance the shopping experience.
- Promote Discounts for Compulsive Consumers: Highlight discounted products and display complementary items to encourage purchases.
- Emotional Marketing: Use marketing messages that resonate emotionally to boost hedonic purchasing.
- Loyalty Programs: Implement programs that reward repeat purchases, enhancing customer retention.
- Enhance Online Shopping: Improve payment and delivery processes to facilitate unplanned purchases.
- Limited-Time Discounts: Create urgency with time-sensitive offers to spur quick buying decisions.

To help consumers protect themselves from compulsive, unplanned, and hedonic purchasing, the following recommendations can be useful:

- Create a Budget: Regularly assess income and expenses to manage spending effectively.
- Prepare a Shopping List: Limit purchases to items on a pre-made list to avoid unnecessary spending.
- Manage Emotions: Seek alternatives to shopping for coping with stress or boredom, such as engaging in social activities.
- Set Time Constraints: Restrict shopping times to prevent impulsive decisions.
- Prefer Cash Transactions: Using cash can enhance spending control.
- Avoid Triggering Locations: Steer clear of places that stimulate shopping urges.
- Shop with Friends or Family: Collaborative shopping can promote mindful spending.
- Ignore Promotions for Unneeded Items: Avoid following unnecessary discounts to curb compulsive behavior.
- Seek Professional Help if Necessary: Consult professionals for compulsive buying issues.
- Evaluate Purchases Post-Shopping: Reflect on the necessity of purchases to improve future decisions.

The hypotheses of the study were as follows:

- H<sub>1</sub>: Hedonic purchasing has an effect on unplanned purchasing.
- H<sub>2</sub>: Hedonic purchasing and compulsive purchasing have a positive relationship between them.
- H<sub>3</sub>: Compulsive purchasing has an effect on unplanned purchasing.
- H<sub>4</sub>: Unplanned purchasing and compulsive purchasing have a positive relationship between them.
- H<sub>5</sub>: Unplanned purchasing and hedonic purchasing have a positive relationship between them.

All hypotheses were supported by regression and correlation analyses. The study also examined differences in purchasing behaviors among students at Selçuk University Faculty of Economics and Administrative Sciences, finding no significant departmental differences but a positive relationship between unplanned, hedonic, and compulsive purchasing.

Similar findings appear in several studies. Paramitha et al. (2022) and Wahyuni et al. (2022) show a positive link between hedonic shopping and unplanned purchasing. Paramitha et al. (2022) noted gender as a moderating factor, with women more likely to engage in unplanned shopping driven by hedonic values, while men are influenced more by utilitarian values. Additionally, positive emotions during shopping increase the likelihood of unplanned purchases (Kara, 2020).

Wang et al. (2022) and Ali et al. (2024) also found a positive relationship between hedonic and compulsive purchasing, especially noting that hedonic motivations significantly increase compulsive buying tendencies in women, with a lesser effect in men (Wang et al., 2022). In high-hedonic contexts, consumers show reduced resistance to shopping, leading to compulsive purchases (Ali et al., 2024). Overall, these findings align with existing literature, confirming that unplanned purchasing impacts both hedonic and compulsive buying behaviors.

The study was limited to students from the Faculty of Economics and Administrative Sciences at Selçuk University. Therefore, it is recommended to expand similar research to a broader population. Future studies could include additional variables to explore different contexts. Sharing the findings with relevant businesses could provide valuable insights for the real sector.

## Additional Information/Author Declarations

<b>Statement of Research and Publication Ethics</b>	For this study the approval of ethical committee no 15/91 dated 16.09.2024 was taken from the Ethical Committee, Selçuk University.
<b>Conflict of Interest</b>	There is no potential conflict of interest in the study.
<b>Statement of Research and Publication Ethics</b>	No support is taken from any institution or organization.
<b>Author Contributions</b>	The first author contributes 50% while the second author contributes 50 %.

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