

Neurological Fundamentals of Uncontrolled and Compulsive Buying

By combining an experimental design and the use of a validated screening instrument (Screening Procedure for the Inquiry of Compensatory and Addictive Buying Behavior) the neurological fundamentals of uncontrolled and compulsive (pathological) buying have been investigated. The project is based on over 20 years of research on this topic at the University of Applied Sciences Ludwigshafen. In cooperation with the Life & Brain Center at the University of Bonn, the neural correlates of controlled (normal buyers) and compulsive (compulsive buyers) buying have been analyzed by using fMRI (Functional Magnetic Resonance Imaging) during a simulated buying process. Furthermore, the influences of payment methods (cash vs. credit-cards or electronic payment systems) on brain activities and the ability of self-control during buying decisions will be analyzed by the use of fMRI in further studies.

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The results have been published in the Journal of Consumer Policy in 2011.

For further details, please refer to:

Raab, Gerhard; Elger, Christian; Neuner, Michael & Weber, Bernd (2011): A neurological study of compulsive buying behaviour. Journal of Consumer Policy, 2011, vol. 34, issue 4, pages 401-413.