

Uncontrolled and Compulsive Buying: Development, Spread and Implications

The intention of this project is to investigate the development and spread of uncontrolled and compulsive buying behavior and to deduce possible implications. The project is based on over 20 years of research on this topic at the University of Applied Sciences Ludwigshafen. Survey data of different countries were gathered to get insight into the prevalence rates of compulsive and compensatory buying. For Germany, Austria and Denmark, representative data enabled the testing of hypotheses related to the role of gender, age and consumer culture of the country. Convenience samples of students in Germany, China, Turkey, Cameroon and Maroc enabled a cross-cultural analysis of the role of prosperity, economic situation and consumer culture. The project is fostered by Sparkassen Finanzgruppe.

Relevant research on the topic has been done and published under the leadership and collaboration of Prof. Dr. Gerhard Raab since the 1980s (see publications).