

## ANTECEDENTS OF FASHION-ORIENTED COMPULSIVE BUYING OF YOUNG CONSUMERS: EVIDENCE FROM AN EMERGING ECONOMY

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### Abstract

The study aims to examine the antecedents of fashion-oriented compulsive buying of young consumers in a heretofore largely under-studied context of an emerging European economy. Data collection was performed on a convenience sample of 386 Serbian respondents, by means of web-based structured questionnaire. The hypothesised relationships were examined by means of partial least squares structural equation modelling (PLS-SEM). The results of the study indicate impulse buying as the most influential direct determinant of compulsive buying, followed by fashion orientation and materialism. The relationship between fashion orientation and compulsive buying was negatively moderated by perceived consumer effectiveness. The study's findings provide implications for policy-makers, socialisation agents of young consumers (e.g. families, educational institutions, media) and marketers of fashion brands.

**Key words:** young consumers, compulsive buying, fashion orientation, impulse buying, materialism, perceived consumer effectiveness.

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## ФАКТОРИ КОЈИ ПРЕТХОДЕ МОДНО ОРИЈЕНТИСАНОЈ КОМПУЛЗИВНОЈ КУПОВИНИ МЛАДИХ ПОТРОШАЧА: ДОКАЗИ ИЗ ЕКОНОМИЈЕ У РАЗВОЈУ

### Апстракт

Циљ истраживања је испитивање фактора који претходе модно оријентисаној компулзивној куповини младих потрошача у до сада недовољно проучаваном контексту европске економије у развоју. Прикупљање података обављено је на пригодном узорку од 386 испитаника из Србије, помоћу структурираног онлајн упитника. Претпостављене везе су испитане моделовањем помоћу структурних једначина применом метода најмањих квадрата (ПЛС-СЕМ). Резултати студије су указали да је импулсивна куповина најугицајнија директна одредница компулзивне куповине, а затим следе модна оријентација и материјализам. Однос између модне оријентације и компулзивне куповине је негативно модериран перципираном потрошачком ефикасношћу. Из резултата проистичу препоруке за креаторе политика, агенте социјализације младих потрошача (нпр. породице, образовне институције, медије) и провајдере модних брендова.

**Кључне речи:** млади потрошачи, компулзивна куповина, модна оријентација, импулсна куповина, материјализам, перципирана потрошачка ефикасност.

### INTRODUCTION

The contemporary fashion market is characterised by unsustainable overconsumption which negatively impacts social and environmental well-being (Gupta et al., 2019). Due to the linear character of the production process, overconsumption of resources and huge waste generation, the fashion industry today represents one of the most polluting industries. On the other side, fashion consumers' constant seeking for more fashionable products, which shortens products life cycles, further contributes to environmental problems (Castro-López et al., 2021). Unsustainable forms of purchasing behaviour, such as impulse and compulsive buying, are highly represented in the fashion market, and often encouraged by fashion producers and retailers in order to stimulate sales (Nguyen & Ha, 2021).

These types of behaviour are often connected with high consumers' orientation towards new fashion trends (Gupta et al., 2019) and acquisition of material possessions (Pradhan et al., 2018). Young adults are especially prone to these phenomena, taking into account that they are likely to attach great importance to apparel and other fashion-orientated products (Lee, 2009), and express materialistic tendencies due to growing up in a highly commercialised environment, concentrated on materiality (Adib & El-Bassiouny, 2012).

Even though impulse buying (IB) and compulsive buying (CB) have been researched in marketing literature, there is a lack of empirical

evidence in European developing countries. Considering that the student population represents a profitable market segment for the fashion industry, the identification of antecedents of their IB and CB tendencies for fashion products is crucial for defining the most effective strategies to encourage more personally, socially and environmentally responsible behaviour. Based on these premises, the objective of this research is to explore how fashion orientation (FO), materialism (MAT) and perceived consumer effectiveness (PCE) influence IB and, finally, CB of fashion products.

## *THEORETICAL BACKGROUND*

### *Fashion Orientation*

FO can be defined as “an individual’s attitudes, interests and opinions regarding fashion products” (Belleau & Nowlin, 2001, p. 135). The manifestation of FO is usually tied to late adolescence or early adulthood, so young people are generally considered to highly value apparel and fashion-related products (Lee, 2009). Research results showed that consumers with a higher interest in fashion are likely to purchase new apparel products and spend more on fashion clothing (Gam, 2011). FO is considered to be an important antecedent to fashion-related purchasing behaviour (Rahman et al., 2016).

### *Materialism*

Richins and Dawson’s (1992) values approach, containing three components of MAT construct (acquisition as the pursuit of happiness, possession-defined success and acquisition centrality), is the most widely used MAT conceptualisation in literature. Materialistic orientation reflects persons striving toward money and material goods (Dittmar & Isham 2022), aimed at maintaining a desired image and status (Dittmar, 2005; Kasser, 2016). It is considered to be significantly represented in the younger population, whose members exhibit high preferences for material possessions as a means of accomplishing success, happiness and self-realisation (Chan et al., 2006). Due to that, the MAT of young consumers is especially emphasised and researched in literature (e.g. Chan et al., 2006; Adib & El-Bassiouny, 2012; Lučić et al., 2021).

**Fashion orientation and materialism.** Previous research has shown that the acquisition of material goods is expected to be more significant for consumers with high FO, as it can support the desired image in public (Gwozd et al., 2017; Gupta et al., 2019). Talaat (2022) found out that fashion consciousness and MAT both represent main antecedents of consumers’ involvement with fashion clothing. Gautam and Sharma’s (2018) findings indicated that materialistic consumers were also more fashion involved. Goldsmith et al. (2013) found out that consumers who

demonstrated fashion innovativeness were likely to satisfy their materialistic needs by purchasing fashionable goods. Handa and Khare (2011) confirmed the relationship between MAT and fashion clothing involvement. Relying on these previous findings, it is reasonable to assume the following:

Hypothesis 1 (H1) – FO positively influences MAT.

#### *Impulse Buying*

IB can be described as a person's impulse to buy, often irrational and emotion-driven, and motivated by gaining an immediate reward, while disregarding the long-term consequences (Lučić et al., 2021). It goes beyond making unplanned purchases, as impulse purchasers experience a sudden and strong motivation to make an immediate purchase, usually without reconsidering the purchase outcomes (Vazifehdoost et al., 2014). Fashion clothing goods are found to be products which highly stimulate impulse purchasing (Nguyen & Ha, 2021). In the fashion context, fashion-oriented IB refers to a consumer's urge to buy an item based on the perception of its modernity and style (Park et al., 2006).

**Fashion orientation and impulse buying.** In their study, Park et al. (2006) found that there was a positive causal relationship between consumers' fashion involvement and fashion-oriented IB behaviour. Ahmad et al. (2019) indicated that IB tendency and fashion involvement represent factors which significantly affect IB behaviour. In a study of Vazifehdoost et al. (2014), it was discovered that fashion-oriented IB had a strong relation with customers' level of fashion involvement. The study of Nguyen and Ha (2021) found out that fashion involvement was one of the factors which positively influenced the IB of fast-fashion items of Millennials. In accordance with these findings, the following hypothesis was developed:

Hypothesis 2 (H2) – FO positively influences IB.

**Materialism and impulse buying.** Pradhan et al. (2018) investigated the impact of MAT on credit card use and IB and CB behaviour, and concluded that MAT increased the tendency for IB. In other research, it was found that MAT had strong and positive influences on the impulsiveness of young adults (Lučić et al., 2021). Clow et al. (2015) explored the differences in the shopping behaviour of students and non-student adult consumers, and found out that students scored higher on both MAT and impulsiveness than older consumers. Chung (2015) focused on female college students, reaching a conclusion that there was a significant positive correlation between MAT and the IB of clothing items. Based on previous research findings, the following assumption was made:

Hypothesis 3 (H3) – MAT has a significant positive impact on IB.

### *Compulsive Buying*

CB is a term used in psychiatric and consumer research contexts to refer to the behaviour characterised by the loss of control and experiencing an irresistible desire for excessive buying to gain certain mental relief (Dittmar, 2005; Heffernan et al., 2021). It manifests in the conduction of addictive, chronic purchasing as a primary response to negative mood states, resulting in many unfavourable consequences, such as financial problems, psychological distress, interpersonal conflicts and functioning deterioration (Heffernan et al., 2021; Black, 2022). Schlosser et al. (1994) gave a profile of a typical compulsive buyer, and it was a 31-year-old female who had developed CB at the age of 18 and most often purchased fashion items such as clothing and shoes. Since it usually begins in the age range for enrolling in university, the student population is often used as the subject of research (Yurchisin & Johnson, 2004).

**Fashion orientation and compulsive buying.** Fashionable apparel often plays an essential role in compulsive consumers' lives, and, thus, they have a tendency of purchasing fashionable items, seen as symbols which help them define themselves (Trautmann-Attmann & Johnson, 2009). Park and Burns (2005) discovered a direct influence between consumer FO and CB. Trautmann-Attmann and Johnson (2009) concluded that fashion interest, as a segment of FO, significantly predicted the CB of clothes. Yurchisin and Johnson (2004) and Lee (2009) found a positive relationship between consumers' fashion involvement and CB behaviour. Additionally, Johnson and Attmann (2009) and Bhatia (2019) confirmed the significant relationship between consumers' fashion interest and compulsive clothing buying. Previous literature findings support the proposal of the following hypothesis:

Hypothesis 4 (H4) – FO positively influences CB.

**Materialism and compulsive buying.** By observing CB as an identity-seeking behaviour, Dittmar (2005) found out that CB is motivated by high material tendencies of consumers, who purchase material goods as a means to reach desired self-identity and compensate for negative moods. Yurchisin and Johnson (2004) stated that MAT and perceived social status associated with purchasing represented determinants of CB. Dittmar et al. (2007) and Bhatia (2019) also found that materialistic values of consumers influence their online CB behaviour. Selim et al. (2012) discovered a significant direct influence of materialistic and hedonic values on the CB tendencies of college students. The results indicate that MAT directly, and self-esteem inversely affect the rate of CB. On the bases of these findings, the following can be assumed:

Hypothesis 5 (H5) – MAT positively influences CB.

**Impulse and compulsive buying.** Previous findings suggest that IB can trigger CB behaviour in the fashion industry, particularly in cases where consumers have a tendency towards impulsive behaviour. Pradhan et al. (2018) empirically confirmed that impulse, materialistically oriented buyers, might tend towards CB. The findings of Darrat et al. (2016) showed that IB increases consumers' anxiety which is, in turn, connected to CB. Also, Khorrami et al. (2015) confirmed that IB had a significant impact on the CB of clothing. Based on these, the following is proposed:

Hypothesis 6 (H6) – IB positively influences CB.

#### *Perceived Consumer Effectiveness*

PCE represents consumers' perception of the degree to which their consumption choices and behaviour could influence the marketplace and contribute to the solving of environmental problems (Higuera-Castillo et al., 2019). In the context of the fashion industry, PCE was found to be affecting the purchasing of environmentally sustainable clothing (Apaolaza et al., 2022; Riesgo et al., 2023) and adopting sustainable apparel practices (Chi et al., 2023). Riesgo et al. (2023) discovered that fashion consumers who act in a sustainable way demonstrate greater perceived consumer effectiveness and fashion consciousness than average consumers. Even though, to our knowledge, a moderating effect of PCE on the relationship between FO and CB was not investigated previously, it can be presumed that consumers who believe they can make changes in the fashion market are less likely to engage in CB. In accordance with that, the following was suggested:

Hypothesis 7 (H7) – PCE negatively moderates the relation between FO and CB.

The hypothesised relationships are displayed in Figure 1.

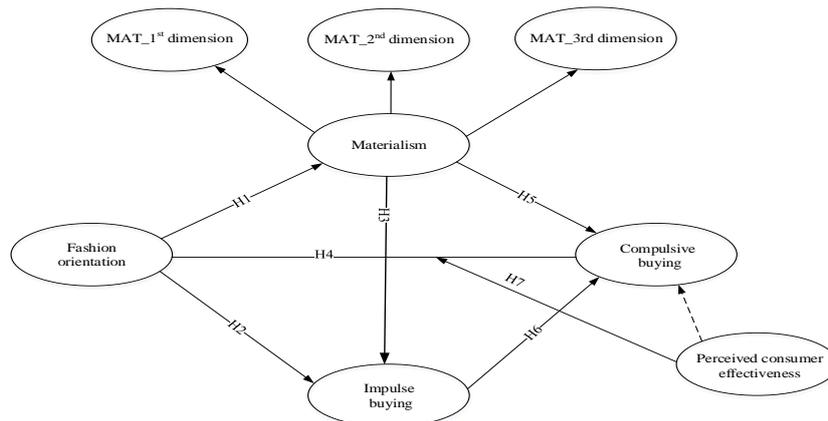


Figure 1. Conceptual model

## RESEARCH METHODOLOGY

### *Participants and Procedure*

The study was performed on a convenience sample of students of a large state university in Serbia, by means of a web-based structured questionnaire. A pre-test of the questionnaire preceded the main data collection, to address eventual issues in item wording. Data collection was performed between November of 2021 and June of 2022. After screening out suspicious response patterns (i.e. straight-lining), a total of 386 responses were entered into data processing. Respondents were between 18 and 27 years old, and the majority of them were females (78.8%).

### *Measurement Items*

All of the constructs used in this study were modelled reflectively, using items from previous studies, which were rated on a 7-point Likert-type scale. FO was measured using six items adapted from the study of Gupta et al. (2019). MAT was measured with a set of items borrowed from the work of Talaat (2022). IB was measured using items adapted from the study of Maraz et al. (2015), which were initially proposed by Ridgway et al. (2008). Items from the study of Okazaki et al. (2021) were adapted to measure CB. Four items, adapted from the work of Roberts (1996), were used to measure PCE.

### *Analyses*

Principal component analysis (PCA) was applied to examine the dimensionality of MAT in the context of fashion clothing in Serbia. Measurement model assessment was followed by structural model assessment. Moderation analysis was performed following a two-stage approach (Hair et al., 2017). The proposed relationships were tested by means of PLS-SEM, using SmartPLS v.4 (Ringle et al., 2022).

## RESULTS AND DISCUSSION

### *Results*

**Principal component analysis.** To the best of the authors' knowledge, MAT has not been previously examined in the context of fashion clothing in Serbia. Therefore, we first applied PCA with varimax rotation, to condense a larger number of items into a smaller number of lower-order subdimensions of MAT, in line with previous research including MAT in the context of fashion clothing (O'Cass, 2004; Gwozdz,

2017). The Kaiser-Meyer-Olkin measure of sampling adequacy above 0.70 (KMO=0.770) and the significance of Bartlett's test of sphericity (Approx.  $\chi^2=1116.120$ ,  $df=36$ ,  $p<0.001$ ) indicated the appropriateness of the data for factor analysis. PCA resulted in three factors with eigenvalues above 1, cumulatively explaining 67.266% of the variance in the sample. Three emerging factors were considered as reflections of MAT.

**Measurement model assessment.** MAT was reflectively specified a higher-order construct, in line with previous research (Pradhan et al., 2018). The disjoint two-stage approach was applied for specifying and estimating the higher-order construct (Sarstedt et al., 2019). In the first stage of measurement model assessment, MAT was represented by its lower-order components, whereas the subdimensions of MAT were directly linked to all latent variables to which the higher-order construct is expected to be related in the model. In the second stage of the analysis, the latent factor scores of the subdimensions of MAT were included in the model as indicators of MAT as a higher-order component. The reliability and validity assessment of lower order constructs was followed by an examination of the reliability and validity of MAT as a higher-order construct.

Significant indicator loadings above the recommended level of 0.708 (Hair et al., 2017) indicated acceptable item reliability. Several outer loadings which were below the recommended threshold, but above the value of 0.40, were retained in the model, as they did not adversely affect construct reliability. The constructs also exhibited an acceptable level of internal consistency reliability, as indicated by Cronbach's alpha values and composite reliability (CR), which were above the lower threshold of 0.70. Average variance extracted (AVE) per construct, above the level of 0.50, indicated acceptable convergent validity of the constructs. Reliability and convergent validity statistics are displayed in Table 1.

Discriminant validity, i.e. the extent to which a construct empirically differs from other constructs in a model, was assessed by Fornell-Larcker criterion and heterotrait-monotrait (HTMT) ratio of correlations. Square roots of AVE, displayed on the diagonal in Table 2 (bolded), exceeding correlations among a construct and every other construct in a model, displayed below the diagonal, provided evidence in support of discriminant validity (Hair et al., 2017).

*Table 1. Outer loadings, reliability and convergent validity statistics*

	Constructs and items	Outer loadings <sup>b</sup>	t-statistics	Cronbach's alpha	CR	AVE
	Fashion orientation (Gupta et al., 2019)			0.936	0.938	0.758
FO1	Fashionable, attractive clothing is very important to me	0.854	57.515			
FO2	Keeping up with the latest fashion is important to me	0.912	92.813			
FO3	I spend considerable time and effort to learn about the latest fashion	0.858	52.249			
FO4	I keep my wardrobe up-to-date with the changing fashions	0.884	70.068			
FO5	I usually buy one or more outfits of the very new fashion	0.839	44.550			
FO6	I consciously buy something that reflects the current fashion	0.876	62.757			
	Materialism (Talaat, 2022)			0.826	0.896	0.742
	Materialism – 1 <sup>st</sup> factor (happiness)					
MAT1	My life would be better if I owned things that I don't have	0.826	35.244			
MAT2	I would be happier if I could buy more things	0.895	68.168			
MAT3	I feel very happy when I buy new things	0.861	42.003			
	Materialism – 2 <sup>nd</sup> factor (success)			0.730	0.827	0.547
MAT4	Sometimes, it bothers me when I can't afford to buy things that I like	0.747	28.619			
MAT5	I would like to lead a luxurious life	0.819	36.625			
MAT6	Some of the most important achievements in life include acquiring material possessions	0.639	11.823			
MAT7	I like to own things that impress people	0.741	24.844			
	Materialism – 3 <sup>rd</sup> factor (centrality)			0.741	0.870	0.772
MAT8 <sup>a</sup>	I don't place much emphasis on the amount of material objects people own as a sign of success	0.785	4.829			
MAT9 <sup>a</sup>	I don't pay much attention to the material objects other people own	0.963	7.570			
	Impulse buying (Maraz et al., 2015)			0.817	0.891	0.733
IB1	I buy apparel I don't need	0.853	54.024			
IB2	I buy apparel that I did not plan to buy	0.870	56.413			
IB3	I consider myself an impulsive purchaser	0.844	40.302			
	Compulsive buying (Okazaki et al., 2021)			0.760	0.864	0.684
CB1	My wardrobe contains clothing items that I bought, but have never worn	0.659	17.401			
CB2	Others might consider me a 'shopaholic'	0.896	69.414			
CB3	Much of my life centres around buying apparel	0.902	81.273			

	Perceived consumer effectiveness (Roberts, 1996)			0.715	0.821	0.535
PCE1 <sup>a</sup>	Consumer as an individual cannot do anything about pollution	0.798	3.293			
PCE2	When buying products, an individual should consider how his use of them will affect the environment and other consumers	0.674	2.983			
PCE3 <sup>a</sup>	Since one person cannot have any effect upon pollution and natural resource problems, it doesn't make any difference what an individual does.	0.757	3.582			
PCE4	Each consumer's behavior can have a positive effect on society by purchasing products sold by socially responsible companies	0.690	2.863			
	Materialism – higher order construct					
MAT_LVS1 <sup>d</sup>		0.837	33.445	0.704	0.868	0.768
MAT_LVS2		0.914	85.459			
MAT_LVS3		0.287 <sup>c</sup>				

Note: <sup>a</sup>Items were reverse scored; <sup>b</sup>p<0.01; <sup>c</sup>the indicator was excluded from further analysis due to outer loading below 0.40 (Hair et al., 2017); <sup>d</sup>MAT\_LVS1 to MAT\_LVS3 represent indicators of materialism as a higher order construct, whereas the indicators correspond to latent variable scores of the dimensions of materialism

Table 2. Discriminant validity assessment using Fornell-Larcker and HTMT criterion

	MAT_2nd	MAT_1st	MAT_3rd	CB	FO	IB	PCE	MAT_higher_order	Fornell-Larcker	HTMT
MAT_2nd	<b>0.740</b>	0.703 [0.593; 0.798]	0.219 [0.096; 0.347]	0.597 [0.491; 0.696]	0.624 [0.527; 0.710]	0.419 [0.314; 0.521]	0.153 [0.074; 0.225]		<b>0.876</b>	
MAT_1st	0.543	<b>0.861</b>	0.130 [0.046; 0.241]	0.401 [0.285; 0.515]	0.508 [0.415; 0.596]	0.246 [0.124; 0.369]	0.179 [0.083; 0.300]			
MAT_3rd	0.166	0.121	<b>0.878</b>	0.106 [0.036; 0.187]	0.129 [0.049; 0.240]	0.067 [0.019; 0.106]	0.141 [0.054; 0.261]			
CB	0.478	0.330	0.084	<b>0.827</b>	0.663 [0.573; 0.741]	0.852 [0.777; 0.915]	0.131 [0.058; 0.214]	0.471	0.612 [0.502; 0.715]	
FO	0.535	0.449	0.122	0.566	<b>0.871</b>	0.495 [0.392; 0.585]	0.087 [0.047; 0.123]	0.565	0.687 [0.592; 0.772]	
IB	0.349	0.203	0.052	0.668	0.433	<b>0.856</b>	0.082 [0.038; 0.093]	0.325	0.415 [0.296; 0.529]	
PCE	-0.107	-0.144	-0.090	-0.098	-0.067	0.020	<b>0.731</b>	-0.139	0.191 [0.088; 0.317]	

Note: MAT\_1st, MAT\_2nd, MAT\_3rd – subdimensions of materialism, MAT\_higher\_order – materialism as a higher order construct; numbers in brackets represent lower and upper bounds of the 95% bias-corrected and accelerated confidence intervals derived from bootstrapping with 5000 subsamples

HTMT scores below the conservative threshold of 0.85, or 0.90 for conceptually similar constructs (Hair et al., 2017) provided evidence in support of the discriminant validity of the constructs. Bootstrapping procedure revealed that none of the confidence intervals included the value of 1 and therefore discriminant validity was established (Hair et al., 2017). Table 2 (values above the diagonal, in italic) displays discriminant validity assessment using HTMT ratio. The convergent and discriminant validity of MAT as a higher-order construct was also supported, as displayed in Tables 1 and 2.

**Structural model analysis.** The presence of multicollinearity between the constructs included in the model was examined first. Variance inflation factor (VIF) values, which were below the value of 5 (Hair et al., 2017), indicated that multicollinearity among the predictors was not an issue of the structural model. The coefficient of determination related to CB of  $R^2=56.4\%$ , i.e. in-sample predictive power, indicated moderate explanatory power of the model. A bootstrapping procedure, with 5000 subsamples and 95% bias-corrected and accelerated confidence intervals, was applied to analyse structural relationships. The procedure indicated that all structural relationships in the model were significant. FO emerged as a significant direct predictor of MAT ( $\beta=0.565$ ,  $t=15.475$ ) and IB ( $\beta=0.366$ ,  $t=6.716$ ). Hence, H1 and H2 were supported. IB was significantly affected by MAT ( $\beta=0.118$ ,  $t=2.209$ ), which provided support for H3. FO emerged as a significant direct determinant of CB ( $\beta=0.255$ ,  $t=5.599$ ), leading to the acceptance of H4. Both MAT and IB emerged as significant direct determinants of CB, whereas the impact of IB was stronger ( $\beta=0.151$ ,  $t=3.643$ ;  $\beta=0.511$ ,  $t=12.767$ ). Therefore, H5 and H6 were supported.

Effect size  $f^2$  values were inspected next, to examine how the removal of a certain predictor would affect the explained variance in CB. According to Hair et al. (2017), values higher than 0.02, 0.15 and 0.35 indicate small, medium and large effect sizes  $f^2$ . Taking into account effect size, IB exerted the largest effect on CB (0.478). In the following step, a blindfolding procedure was applied to assess the model's predictive relevance for CB.  $Q^2$  values above 0, 0.25 and 0.50 are indicative of small, medium and large predictive accuracy of a structural model (Hair et al., 2017). The present study resulted in the predictive relevance  $Q^2$  of 0.381, revealing medium to large predictive relevance of the model for CB.

The results of structural analysis are displayed in Table 3.

**The moderating effect of PCE.** The explained variance in CB rose from 0.564 to 0.573 with the inclusion of the moderator. PCE emerged as a significant negative moderator of the relationship between FO and CB (interaction effect= $-0.09$ ,  $t=2.246$ ,  $p<0.05$ ), i.e. one standard deviation increase in PCE above the mean would decrease the simple effect of FO on CB by 0.09, whereas a decrease of PCE by one standard deviation below the mean would

strengthen the effect of FO on CB by 0.09, as displayed in Table 3 and Figure 2. In other words, at a higher level of PCE, there is a weaker relationship between FO and CB (the slope is flatter) than at a lower level of PCE (the slope is steeper). Therefore, H7 was supported. This finding suggest that the increase of PCE among young consumers would weaken the impact of FO on CB. The effect size ( $f^2$ ) of moderation in the present study of 0.021 is rather small; however, according to Becker et al. (2018), moderating effects are predominantly small.

Table 3. Structural model estimates

Relationships	VIF	$f^2$	Path coeff.	t-value	95% CI <sup>a</sup>
H1: FO → MAT	1.000	0.468	0.565**	15.474	0.488; 0.630
H2: FO → IB	1.468	0.114	0.366**	6.716	0.253; 0.467
H3: MAT → IB	1.468	0.012	0.118*	2.209	0.017; 0.226
H4: FO → CB	1.635	0.091	0.255**	5.599	0.168; 0.347
H5: MAT → CB	1.511	0.035	0.151**	3.643	0.072; 0.235
H6: IB → CB	1.025	0.478	0.511**	12.767	0.430; 0.586
H7: PCE x FO → CB		0.021	-0.09*	2.246	-0.159; -0.01

$R^2_{MAT}=0.319$ ;  $R^2_{IB}=0.197$ ;  $R^2_{CB}=0.564$ ;  $Q^2_{MAT}=0.240$ ;  $Q^2_{IB}=0.141$ ;  $Q^2_{CB}=0.381$

Note: \* $p < 0.05$ ; \*\* $p < 0.01$ ; <sup>a</sup>95% bias-corrected and accelerated confidence intervals derived from bootstrapping with 5000 subsamples

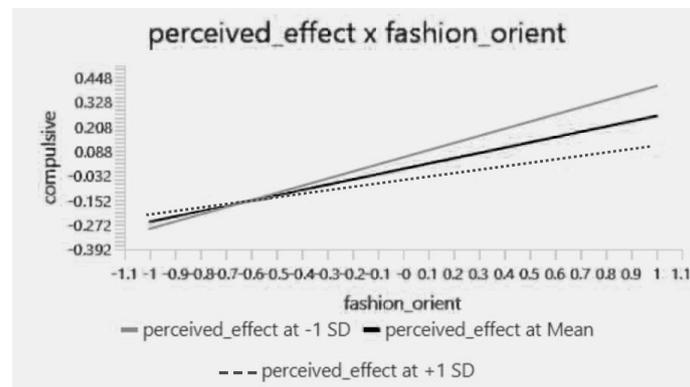


Figure 2. Simple slope plot

## DISCUSSION

The findings of the study indicate FO as a significant driver of MAT. A recent study has also supported the notion that one's interest in fashion styles and their appearance contributes to the acceptance of materialistic values among young fashion consumers (Talaat, 2022). This finding implies that the FO of young consumers, which implies the purchases of new fashion items, may contribute to their higher materialistic tendency.

The study revealed the significant impact of FO on the IB of fashion products. This finding is in line with previous studies which indicated the significant contribution of consumers' interest into the latest fashion trends on fashion-oriented IB behaviour (Park et al., 2006; Ahmad et al., 2019; Nguyen & Ha 2021). The finding suggests that consumers who are more interested in ever-changing fashion trends are more likely to make spur-of-the-moment purchases of fashion products.

Consistent with recent research (Pradhan et al., 2018; Lučić et al., 2021), MAT emerged as a significant predictor of the IB of fashion products. This finding suggests that consumers who place a high value on the acquisition of material possessions will be more likely to make impulse purchases of fashion items.

The results of the study indicate a significant impact of FO on CB of fashion products, which implies that an increase in young consumers' FO may induce the excessive and uncontrollable purchases of fashion products. This finding is in compliance with Moon et al.'s (2022) study indicating the significant influence of apparel brand consciousness on CB among young Pakistani clothing customers. Fashion interest also emerged as a significant driver of CB of clothing among young consumers in the US (Johnson & Attmann, 2009), and online compulsive apparel buying among young Indian consumers (Bhatia, 2019).

The present study revealed the significant impact of MAT on CB. Several recent studies involving young adult consumers have also pointed to the role of materialistic values as the trigger of CB (Bhatia, 2019; Tarka, 2020; Pahlevan Sharif et al., 2022). The relationship between MAT and CB revealed in the present study implies that an increase in the importance of worldly possessions as a source of happiness and a symbol of success from the perspective of young consumers will make them more prone to the CB of fashion items.

IB emerged as the most influential direct determinant of CB. Another recent study also supported this relationship (Pradhan et al., 2018). This finding implies that an increase in IB will make young fashion consumers more vulnerable to CB.

Moderation analysis was performed to examine whether the effect of FO on CB varies across the levels of PCE. The findings of the study indicate that, at higher levels of awareness of young consumers that an individual can make a difference when it comes to environmental protection, there is a weaker influence of FO on CB of fashion products. Accordingly, by raising awareness among young consumers about an individual's responsibility for environmental degradation and its relatedness to fashion consumption, young consumers can still be fashionable, but without detrimental behaviour, i.e. compulsive purchases of unnecessary clothing items. This finding implies a possibility for various modes of collaborative apparel consumption to be promoted among young consum-

ers, such as fashion libraries (Gwozdz et al., 2017; Lang & Armstrong, 2018). This alternative could diminish the negative consequences of excessive purchases for consumers as individuals, such as indebtedness, and a society as a whole, such as environmental degradation stemming from land filling or incineration of discarded apparel.

### *CONCLUSIONS*

This study aimed to examine the determinants of fashion-oriented CB among young consumers in an under-researched context of an emerging European economy. Whereas previous studies have revealed the significant contribution of PCE to pro-environmental consumer behaviour, to the best of our knowledge, no prior study has examined the potential of PCE to mitigate an unsustainable practice, such as the CB of fashion products. The findings of this study, which indicate IB as the most influential direct determinant of CB, followed by FO and MAT, and the moderating role of PCE on the relationship between FO and CB, contribute to the body of knowledge on consumer behaviour in an emerging economy setting.

In addition, this study's findings provide implications for policy-makers, the socialisation agents of young consumers (e.g. families, educational institutions, media) and marketers of fashion brands. As young consumers are especially receptive to marketing communications, policy-makers should create regulations to protect young consumers from promotional activities directed towards excessive purchases as a means of achieving the desired social status and self-identity. According to Kasser (2016), to reduce the materialistic tendencies of people, values such as care for others, focus on personal growth and self-acceptance should be prioritised. Socialisation agents should raise young people's awareness of the environmental impact of clothing consumption and the detrimental effects of CB in the long run, taking into account that the alleviation of negative feelings which precede CB is only temporary and followed by negative financial, social and personal consequences (Tarka, 2020; Moon et al., 2022). By raising awareness among young consumers that individuals can make a difference when it comes to environmental preservation, the contribution of FO to compulsive purchases of fashion products can be diminished. Style orientation has been shown to lead to reduced shopping frequency and more sustainable apparel consumption and disposal than FO (Gupta et al., 2019). Accordingly, a shift in consumers' focus from the newest fashion trends to stylish apparel, i.e. an emphasis on distinctive, higher quality and durable apparel, could be a possible option to induce more sustainable apparel consumption. In support of this perspective, higher subjective well-being has been shown to be associated with higher style than FO (Gwozdz et al., 2017). On the other side, young consumers can still be fashionable without the purchases of new clothing

items, relying upon alternative modes of clothing consumption, such as clothing rentals or swapping. An ethical approach in corporate communications and product promotions is advised for fashion companies, as compulsive buyers have a tendency to return purchased goods frequently, are less satisfied and prone to anti-brand actions (Moon et al., 2022).

Several limitations of the study should be noted. The convenience sample of young consumers in Serbia limits the generalisation of findings to the population of young consumers. The cross-sectional design of the study indicates that support for the causal relationships of this study should be taken with caution. Therefore, future studies should employ a longitudinal research design and involve more representative samples of young consumers. The medium predictive relevance of the model for MAT ( $Q^2_{MAT}=0.240$ ) and small to medium predictive relevance for IB ( $Q^2_{IB}=0.141$ ) indicate that there are other relevant determinants of the aforementioned constructs which have not been involved in the present study, and which should be addressed in future research.

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**ФАКТОРИ КОЈИ ПРЕТХОДЕ МОДНО  
ОРИЈЕНТИСАНОЈ КОМПУЛЗИВНОЈ КУПОВИНИ  
МЛАДИХ ПОТРОШАЧА:  
ДОКАЗИ ИЗ ЕКОНОМИЈЕ У РАЗВОЈУ**

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**Резиме**

Савремено модно тржиште карактерише неодржива прекомерна потрошња која негативно утиче на друштвено и еколошко благостање. Услед линеарног карактера производног процеса, прекомерне потрошње ресурса и генерисања велике количине отпада, модна индустрија данас представља једну од најзагађујућих индустрија. Специфични облици куповног понашања, као што су импулсивна и компулзивна куповина, веома су заступљени на модном тржишту, а често их подстичу модни произвођачи и малопродаја како би стимулисали продају. Овакви типови понашања често су повезани са високом оријентацијом потрошача ка новим модним трендовима и стицањем материјалних добара. Млади потрошачи су посебно склони овим појавама, узимајући у обзир да често придају велики значај одећи и другим модно оријентисаним производима и изражавају материјалистичке тенденције због одрастања у високо комерцијализованом окружењу. Циљ ове студије јесте да се испита утицај фактора (модна оријентација, материјализам, импулсивна куповина) који претходе модно оријентисаној компулзивној куповини младих потрошача у до сада углавном недовољно проучаваном контексту европске економије у развоју. Под модном оријентацијом се подразумева поседовање ставова и интересовања појединца у вези са модним трендовима и модним производима и она се обично манифестује у касној адолесценцији или раном одраслом добу. Материјалистичка оријентација одражава тежњу појединаца ка новцу и материјалним добрима, у циљу одржавања жељеног имиџа и статуса. Импулсивна куповина подразумева куповину која је често ирационална, вођена емоцијама, и мотивисана добијањем тренутне сатисфакције у виду купљеног производа, занемарујући дугорочне последице. Компулзивна куповина се манифестује као спровођење хроничне, зависничке куповине као примарног одговора на негативна психичка стања и негативно расположење особе, што резултира многим неповољним последицама (нпр. финансијски проблеми, психолошки проблеми, међуљудски конфликти и погоршање квалитета живота). Прикупљање података за истраживање обављено је на пригодном узорку од 386 испитаника из Србије, помоћу структурираног онлајн упитника. Претпостављене везе су испитане моделовањем помоћу структурних једначина применом метода најмањих квадрата (ПЛС-СЕМ). Резултати студије су указали да је импулсивна куповина најутцајнија директна одредница компулзивне куповине, а затим следе модна оријентација и материјализам. Однос између модне оријентације и компулзивне куповине је негативно модериран перципираном потрошачком ефикасношћу, која представља перцепцију потрошача о степену до којег би њихови избори при куповини и потрошачко понашање могли да утичу на тржиште и допринесу решавању еколошких проблема. На основу резултата, дате су препоруке за креаторе политика, агенте социјализације младих потрошача (нпр. породице, образовне институције, медије) и продавце модних брендова.