

# A Study on the Compensatory Consumption-Review of Literature

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## Abstract

When people lack their attitude and have different behaviour due to any means then they compensate their attention from their bad behaviour towards the way they could figure out happiness and joy. Similarly, people feels same for crave for food, shopping, games, mobile phones etc. it is analysed that the individual recovers their sadness and moodiness with that of the food or other items because these things and items compensate the bad behaviour of the people. This paper deals with the compensatory consumption during negative behavioural conditions and adopting activities that provides people with satisfaction, happiness and positive behaviour towards people around them. This paper uses secondary data and any researcher can further add on the primary data to this research paper. It was found that that people must opt different ways to bring satisfaction and happiness keeping into account the financial limitations and family so that they couldn't stresses out in the end.

**Keywords:** *Compulsive buying, addictive buying, consumer behaviour*

## I. Introduction

Compensatory consumer behaviour is defined by Dichter in early 60's. This theory discusses about the compensation of behaviour of the consumers while they have lower self-esteem and self-realization(Rucker & Galinsky, 2008). Taking into account the example of women that they prefer shopping in case they have mood swings or lack of motivation to work. It is believed that the activities that makes the individual happy are preferred most when they are having lack in their original behaviour(Kim & Gal, 2014).

When people lack their attitude and have different behaviour due to any means then they compensate their attention from their bad behaviour towards the way they could figure out happiness and joy. Similarly, people feels same for crave for food, shopping, games, mobile phones etc. it is analysed

that the individual recovers their sadness and moodiness with that of the food or other items because these things and items compensate the bad behaviour of the people(Vergés, Pérez, Alcoverro, & Romero, 2008)(Lisjak, Bonezzi, Kim, & Rucker, 2015).

A research carried out on compensatory consumption reveals that women compensate their bad behaviour, mood swings and self-esteem with the shopping so that they could feel better. In psychology, compensation could be defined as camouflaging the feeling of grumpiness, peevishness and grouchiness in people(Woodruffe, 1997). And compensation could be positive as well as negative that is if a person had positive compensation they would dominate, be powerful towards others but on the other hand negative compensation feeling would bring the fear, anger and dissatisfaction in people.

This theory was presented by Alfred Adler as he introduced this theory as inferiority feeling. This theory can also be used in psychic training. Alfred propounded this theory due to bad health conditions from childhood(Fanson, Yap, & Taylor, 2012)(Adda & Cornaglia, 2006).

This theory could be well explained through the example of women in the way that when women have mood swings, bad temper etc. they prefer shopping or eating as to compensate their bad behaviour. Every person compensate their daily lives with something or the other like compensating jealousy with eating or fighting, compensating public speaking with written communication. Compensation is also exclaimed as defence mechanism because people uses defence techniques to overcome the bad mood and other negative feelings so to cover them up with the positive feeling(Vaupel, 2004)(Sivanathan & Pettit, 2010).

The negative mood could result into bad behaviour and negativity, people finds out tactics and techniques so to be optimistic and activities like shopping, excessive eating or smoking leads to addiction. It is obvious in this society that a person ends up daily with irritation and frustration and so needs a break from their regular hectic schedule that leads to encouragement of compensation consumption(Maas, de Ridder, de Vet, & de Wit, 2012)(Wisdom, Downs, & Loewenstein, 2010).

## II. Literature Review

Some types of compensatory behaviour are:-

### MOOD REPAIR

Compensatory consumption is the way through which the people try to overlook their mood over the happiness. The gradual shift from sadness and low spirit/ sorrow to instant satisfaction and happiness is arrived from the intake of food items etc. it is analysed that people spend more money when they are depressed in comparison to

happiness because when they want a particular distraction they went up to any level to receive the product which leads to mood repair(Werner-Seidler & Moulds, 2012).

Mood is repaired from crave of particular type of product which recovers the dissatisfaction of an individual behaviour and an individual can pay any amount to receive that product(Rusting & DeHart, 2000).

### SELF GIFT GIVING

It is the way to greet oneself for the bad mood or behaviour and gift something in return to oneself. This concept is like awarding oneself for the emergence of behaviour which is not good. This is done by the person itself for the behaviour they show. This technique of greeting oneself is good because it increases motivation and entitlement to oneself. This concept of self-gifting emerged from the self-directed and directions to others too(Sondhi & Chawla, 2017).

### IMPULSE BUYING

Impulse purchasing is when the consumer makes a sudden decision to purchase a product just before making the purchase. Impulse purchase is done with reference to social or peer pressure, mood etc. impulsive buying is done because when the consumer enters the outlet they feel the need to buy every product displayed(Rook, 1987).

Time consumption and money consumption is also the greater phenomena for impulsive buying because it also deals in the same way like if the consumer has money they would reach any product they want irrespective of anything similarly if the consumer have time, they would be interested in what the product has(Rook & Fisher, 1995)(Kacen & Lee, 2002).

### COMPULSIVE BUYING

When people have compulsive buying disorder they spend their maximum savings and money on the shopping and other activities and ignore the

main need of money. This disorder leads to the maximum financial and family problems because of which the people behave (Müller, Mitchell, & De Zwaan, 2015).

The compulsive buying behaviour of the people results to maximum conflicts and matters because people with compulsive buying behaviour overlooks the family condition and everything and have a strong belief towards buying the products. This in return becomes the habit of the individual and it is difficult to get out of this behaviour and habit (O'Guinn & Faber, 2002).

### **ADDICTIVE CONSUMPTION**

Addiction is like buying and intake of same product again and again and the addictiveness decides the quantity of the product the person will intake. The addiction of drinking, smoking etc. depends on the same theory (Murphy, Stojek, & MacKillop, 2014).

In this people are used to a product to a certain level and cannot quit the usage of the product. The amount of relief from addiction only comes after the individual intake the product up to a certain level (Auld & Matheson, 2014).

### **III. Methodology**

This paper deals with the compensatory consumption during negative behavioural conditions and adopting activities that provides people with satisfaction, happiness and positive behaviour towards people around them. This paper uses secondary data and any researcher can further add on the primary data to this research paper. There is no particular data available but only the vague data that concludes that especially women as compared to men uses this theory of compensatory consumption because they need to reimburse the consumption feeling with something else that would provide them maximum or similar satisfaction. This paper explained the types or causes of compensatory consumption which results into this theory. The

lack of self-esteem and negative mood leads to adoption of defence techniques also known as compensatory consumption and overcompensating leads to more financial crises, family problems and conflicts.

### **IV. Result**

This paper concludes the results of under and over compensating of the needs of the people so to gain satisfaction and happiness in stressful life and people drive out different ways by which they can have satisfaction. Leading to the conflicts and financial problems. People opt different ways that leads to addiction and compulsive buying behaviour that worsens the situation. This paper results that people must opt different ways to bring satisfaction and happiness keeping into account the financial limitations and family so that they couldn't stresses out in the end.

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