

## Stress Release Therapy Young Mothers In Compulsive Buying Behaviour

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**ABSTRACT:** Shopping mostly used as a short-escape from the negative feelings of many young mothers that currently makes personal shopper becomes trend among the young mothers. Study on compulsive buying behaviour among young mothers and the personal shopper is the first research conducted in Indonesia since the personal shopper phenomenon in Indonesia is not as popular as in the other countries. The purpose of this study is to figure out the needs of young mothers in Jakarta and Tangerang that have been fulfilled when doing shopping activities through personal shopper. This research used qualitative methods with constructivism paradigm by conducting in-depth interviews with five young mothers who have experiences shopping through personal shoppers and addicted to shop as the key informants , ten young mothers who have experiences shopping through personal shoppers and not addicted to shopping and two the personal shopper as the supporting informants. The finding of this research is that buying behaviour is a stress release therapy for young mothers to overcome a disappointment and insecure feeling when they do not get the trust to manage the household finances and do not have openness in the communication in the marriage. Compulsive buying behaviour is a disease among young mothers who deal with daily pressures from their husbands and their extended family that make them feel unloved and do not get the support that they need.

**KEYWORDS:** Compulsive buying behaviour; shopping; young mothers; consumer behaviour; stress release therapy.

### I. INTRODUCTION

Shopping is a pleasurable event. The self-reward brings highly happiness in successfully bargain and got new things (Assail, 1998), beyond in getting the function of the products purchased. Albert (2011) found in the earlier research that gender has an important impact on shopping behavior and women experience the sensation of shopping at a higher level than man. Maurer (2014) also suggested that women shop differently with the men, in term of the way they shop and perceive the activity. There are some people who cannot easily stop spending that leads them to lose control and become a compulsive shopper that will spend even for products they will not use and have prices they can't afford ("What You Need To Know," 2018). Doing shopping is a normal activity of common people, but when the shopping activity becomes unstoppable and been used to escape from stress, it will be like a snowball that brings a financial and mental problem. From the clinical perspective (Senang Belanja Lewat Instagram, "2017): Perilaku Unik Netizen Indonesia., 2017) describes that someone does shopping to release stress and to feel happy because when they do shopping there are neurochemicals of happiness called endorphin and dopamine that can trigger content and happy feeling after buying something. She added that people who become addicted to shopping are those who have less endorphin and dopamine hormones. Every human deal with negative feelings sometimes but if they have healthy life and mind, they will be more able to control their selves with positive thoughts so that they will not go to wrong directions; one of them is overspending shopping. From the thoughts above, it can be concluded that addictive behavior in shopping can cause serious problems in the mental health and financial stability even a crime.

The addictive shopping behaviour above is the worst level of compulsive buying behaviour that called Compulsive Buying Disorder (CBD), as explained by Heshmat (2018) that refers to the repeated behaviour that been driven by obsessions to escape from the negative feelings because of lack of self-control when experience personal and life problems. World Psychiatric Association defines Compulsive Buying Disorder (CBD) as chronic psychology condition, the repeated desire (addiction) to buy any products or services. (Compulsive Buying Disorder (CBD), Resiko Dibalik Kemudahan Belanja Online," 2012).

Internet's features play a factor in arising the compulsive buying behaviour because people can access the stores at any time and at any place just in minutes (Kukar-Kinney, 2009). This condition brings many start-ups online

businesses occur in the market using social media platforms and smartphone, one of them is a personal shopper, the young mothers in Indonesia call them as *JasaTitip*.

When an Indonesian woman becomes a mother, she prioritized her communication and shopping activity through smartphone and online so they can finish some tasks all at once at home or office. As studied by (The Asian Parent Issu," 2017), 84% of Indonesian Mothers have an Instagram account and most of them use Instagram to shop besides doing shopping through shopee site.

There are many online shops that attract the Young Mothers on Instagram, one of them is "JasaTitip", a personal shopper that take the online trend as a prospective business opportunity. Most of those personal shoppers then offer the payment transaction through Shoppe in order to help the consumers get the free delivery cost.

Solomon (as cited in Hollander & Rassuli, 1999) stated that a personal shopper is a third party that bridging the customers and the stores, offers simplicity to customers by does shopping on customers' behalf, suggesting products to buy. *Jasa Titip* as a personal shopper, reached by young mothers through Instagram and through direct contact as recommended by the other consumers.

Many people do repeat buying through *JasaTitip*, most of the things they buy are those they actually already have, but different colours or different design only. There are crowds of women hysterically give comments on *JasaTitip*'s posts and order the cute goods or the branded stuff on sale. New entrants of *JasaTitip* are coming on Instagram bring new experiences of 24-hour shopping and attract new people to buy more goods. The *JasaTitip* phenomenon drives some of young mothers especially in a big city like Jakarta and Tangerang become addictive and the young mothers' community improving the addictive behaviour. What the intention of young mothers, especially who live in Jakarta and Tangerang, doing shopping through *JasaTitip as a personal shopper* instead of through physic stores? How the personal shoppers make it works and provoke the compulsive buying of the young mothers in Jakarta and Tangerang?

As the desire is going higher, the purchasing behaviour is starting to be driven by the irrational reasons and it drives someone to do purchasing beyond reason, the compulsive buying occurs, as suggested by May Dita, a personal shopper professional that once people become a shopping addict, they will find it hard to stop, moreover with the person a shopper assistance that will spend the money on behalf of her clients (Wahyono, 2018). She experiences most of her clients been asked to stop requesting more products because they already spent hundred millions rupiah.

For many people who do shopping, when the needs are fulfilled, it will go to the next level where the desire demands to be satisfied. Some of the people even will spend more to get the same thing that they already had but from the higher class of brand. The more they buy, the higher the brand level they will demand on. For example, when someone goes to the *Matahari* store for a certain period of time, someday they will have a new demand to buy things from a higher class store like Sogo and the demand will expand the feeling to be satisfied. This is the seed of the compulsive buying behaviour problem.

According to the study been conducted by Robert La Rose, a Telecommunication expert from Telecommunication Michigan State University USA Department, the easiness of accessing the products and services (technology growth) raising the risk of Compulsive Buying Disorder symptom comparing to the conventional shopping (physic store) ("Compulsive Buying Disorder (CBD), Resiko Dibalik Kemudahan Belanja Online," 2015). The technology is the gate opener to reach the consumers and at the same time is the tool to liberate the shopping desire, that is how the compulsive buying behaviour starts in a big city like Jakarta and Tangerang, especially to young mothers who have many responsibilities and little time.

### **1.1. Statement of the Problem**

This study will investigate: what factors that make young mothers in Jakarta and Tangerang behave compulsively through personal shopper? As more and more young mothers are opting for the convenience of shopping through personal shoppers and mobile, it worth the study to give complete understandings to the marketers in designing the marketing communication strategy in this competitive era that been bombarded by the technology and digital things. Talking to mothers is talking to the decision maker, this is why a marketer needs the insights from this research so they will have more references in designing the best strategy talking to the mothers in order to get into the consideration bracket due to a mother is the marketing primary target, especially for household items.

This study will be focus on the needs of young mothers in Jakarta and Tangerang that been fulfilled when doing the shopping activities through personal shopper.

### **1.2. Objectives of the Study**

- a. Identify the profile of Young Mothers group segment in Jakarta and Tangerang as frequent consumers of *Jasa Titip* as the personal shopper.
- b. Investigate the motivations of young mothers in Jakarta and Tangerang as personal shopper's consumers in doing shopping compulsively.

- c. Analyze the factors (internal and external) that provoke young mothers who live in Jakarta and Tangerang to do the compulsive buying through personal shopper.
- d. Detailing the factors (internal and external) of young mothers in Jakarta and Tangerang been fulfilled when behaving compulsively in purchasing through personal shopper.

## 2.1. Theoretical Frameworks

### 2.1.1 Compulsive Buying Behaviour

In 1915, Emil Kraepelin called compulsive buying as an oniomania or buying mania (Black, 2009, p.5) that brings people to senseless debt and always involves women. Most women do shopping to get the happiness, beyond fulfilling their needs, it caused the overspending that brings them into the financial problems. Furthermore, the compulsive buying concept been brought to the consumer behaviour research by Faber, O'Guinn and Krych (1987) who categorized the compulsive buyers as those with personality problems, low self-esteem, have a high fantasy (O'Guinn, & Faber, 1989). They added that stress and unpleasant feelings motivate the compulsive buying behaviour. Compulsive buying is a part of decision-making process where the consumer does buy repetitively beyond their control.

A consumer usually recalls their memory (psychological factor) before finding the information from the external. The experiences from the past considered as internal information. The more the past experiences they have, the lower the external information they will need in making a purchasing decision.

When the consumer relies heavily on their psychological or internal factor, the buying activity will be driven dominantly by the feelings where there can be any negative feelings that can cause irrational reasons in doing the purchasing, this is when the compulsive behaviour occurs.

### 2.1.2 Personal Shopper

The growth of social networking site and smartphones users opens online business opportunities. A personal shopper that nowadays known as *JasaTitip* in Indonesia get millions of followers and customers on Instagram.

Personal shoppers or surrogate shopper as described by Hollander and Rassuli (1999), is a commercial enterprise that paid to do shopping on behalf of their customers, the details description as follows:

- Personal shopper is a person or a firm who works professionally doing shopping.
- Personal shopper paid for her expertise to help customers making the best purchasing decision.
- Personal shopper is expected to give best recommendations from a variety of potential sources. This is what makes doing shopping through personal shopper different with doing shopping in physical stores. The sales persons in the stores recommend the products or brands they have in the stores only in order to make sales.
- As a business, a personal shopper will give advice according to the best interests of their customers, it is their primary responsibility in serving the customers.

There are many reasons caused people to use personal shopper's services. Mostly is because of the simplicity of the purchasing process. Doing purchasing or shopping in physical stores needs time and effort to visit the stores, compare the prices among some stores, learn the products and brands before deciding to buy the best one at the end.

People who use personal shopper's services leave the purchasing decision to the personal shopper. The personal shopper provides complete information and considerations about products and brands that cut the process to visit physical stores and compare some products and brands before deciding to buy one.

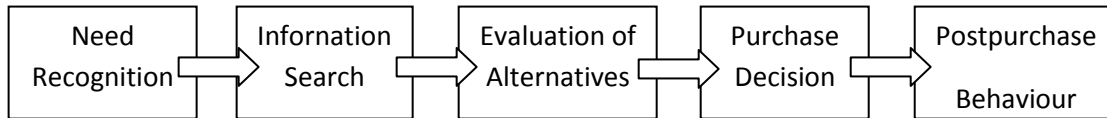
As stated by Solomon (2017), people who do online shopping driven by the values they can get from the shop by online as described below and they are adopted by the personal shopper on Instagram:

- The ability to just click on an item to see the details about the products – the price, size, colors and availability. Attached below are the pictures of how the personal shopper on Instagram provides the details about the products.
- The ability to click on an item and add it to the cart without leaving the page we are on.
- The ability to “feel” merchandise through better imagery, more product descriptions, and details.
- The ability to enter all data related to your purchase on one page, rather than going through several checkout pages.
- The ability to mix and match product images on one page to determine whether they look good together.

### 2.1.3 Consumer Purchase Journey

Consumers decision journey has been altered as consumers now have endless online and offline options for researching or buying at their fingertips twenty-four hours a day seven days a week. But businesses are still struggling to provide consumers with products and services in an effective and seamless way across channels. The digital channels not only represent a way to get in touch with consumers, but they also play an important

role in promotion, sales, and marketing. Consumers will soon use image, voice and gesture control to hunt products. To keep up with advancing technology cycles, companies need to re-approach and redesign the way they manage their consumers journey in the age of augmented reality (Bommel, Edelman and Ungerman, 2014). According to Armstrong, Kotler and Opresnik (2016), the decision journey process or buyer’s decision process usually starts long before the actual purchase and continues long after, purchase being the only visible part of this complex process. The consumer must pass through this journey in five stages as illustrated in figure 2. Although in theory, the consumer must pass through the 5-step process for each purchase decision, it is dependent on the type of purchase, the nature of the buyer, the product and the buying situation which determines how each step is utilized or is passed over.



Buyer Decision Process (Armstrong, Kotler and Opresnik, 2016)

Need recognition is the first important step in the buying journey, as the purchase would cease to exist in the absence of need. This normally happened due to lag in actual and the desired situation of the consumer. Once the need has been identified the consumer seeks information from different sources as per his level of involvement and depending on the complexity of one’s choice to satisfy his need (Armstrong, Kotler and Opresnik, 2016). On the successful collection of information, consumers can evaluate the different alternatives to choose the best available option.

After a successful evaluation of available choices, the consumer can select the optimum product to satisfy his need and make an actual purchase. After which in the Post purchase behaviour phase, the consumer can evaluate his choice and gauge his level of satisfaction towards his original need (Armstrong, Kotler and Opresnik, 2016).

2.1.4 Psychological Factors

There are some psychological factors that caused the compulsive behaviour and the transactions through personal shopper. They are self-concept, status symbols, friendship values and uses of goods.

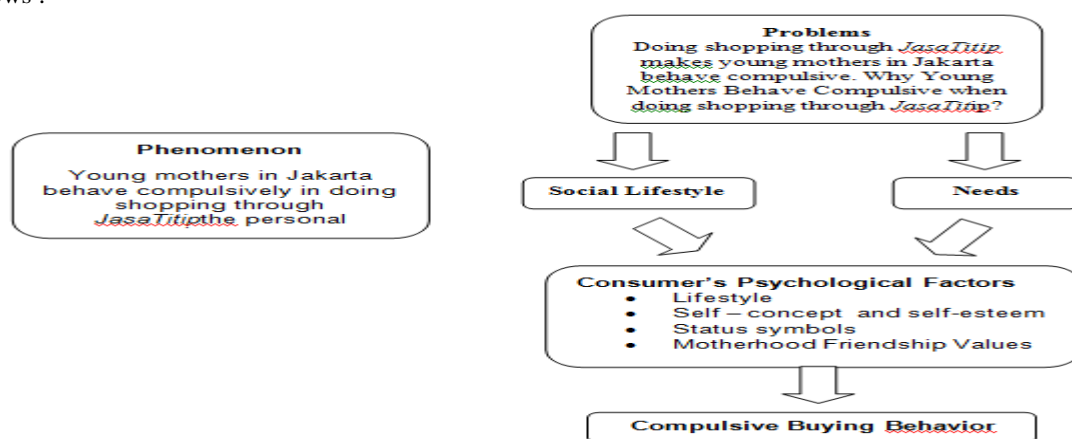
People tend to evaluate their selves, their appearance, their material well-being relative to others. There usually a desire to compare their standard of living with the neighbors –and exceed if they can.

It is very human to have desire on having cool stuff, achieving success in professional life, live in luxury life, but it needs a serious self-evaluation when the control is on the desires and people is getting frustration comparing every aspect of our lives to others. They will be driven by the obsession to be more than others.

As stated by Solomon (2017) that what often matters are not enough on having wealth and fame, it is that you have more of it than others. In addition, Solomon (2017) said that status symbols are the role in the products people buy to show others that they can afford them. To be more than others is an endless battle, especially when it is about more in having material things. This situation creates materialists, people keep buying more and more and end up with compulsive buying behaviour.

2.2. Conceptual Framework

The conceptual framework in this study developed from previous theories and studies of personal shoppers and consumer’s psychological factors that affect the compulsive buying behaviour of young mothers in Jakarta. Vice versa, the psychological factors of consumer also inspire the personal shopper to deliver the strategic contents in communications to convince the target to keep buying the products. The study model will be described as follows :



The Phenomenon Compulsive Buying Behavior Young Mothers through JasaTitip (Researchers, 2019)

In this research, the study's conceptual framework, a personal shopper on Instagram with its expertise, marketing and communications skills, the products, and services offered in this conceptual framework, impacts the compulsive buying behaviour directly and at the same time facilitate and influences the psychological factors of people.

Consumer's psychological factors that consist of self-concept, status symbols, friendship values persuade the consumer to behave compulsive, just like the personal shopper on Instagram also influences the compulsive behaviour of a young mother in Indonesia. The compulsive behaviour mostly expressed through the attitude and how the customers use the goods.

### III. RESEARCH METHODOLOGY

This research uses constructivism to examine young mothers' experiences and perspectives of behaving compulsively through a *personal shopper*. This paradigm is chosen because the goal of this research is to analyze the natural behavior which is affected by emotions and other personal factors that motivate young mothers become personal shoppers' consumers.

Constructivism is the most appropriate paradigm in this research because the research relies as much as possible on the informants' real views (Creswell, 2007). The meaning of the situation has been developed from the interactions and interviews with the young mothers so the final findings can be interpreted.

The purpose of this study is to understand young mothers who behave compulsively through a personal shopper. Therefore, a descriptive-qualitative method is applied because it is the proper method to reveal the social reality of young mothers' compulsive behaviour. There are communication behaviors among humans, as stated by Bogdan & Taylor (as cited in Chairi, 2009) that a qualitative research is a research with a certain setting in the real life in order to investigate and to understand a phenomenon: what was going on, why did it happen and how did it happen?

The qualitative method is applied as there are some values, attitudes and interactions among social actors with their environment which cannot be quantified, because someone's perception depends on values, cultures, experiences and the other factors that been brought by him/her (Chairi et al., 2009, p. 414).

This research using primary and secondary data to support the data collection.

#### a. Primary Data

The primary data in this research is gathered by interviewing the key informants (4 compulsive buyers) and the supporting informants (10 young mothers and 3 personal shoppers) as the information sources. The interview is structurally in-depth face-to-face interview, the questions list is needed so the interview focuses more on the aspects that this research needs to analyze. This way of conversation is meant to get more honest answers. To be able to develop and detail the factors and the experiences behind the compulsive behavior of young mothers, the interview is conducted directly to young mothers. Their experiences and perspectives are explored deeply so it leads to "thick descriptions".

#### b. Secondary Data

Secondary data are the data that have been gathered by some institutions. They collect data and then publish the findings to the public through books, magazines, newspaper, and the internet. In this research, the secondary data are collected from the internet, previous researches that are relevant to this research, journals, books, and libraries that support this research's end result.

To validate the information and data collected, triangulation of data is applied.

Through triangulation, better understanding is gained from different perspectives of the phenomenon which have been investigated in this research.

In this research, the data triangulation is done by combining the structured interview, using a conversational interview and observations that complement each other.

The interview is carried out based on the question list that has been prepared for the informants, and then classifying the answers and connecting the descriptions from the themes which appear are conducted. The last step is to interpret the theme and descriptions in a qualitative narration or report.

### IV. RESULTS

Based on the observations, most young mothers are fashionable and still have a social life with their friends. They hang out with friends sometimes and spend their leisure time not only with their spouses but also with their children. These women love shopping more than those who dedicate their life for their children and their spouses only, or those who prioritize their family and never bother with their looks, clothes, bags or shoes they wear.

The key informants who have been interviewed in this research wear branded bags, wrist watches and shoes while the interviews are conducted. They also have their own styles in the ways they dress themselves and in their body language. All have already been well set and they appear naturally.

From the observations and the interview sessions, here are the segments of young mothers who love shopping:



Table 1. Table Segment of Young Mothers Based On the Household Financial Management

Group	Description	Result
A	1) Freelance-mother 2) Have extra source of income 3) Primary source of income: husband 4) Household financial management: dominant husband 5) Extra income to support the household needs 6) Shared-breadwinner with husband	More stress, buying compulsively, less self-control, demand more “me-time”.
B	1) Stay at home-mother (full-time mother) 2) One sole breadwinner: husband 3) Household financial management: dominant husband 4) Husband limits the money to spend	More stress, buying compulsively, less self-control, demand more “me-time”.
C	1) Working-mother 2) The purpose to work: self-actualization and freedom to spend more money 3) Two-income household 4) Primary source of income: husband 5) One breadwinner: husband 6) Household financial management: wife 7) Husband gives no limit of money to spend	Happier, spend money wisely, save and invest more, have a good self-control.
D	1) Working-mother 2) Two in-come household 3) Household financial management: dominant husband 4) Shared-breadwinner with husband	More stress, buying compulsively, less self-control, demand more “me-time”.
E	1) Stay at home-mother 2) One sole breadwinner: husband 3) Household financial management: wife 4) Husband gives no limit of money to spend	Happier, spend money wisely, save and invest more, have a good self-control.
F	1) Freelance-mother 2) Extra income to have the freedom to spend more money 3) One sole breadwinner: husband 4) Household financial management: wife 5) Husband gives no limit of money to spend	Happier, enjoy life with husband and children more, spend money wisely, save and invest more, have a good self-control.

It is found in this research that having a job or being a full-time mother does not matter. This does not affect these young mothers' buying behaviour. When a young mother is given freedom fully to manage and to spend money in a family, she will spend the money more wisely. She feels less stressful. Otherwise, young mothers who are not in charge of managing and spending money in their family feel insecure and tend to have compulsive buying behaviours to satisfy themselves. They have been trapped in a stressful conditions so they are attached severely to spending money on goods or shopping.

The finding above is supported by the previous research conducted by Maurer, Pizzutti, & Costa (2014) who concluded that negative emotions work for women in increasing their hedonic shopping level and it is also confirmed by previous research saying that people who do not feel satisfied with their life circumstances tend to pursue their satisfaction on material things (Zhong, 2013).

The previous research which has been used as one of the literatures in this study also confirmed that bad relationships with spouses caused the need to escape in shopping (Workman, 2010).

The most common problems faced by all the informants are that their husbands do not support and do not understand their needs of shopping. Their shopping desire is accommodated by personal shopper since the transactions happen privately. Shopping through personal shoppers enables them to keep their shopping activities. A private environment is the best environment needed by the informants as young mothers to enjoy shopping without limiting their time and conditions. They can do shopping while they are doing other primary activities. They do not need to go to physic stores. This situation is consistent with the finding from the previous research of Hyejune (2011) who stated that a private environment strongly motivates compulsive consumptions. This research's results show that compulsive buying behavior is a disorder among young mothers who deal with daily pressures from their husbands and their extended family that make them feel unloved and do not get the support that they need.

## V. DISCUSSION

According to Schiffman and Wisenbilit (2015) as discussed in Chapter II, the decision making process within these young mothers has initiatively happened. When these young mothers recognize uneasy and negative feelings in themselves, they heal their feelings by buying things. Moreover, personal shoppers tease these young mothers with their personal approach and the charming goods they post on their Instagram accounts.

In the process stage, all these young mothers experience a relaxing feeling after purchasing and having new things, their negative feelings are released. They also feel comfortable with their private transactions through personal shoppers. Next, after sometime, these negative feelings come again and make them repeat the purchasing activity through personal shoppers.

The output component starts when consumers feel satisfied with their personal shoppers' services. Their relaxing feeling they get from new goods leads these young mothers to behave compulsively.

In this research, there are indicators of being compulsive. The findings are formulated as follows:

**Table 2. Compulsive Buying Behavior Among Respondents**

Problems	Respondent			
	A (Vica)	B (Yunita)	C (Angel)	D (Icha)
<b>Honesty</b>	Telling lies to her husband about the amount spent	Telling lies to her husband about the amount spent	Telling lies to her husband about the amount spent	Telling lies to her husband about the amount spent
<b>Shopping as a Personal Secret Habit</b>	Hiding the shopping bags	Hiding the shopping bags	Hiding the shopping bags	Hiding the shopping bags
<b>Relationship Quality with The Spouse</b>	Face problems with her husband because the needs of shopping	Face problems with her husband because the needs of shopping	Face problems with her husband because the needs of shopping	Face problems with her husband because the needs of shopping
<b>Emotional Attach to The Shopping Activity</b>	Feel anxious without shopping on particular days	Feel anxious without shopping on particular days	Will shop only when she feels she needs something	Feel anxious without shopping on particular days
<b>Self-control In Shopping</b>	Losing control for irrational reasons: because it is cute, because it is a rare good	Losing control for irrational reasons: because it is cute, because I do not have this kind of bag or shoes yet	Losing control for irrational reasons: because it is cool and the newest series	Losing control for irrational reasons: I can imagine how gorgeous I am wearing this
<b>The Amount Spent For Shopping</b>	Depend on the goods, if it is worth it, I can borrow some money	More than 50% of my monthly income is for fashion	Relatively normal, as long I can afford	Have a limited budget to spend
<b>Buying Decision</b>	Spontaneous	Spontaneous	Depends on the	Spontaneous

	spender	spender	current mood	spender
<b>Emotional Result After Purchasing</b>	Feel so content and happy wearing new clothes or bag or shoes even realize that people will not notice that she is wearing new clothes or bags or shoes	Feel so happy at the first time having new goods	Feel missions are accomplished	Feel missions are accomplished
<b>The Usage of Products</b>	Frequently buy things that she never uses or wears	Frequently buy things that she never uses or wears	All the things she buys are the things she is going to wear or use	Frequently buy things that she never uses or wears
<b>The attitude to spouse</b>	Judge her husband as a stingy person who does not understand her personal needs	Judge her husband as a stingy person who does not understand her personal needs	Judge her husband as a stingy person and does not understand her personal needs	Judge her husband as a stingy person who does not understand her personal needs
<b>Financial Management</b>	Bad planner. Use the budget from saving or other household needs	Bad planner. Use the budget from saving or other household needs	Bad planner. Use the budget from saving or other household needs	Bad planner. Use the budget from saving or other household needs

This research show new facts that have not been found in the previous research:

1. A compulsive buying behaviour among young mothers is a stress release therapy for young mothers to overcome a disappointment and insecure feeling when they do not get the trust to manage the household finance and do not have openness in the communication in the marriage.
2. When the spouse limit the budget for the young mothers to spend on goods, it is seen as a right harassment in the marriage and relationship.
3. Those who have the right to manage all the household income and have the freedom to spend money tend to own free hearts and minds to spend money wisely and possess good self-control in buying goods.

## VI. CONCLUSION

Personal shoppers do not drive young mothers to behave compulsively or arise their compulsive behaviour. A compulsive buying behavior is a disease within young mothers as their ways to escape from their negative feelings and relationships as well as to get arousal because they are neglected by their husbands.

Personal shoppers use young mothers' anxiety as a business opportunity. They understand that an emotional approach works well to young mothers. It is confirmed by the personal shoppers who have been interviewed as the supporting informants in this research. Their customers are loyal to them because of the trust they build personally with their customers. They always give detail product descriptions to convince young mothers who demand detailed explanations, they are also experts to seduce young mothers until they are tempted to buy and even spontaneously buy anything offered by these personal shoppers.

The results show that this compulsive buying behavior is a disease among young mothers who deal with daily pressure from their husbands and their extended family until they feel unloved and unsupported.

Finally, this research then answers the study objectives:

1. The profiles of young mothers in Jakarta and Tangerang as frequent consumers of *Jasa Titip* as the personal shopper are those with limited time due to their daily responsibilities to take care of their children and household.
2. The motivation of young mothers in Jakarta and Tangerang as personal shoppers' consumers in doing shopping compulsively, is to release stress and distract their uneasy feelings because of their problems in marriage and extended family's pressure.
3. The internal and external factors which provoke young mothers who live in Jakarta and Tangerang to do the compulsive buying through personal shoppers are the offensive and insecure feelings caused by their husbands' dominance of the household financial management, the personal approach of personal



shoppers to drive these women's desire to buy things and the private environment these women experience in doing transaction through personal shoppers.

4. The internal and external factors/feelings of young mothers in Jakarta and Tangerang who behave compulsively in purchasing goods through personal shoppers are the temporarily relaxing feeling they have in doing shopping, the inability to feel loved by their family but get replaced by new things they purchase, the treatment as important people their personal shoppers give.

The potential weaknesses of this study that can be identified are:

- 1) The key informants

The personal and psychological factors in the purchasing behavior are the major things that researcher will try to investigate in the interview with the key informants. The barriers that the key informants have in their mind during the interview in investigating the "darkest sides" that drive them to behave compulsive may occur in some key informants because they try to protect their privacy and their image. The researcher will build the questions that can pursue the key informants to give their best answers in order to this study get the key points from the data and information collected through the interview sessions.

- 2) The external disturbance

The noises in the places where the interview will be commenced have possibilities to distract the communication process and act barriers to communication.

Based on the research and findings, here are the recommendations related to a compulsive behaviour :

To inspire the next researcher to broaden up the exploration to the past experiences in the informants' childhood to get deeper analysis and more different perspectives about their compulsive buying behaviour.

1. To recommend the next researcher interested in compulsive buying behaviour study to investigate how the leisure time with friends can influences the buying behaviour.
2. To contribute knowledge to marketing communication studies on the personal approach strategies to targeting women in household products.
3. To inform that stress release is the important value that can be offered in proposing the products or services for married women.

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