

Self-congruity, Brand-affection and Obsessive purchasing: Evidence from Bangkok, Thailand

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Abstract---Obsessive purchasing can be defined as the procedure that enhance outrageous consumer power which can harm the brand's repute in long-term. The current research evaluates the impacts of genuine and ideal self-congruity over brand affection and two proportions of obsessive purchasing attitude (i.e. instinctive and compulsive-obsessive purchasing). Based on conducted survey of 427 participants, it is obvious that self-congruity immediately influences brand affection, where genuine self-congruity is a powerful indicator of brand affection. Genuine and ideal self-congruity do not immediately influence compulsive-obsessive purchasing. This predicts that brand affection completely moderate associations. Nevertheless, genuine self-congruity immediately influences instinctive purchasing, but ideal self-congruity does not. This point out that brand affection incompletely intervenes the association among genuine self-congruity and instinctive purchasing and completely intervene the association among ideal self-congruity and instinctive purchasing. Noteworthy, the immediate influence of genuine self-congruity on instinctive purchasing is negative. Scholastic and managerial implementations of these conclusions are addressed.

Keywords---genuine self-congruity, ideal self-congruity, brand affection, instinctive purchasing, compulsive-obsessive purchasing.

I. Introduction

Obsessive purchasing can be described as a state when customers owns a propensity to carry out repetitious purchasing exceedingly and present an insufficiency of stimulus control on purchasing. This condition of purchasing contains both compulsive-obsessive and instinctive-control purchasing disturbance. Obsessive purchasing has been focused by customer scholars in past few years **Error! Reference source not found.** **Error! Reference source not found.** stated that after all buying has been considered as an essential and inoffensive, obsessive purchasing might direct to various unwanted outcomes, comprising serious intimate obligation and harm domestic associations. Past study has estimated the elements that directs to obsessive purchasing attitude. On the other hand, **Error! Reference source not found.** present that lower level of self-control is related with greater level of obsessive purchasing. Further study presents that hedonic appreciation is associated to obsessive purchasing **Error! Reference source not found.** Current study proposes self-congruity as the lead of obsessive purchasing. Self-congruity was selected due to the reason that companies have been utilizing the genuine and ideal personal ideology to interact and fascinate customers towards their brands. On the other hand, Unilever's has utilized actual individuals who are normal in looks for their ads to present to how customer in real look their selves which is genuine self-concept. For instance, L'Oreal ha considered famous celebrities for their advertisement to present to how customer will love to look their selves which are ideal self-concept.

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Study on the associations among self-congruity and negative attitude like obsessive attitude, is also restricted. Past research mainly considers on the association among self-congruity and productive consequences, like loyalty of customer which is objective to suggest or object to buy. In evaluating obsessive purchasing, existent study highly estimates the influence of self-concept appreciation, rather than genuine self-concept for example **Error! Reference source not found.; Error! Reference source not found..** Study that refers to genuine self-concept consider mainly over inconsistency among genuine and ideal self-concept **Error! Reference source not found.; Error! Reference source not found..** Current research evaluates the ideal self-concept, but also estimates the genuine self-concept. This research more enhanced by estimating the idea of self-congruity, which mirror the customer's assumption of the meet among self-concept (genuine or ideal) and brand's reputation. Two queries that raises are following: first, do genuine or ideal self-congruity directs to obsessive purchasing? And the other is that which one among two of them exhibit a larger addition in indicating obsessive purchasing? Current study evaluates the association among self-congruity and obsessive purchasing attitude to respond this inadequacy in literary work. In order to evaluate the influence of self-congruity on obsessive purchasing attitude, current research addresses brand affection as a moderating variable among self-congruity and obsessive purchasing attitude (Hiranrithikorn, Jermstittiparsert, & Joemsittiprasert, 2019; Jermstittiparsert, Nguyen, Nguyen, Huynh, & Shankar, 2019; Jermstittiparsert, Sutduean, & Sriyakul, 2019). Nevertheless, brand affection is significant to facilitate companies with productive outcome **Error! Reference source not found..** it can further encourage negative outcomes **Error! Reference source not found..** In current research, brand affection can be described as the tendency of the sentimental association that joints the customer and the brand comprising emotions for brand. Therefore, the tendency to carry out obsessive purchasing might be impacted by the tendency of the affection among customer and brands.

The participation of current research is triplicate. First, current research examines the association among genuine and ideal self-congruity in two types of obsessive purchasing attitude: instinctive purchasing and compulsive-obsessive purchasing. For the enhancement of our awareness, there is no existing research that has evaluated either genuine or ideal self-congruity contributes much in indicating obsessive purchasing attitude. Further, current research estimates the impact of brand affection on obsessive purchasing. Past research has stated the significance of establishing powerful affection that directs to prosperous attitude like devotion such as **Error! Reference source not found..** Although, latest considerable research have initiate to present that brand affection might also directs to undesirable attitudes like scum speaking for example **Error! Reference source not found..** For the enhancement of our awareness, there is no such experimental research considering the association among self-congruity, brand affection and obsessive purchasing. It has been discussed that experts consider self-congruity to establish effective brand affection. Therefore, it is significant to know the negative outcomes of self-congruity and brand affection, whereas negative attitudes which are obsessive purchasing can be adverse for brand in long duration **Error! Reference source not found..**

Last, current research evaluates the moderating impact of brand affection over association among self-congruity and obsessive purchasing attitude. It has been discussed that the influence of self-congruity in affecting several customer attitudes are devious **Error! Reference source not found..** Self-congruity might not immediately impact obsessive purchasing, whereas the existence of powerful affection might modify the immediate impact. From a managerial view, current research provides profound knowledge about the influence of utilizing self-congruity in marketing operations on customer's tendency to carry out obsessive purchasing.

Conceptual background

Past research describes obsessive purchasing as an immersion over purchasing that is repetitious and unrestrained. Obsessive purchasing is insecure, because they present a deficiency of instinctive control on purchasing **Error! Reference**

source not found. As an outcome, obsessive purchasing might finish with enhanced degree of liability as well as social and domestic issues **Error! Reference source not found.**

Several obsessive purchasing proposes immersion in their repetitious purchasing, as in compulsive attitude. Obsessive purchasing is present to owns a productive collaboration with three elements of impulsiveness which are exigency, inadequacy of persistence and inadequacy of premeditation. **Error! Reference source not found.** presents three elements that lead obsessive purchasing: materialistic figures, self-difference and ideal self-purchasing attitude appreciation. At the same time, **Error! Reference source not found.** stated that obsessive purchasing happened due to the fact that there is a condition of undermined operation in persons and they would love to deduce negative sentimental stimulation. **Error! Reference source not found.** recommended that peoples carry out obsessive purchasing because of control deficiency, enticements for companies such as selling events and direct productive sentiments.

Obsessive purchasing presents two states of conduct: instinctive purchasing and compulsive-obsessive purchasing. An impulse-control deficiency (ICD) presents unavoidable impulses carry out adverse attitudes, since OCD (obsessive-compulsive deficiency) presents distress attitudes, with concerns and constraint that triggered grief and distress, disperse high time duration, and interfere with person's routine operations. In current research, instinctive purchasing is a term referring to a spontaneous buying that is supplemented by immediate decision-making and objective tendency in support of direct possessions, where customer purchase unplanned, meditative, directly and dynamically.

For instance, impulsive-obsessive purchasing is term referring to an unrestrained stimulate that is supported by immersion in purchasing and repetitious purchasing for the purpose of deducing distress. Based on theory of self-concept: a person comprises two varying kinds of self-concept: the genuine self and ideal self **Error! Reference source not found.** The genuine self presents the condition where a people focus on who they are, and on the other hand the ideal self presents the condition of person's desires of their notions and objectives for future. The genuine and ideal self-concept provides the foundation of self-congruity theory.

Customer and the brand which comprising three founded sentiments are devotion, attachment and association. in current research, brand affection is term referring to the tendency of sentiments association connection that links the customer and the brand, engaging sentiments for brands **Error! Reference source not found.** Past study presents that being affected to brands enhanced the power to buy the brand's items, which might finish in obsessive purchasing. Therefore, brand affection might moderate the association among self-congruity which is **Error! Reference source not found.; Error! Reference source not found.** genuine and ideal and obsessive purchasing attitude which is instinctive and compulsive-obsessive purchasing.

On the basis of self-concept and brand affection theory, **Error! Reference source not found.** represents the conceptual structure connecting self-congruity, complete brand affection and obsessive purchasing attitude.

As represented in conceptual structure, genuine H(a) and ideal self-congruity H(b) are productively associated to general brand affection. Further, the general brand affection is productively associated to instinctive purchasing H(c) and compulsive-obsessive purchasing H(d). Since the conceptual structure addressed that general brand affection completely moderates that association among two self-congruity and two obsessive purchasing attitudes. Also the study paradigm, in **Error! Reference source not found.** apply an incomplete mediating paradigm comprising four study hypothetical statements, where genuine H(e1)-H(e2) and ideal self-congruity H(f1)-h(f2) are productively associated to customer's strength to carry out instinctive and compulsive-obsessive purchasing.

Development of hypothetical statements

Self-congruity and brand affection

Customer utilizing brands to convey their genuine or ideal self-concept **Error! Reference source not found.** For describing their genuine self-concept, customers are being suggested by personal-validation objectives, although for conveying their ideal self-concept, customers are being suggested by personal-improvement objective. On the other hand, a female customer who views itself as a socially liable individual could buy Cosmetic items that will support her in presenting her genuine self-concept. For instance, the similar customer could buy fragrances for enhancing her ideal self-concept, which is possibly, is gained by traditional and extravagant perception.

Brand association quality is improved while brands are capable to modify personal-validation and personal-improvement objectives. Whereas, the strengthened comparison among brand affection and the genuine or ideal self-concept, the powerful the sentiment connection towards the brand **Error! Reference source not found.** Past study provides proofs that social media users are associated to social media brands while brand perception is uniform in accordance to their genuine or ideal self-concept. The current research proposed that while the uniformity among brand affection and the genuine or ideal self-concept is greater, customer will sense that the brand promoting their personal-validation or personal-improvement objectives. Consequently, customer would be associated to the brand. Therefore, current research posits the following hypothetical statements:

H(a): genuine self-congruity productively influences brand affection.

H(b): ideal self-congruity productively influences brand affection.

Brand affection and obsessive purchasing attitude

In current research, it has been proved that obsessive participants showed sentimental association with brands **Error! Reference source not found.** Past research presents that the strength to carry out obsessive purchasing are considerable collaborated. Peoples who are unsuccessful to get mutual affection are dependent on materialistic possessions as a main affection. They follow this for the reason to facilitate their selves with a feeling of ease and protection **Error! Reference source not found.** Put differently, people become materialistic to deduce their distress. Whereas, distress enhances obsessive purchasing attitudes. Further, peoples who are firmly associated to brand try to consume more resources. Although, powerful brand affection might direct to larger obsessive purchasing attitude.

Error! Reference source not found. stated that customers who present larger brand affection are highly interested to buy items of that brand. **Error! Reference source not found.** discussed that brand affection have associations to the sentimental condition of the brand. Brands are able to provoke a customer sentimental experiences by fetching the customer to specific previous happening that embarrass. If brands are able of evoking sentimental experiences, customer would be highly associated to these brands and enhance their stimulation to gathered brand antiquities. Therefore, current research proposed these hypothetical statements:

H(c): Brand affection productively impacts instinctive purchasing.

H(d): Brand affection productively impacts compulsive-obsessive purchasing.

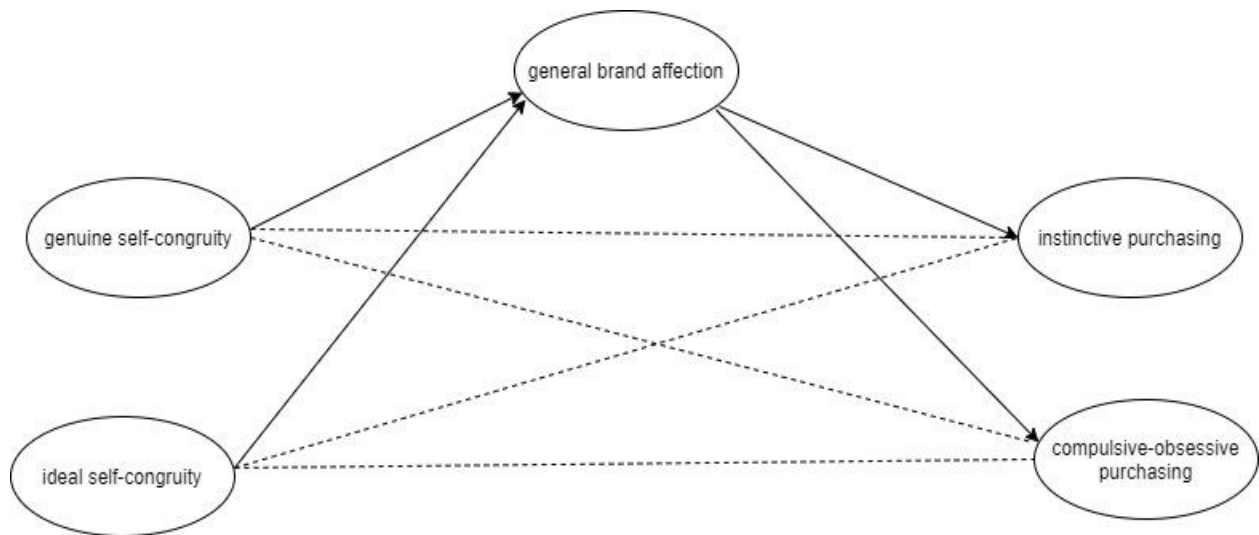


Figure 1: Conceptual framework

The mediating influence of brand affection

Current research stated that self-congruity is deviously associated to two states of obsessive attitude which is instinctive and compulsive-obsessive purchasing. Brand affection is generated as the mediating element that enhances customer's stimulation to carry out obsessive purchasing because of two main facts. First, it has been seen that brand affection incompletely mediates the association among the encouragement to purchase and obsessive purchasing **Error! Reference source not found.** Existing study focused brand affection as a 'magnificent affection' instead of 'unimportant affection' **Error! Reference source not found.** Further, in this obsessive accumulating attitude literary work, affection is termed as affecting an eminent role. Hence, obsessive accumulation is focused differently as compared to obsessive purchasing, it has been discussed that the two are interlinked. Therefore, brand affection might possess mediating effect over obsessive purchasing attitude. Customers are significantly affected to a brand if the brand is uniform with their genuine or ideal self-concept **Error! Reference source not found.** Whereas, customers are considerably affected to brands, they relish buying the brand obsessively **Error! Reference source not found.**

For the purpose of evaluating the mediating impact of brand affection, current research proposed the association among self-congruity (genuine and ideal) and the two states of obsessive purchasing (instinctive and compulsive-obsessive). This association has collected restricted research, as much of the study only estimate the effect of ideal self-concept appreciation over obsessive purchasing. On the other hand, **Error! Reference source not found.** stated that ideal self-concept purchasing appreciation moderates the association among materialistic basis and obsessive purchasing strength. Past study reveals that customer's choice to fill the space among the genuine and ideal self-concept inconsistency impacts obsessive purchasing. This shows that genuine and ideal self-congruity might immediately impact obsessive and compulsive-obsessive purchasing.

Error! Reference source not found. addressed that high neighborhood social economic level enhanced materialistic requirements, which indicate increased spontaneous obsessive purchasing. A high level of congruity among brand perception and genuine and ideal self-concept establish a condition of commotion, whereas the brand supports them in gaining customer's genuine or coveted self-perception. Therefore, a improved status of self-congruity might enhance the strength for customers to involve with obsessive purchasing attitude. Obsessive customers buy items to content their self-concept requirements and raise their social perception. Therefore, current research proposed following hypothetical statements:

H(e1): genuine self-congruity productively influences obsessive purchasing.

H(e2): genuine self-congruity productively influences compulsive-obsessive purchasing.

H(f1): ideal self-congruity productively influences obsessive purchasing.

H(f2): ideal self-congruity productively influences compulsive-obsessive purchasing.

II. Method

Measures

A questionnaire was made to evaluate the research hypothetical statements. The measuring elements were taken from extant scales. For the reason to improve the questionnaire, 12 Thai customers requested to come and pre-check the survey questions. Considering past researches for example **Error! Reference source not found.**; **Error! Reference source not found.**, self-congruity was evaluated utilizing direct-source formula. 6 elements were taken from **Error! Reference source not found.** and **Error! Reference source not found.**, were considered to evaluate genuine and ideal self-congruity. The participants were requested to overview a strategy to evaluate a self-congruity as described below:

‘Pause for a little while to consider your preferred brand. Consider a type of individual who normally utilized this brand. Imagine that person in your mind like traditional, modern, young, sports person, or any of the characteristics you can consider defining the usual utilizer of this brand.’

‘ after over viewing this paragraph, participants were requested to proportion the genuine and ideal self-congruent statements over seven-point scale fixed by ‘1’ for highly disagree and ‘7’ for highly agree. Considering **Error! Reference source not found.** research, general brand affection was estimated utilizing 6-elements over seven-point scale fixed by ‘1’ for ‘never’ and ‘7’ for ‘totally’. Although, based on pre-checking strategy, the element ‘love’ was modified to ‘cordiality’. Considering **Error! Reference source not found.** estimation, compulsive-obsessive purchasing and instinctive purchasing were calculated utilizing 3-elements and a 7-points scale was fixed by ‘1’ for ‘seem unlikely’ and ‘7’ for ‘accordingly’. The outcomes are in accordance with H(a) and H(b), that genuine self-congruity ($SPC=.25, p<.01$) and ideal self-congruity ($SPC=.17, p<.05$) have productive association with general brand affection. The outcome also uncovers that genuine self-congruity is appropriate indicator of general brand affection instead of ideal self-congruity. H(c) stated that general brand affection has a productive association with instinctive purchasing. This hypothetical statement is in accordance by the connection that is statistically important ($SPC=.38, p<.001$). The outcome also in accordance with H(d), which stated that general brand affection has a productive association with compulsive-obsessive purchasing ($SPC=.45, p<.001$).

Table 1 represents measurements.

Data gathering and samples

The questionnaire was circulated via post survey along with a return pre-paid envelope. Distinct home locations in Bangkok region Nonthaburi of Thailand were chosen as the focus of the survey. As stated by **Error! Reference source not found.**, the Bangkok region Nonthaburi comprising the maximum demographical varied peoples of Bangkok. Overall, 5000 survey foams were given and total 435 foams were answered back. Total 428 foams were considered for future estimation.

The demographic details of participants were 70 percent were female. According to professions, 37.6 percent served as experts like managers, office professionals etc. 24 percent were students, and 11.3 percent of the participants are retired people. The academic details of participants are: 31.5 percent were under-graduate, 27.8 percent owns Master’s degree, 16.5 percent are A-levels and 10.6 percent are doctors. Many of the participants addressed that 24% earn less than ten thousand-baht, 32.4 percent earn ten thousand –thirty thousand Baht, 22.4 percent earn thirty thousand –sixty thousand Baht, and 8.1 percent earn more than sixty thousand Baht. The age limits are 20.7 percent having the age range of 17-25, 35.3 percent having the age range of 26-45, and 31.5 percent having the age range of 46-65.

Credibility and verification of measurement

Our research considers PLS-SEM method for data evaluation. The Partial Least Square-Structural Equation Model was run utilizing SmartPLS 3.0 software. **Error! Reference source not found.** stated that Partial Least Square owns minimum limited perceptions and capable to state a broad range of issues effectively with a larger capacity of size of sample. A two-stage methodology, estimating the outer paradigm and then inner model was followed **Error! Reference source not found.**. The outer model evaluation was done by PLS-SEM algorithm to calculate the credibility and verification of measures. The inner model estimation was done by bootstrapping procedure (5000 sub samples) to examine the hypothetical statements. Figure 2 represent SEM (Structural Equation Model) for current research.

Credibility was examined utilizing the CR (composite reliability) score. The outcomes from the PLS-SEM algorithm showed that credibility was gained, whereas the CR reached the threshold. Further, the divergent verification was evaluated. As stated by **Error! Reference source not found.**, divergent verification is gain if the AVE (Average Variance Extracted) value reached .50 and every element has exclusive loadings more than .70 **Error! Reference source not found.**. An element of instinctive purchasing was ignored, whereas the exclusive loading was lower than the suggested threshold. After ignoring the element, the consequence presented that divergent verification was gained, whereas the AVE figures and exclusive loadings reached the threshold.

After validating the divergent verification, the distinct verification was examined utilizing **Error! Reference source not found.** method. If the square root of AVE figures is more than inner correlation (IC), distinct verification is gained. Table 2 presents IC and square root of AVE figures.

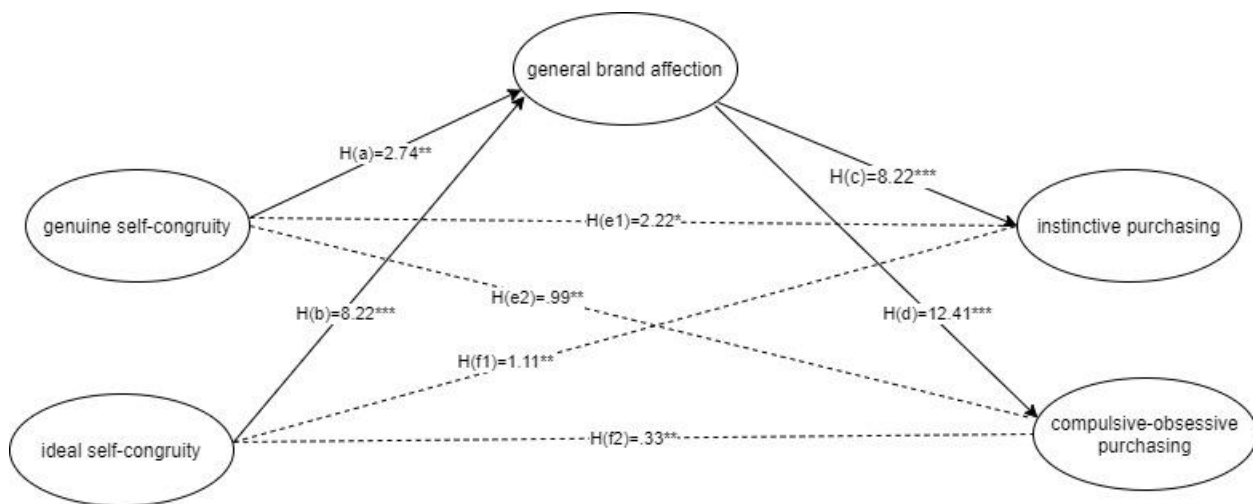


Figure 2: Structure Equation Model for current research

The IC figures were less than the square root of AVE figures, predicting that distinct verification was gained. Before evaluating the study hypothetical statements, Common-method variance was calculated. On the basis of past study, common-method variance was estimated utilizing Harman's one item evaluation, which recommend that common-method variance raises an issue if (a) a singular un-rotated element solution generate via EFA evaluation or () single general element address for most of the covariance between the calculations. On the basis of data, the un-rotated element solution showed four elements with Eigen values greater than one. The outcomes report for 69.28 percent of overall variance, since the first element reports for 32.89 percent of overall variance. This recommends that common-method variance does not account for considerable issue.

Hypothetical evaluation

After validating the credibility and verification of the measures, a bootstrapping procedure (5000 subsamples) was carried out to estimate the studied hypothetical statements. For current research objective, two paradigms were estimated: the complete mediation paradigm and the incomplete mediation paradigm. For incomplete mediation paradigm, the route among genuine and ideal self-congruity on instinctive purchasing and compulsive-obsessive purchasing are provided, although, these routes are not provided in complete mediation paradigm. Table 3 represents outcomes of the paradigm and hypothetical statement evaluation. As can be noted from consequences, genuine and ideal self-congruity describe 14.5 percent and 14.7 percent divergence in general brand affection over complete and incomplete mediation paradigm. For instance, 12.6 percent (complete mediation paradigm) and 14.4 percent (incomplete mediation paradigm) of the divergence in instinctive purchasing is described by genuine self-congruity, ideal self-congruity and general brand affection. Consequently, 17 percent (complete mediation paradigm) and 18.4 percent incomplete mediation paradigm of divergence in compulsive-obsessive purchasing is described by genuine self-congruity, ideal self-congruity and general brand affection.

The outcomes are in accordance with H(a) and H(b), that genuine self-congruity ($SPC=.25, p<.01$) and ideal self-congruity ($SPC=.17, p<.05$) have productive association with general brand affection. The outcome also uncovers that genuine self-congruity is appropriate indicator of general brand affection instead of ideal self-congruity. H(c) stated that general brand affection has a productive association with instinctive purchasing. This hypothetical statement is in accordance by the connection that is statistically important ($SPC=.38, p<.001$). The outcome also in accordance with H(d), which stated that general brand affection has a productive association with compulsive-obsessive purchasing ($SPC=.45, p<.001$).

Table 1: descriptive, credibility, and divergent verification

Composite	Factor loading	Mean	SD	CR	AVE	elements
Genuine self-congruity		4.40	1.28	.84	.63	
	.88					Relevant brand is persistent with the way I look personally
	.76					Relevant brand is my duplicate
Ideal self-congruity	.73					The brand is very alike to myself
		4.33	1.43	.90	.75	Relevant brand is duplicate of the person I want to be
	.76					Relevant brand is alike to person which I want to be
	.91					Relevant brand is persistent with the way I like to be
General brand affection	.93					
		3.97	1.43	.92	.65	
	.78					Attachment
	.82					Friendly
	.62					Linked to
	.87					Devotedness
	.88					Happiness
.85					fascination	

Instinctive purchasing		2.28	1.45	.79	.66	
	.90					I purchase item which I do not required
	.72					I see myself as instinctive buyer of this brand
Compulsive-obsessive purchasing		1.75	1.33	.85	.66	
	.80					My cupboard contain closed bags of relevant brand
	.90					Many people see me as shopaholic for relevant brand
	.73					Most of my lifetime rotates around purchasing items from relevant brand

Table 2: AVE and IC (Inter co-relations)

	one	Two	three	four	five
Genuine self-congruity	.80				
Ideal self-congruity	.78	.87			
General brand affection	.37	.35	.81		
Instinctive purchasing	.06	.12	.36	.82	
Compulsive-obsessive purchasing	.07	.08	.42	.73	.81

Note: the diagonal numbers represent the square root of AVE

While customer showed enhanced brand affection, they present enhanced tendency to carry out instinctive and compulsive-obsessive purchasing attitude. The outcome presents that genuine self-congruity impacts instinctive purchasing (SPC=.18, $p < .05$). This refer that general brand affection incompletely mediates the association. In place of productive, the association among genuine self-congruity and instinctive purchasing is negative. This refers that enhanced congruity among customer's genuine self and the brand propagate a least propensity to carry out instinctive purchasing. Whereas, H(e1) is not appropriate. H(e2) stated that genuine self-congruity productively impacts compulsive-obsessive purchasing. The outcome does not in accordance with H(e2) (SPC=-.09, $p > .05$). The outcome does not in accordance with H(f1) (SPC=.12, $p > .05$) and H(f2) (SPC=-.04, $p > .05$). Ideal self-congruity does not productively impact instinctive and compulsive-obsessive purchasing. As we hope, this refers that general brand affection completely mediates the association among genuine self-congruity over compulsive-obsessive purchasing.

In addition, to evaluate the mediation estimation, we consider the indirect impact and bias-rectified 96 percent bootstrap confidence interval (CI) from Partial Least Square result. It has been recommended that the SEM method is above Baron's and Kenny's method in evaluating mediation impacts, whereas it evaluates all items at the same time.

First, we analyze the mediation impact of general brand affection on genuine self-congruity, instinctive purchasing and compulsive-obsessive purchasing as represented in Table 4. The CI for indirect impact of genuine self-congruity on instinctive purchasing precludes 0 (96 percent CI [.018, .160]). The outcome presents that general brand affection mediates the association among genuine self-congruity and instinctive purchasing. The immediate impact of genuine self-congruity on instinctive purchasing is also important (SPC=-.16, $p < .05$) and although $a \times b \times c$ (-.082) is negative; it is a competing mediation.

Table 3: hypothetical statements evaluation outcomes

path		Complete mediation		Incomplete mediation	
		SPC	t-value	SPC	t-value
H(a)	Genuine self-congruity → general brand affection	.25	2.86**	.25	2.74**
H(b)	Ideal self-congruity → general brand affection	.16	1.85*	.17	1.89*
H(c)	general brand affection → instinctive purchasing	.36	9.20***	.38	8.22***
H(d)	general brand affection → compulsive-obsessive purchasing	.42	11.80***	.45	12.41***
H(e1)	Genuine self-congruity → instinctive purchasing			-.18	2.22*
H(e2)	Genuine self-congruity → compulsive-obsessive purchasing			-.09	.99 ^{ns}
H(f1)	Ideal self-congruity → instinctive purchasing			.12	1.11 ^{ns}
H(f2)	Ideal self-congruity → compulsive-obsessive purchasing			-.04	.33 ^{ns}
Divergence described					
General brand affection		14.5%		14.7%	
Instinctive purchasing		12.6%		14.4%	
Compulsive-obsessive purchasing		17%		18.4%	
Note: SPC= Standardized Path Coefficient.; ns not significant; □ $p < 0.05$; □□ $p < 0.01$; □□□ * $p < 0.001$					

The CI interval for indirect impact of genuine self-congruity on compulsive-obsessive purchasing precludes 0 (96 percent CI [.023, .184]). the outcome presents that general brand affection mediates the association among genuine self-congruity and compulsive-obsessive congruity. Whereas the immediate impact of genuine self-congruity over compulsive-obsessive purchasing is not important (SPC=-.09, p>.5).

Table 4: mediating impact of the incomplete mediation paradigm

Route	Indirect	SE	t-value	Bias rectified bootstrap 96% CI	
				lower	upper
Genuine self-congruity → general brand affection → instinctive purchasing	.090	.036	2.503**	.018	.160
Genuine self-congruity → general brand affection → compulsive-obsessive purchasing	.108	.042	2.592**	.023	.184
Ideal self-congruity → general brand affection → instinctive purchasing	.061	.033	1.840*	.001	.127
Ideal self-congruity → general brand affection → compulsive-obsessive purchasing	.073	.039	1.847*	.001	.150
*p<.05; **p<.01					

Further, we evaluate the mediation impact of general brand affection over ideal self-congruity, instinctive purchasing and compulsive-obsessive purchasing as represented in Table 4. The CI for indirect impact of ideal self-congruity on instinctive purchasing precludes 0 (96 percent CI [.002, .127]). The outcome presents that general brand affection mediates the association among ideal self-congruity and instinctive purchasing. The immediate impact of ideal self-congruity on instinctive purchasing is not important (SPC=-.12, p>.05), it is an indirect mediation. The CI for indirect impact of ideal self-congruity over compulsive-obsessive purchasing precludes 0 (96 percent [.002, 0.150]). The outcomes presented that general brand affection mediates the association ideal self-congruity and compulsive-obsessive purchasing. Whereas, the immediate impact of ideal self-congruity over compulsive-obsessive purchasing is not important (SPC=-.04, p>.05), it is an indirect mediation.

III. Conclusion

Materialistic utilization, specifically obsessive purchasing, deduce personal economic and objective prosperity **Error! Reference source not found.** Obsessive purchasing might follow customer with serious liabilities **Error! Reference source not found.** While this happened, brand will have to bear results, although their customers are not capable to pay but persistent with buying those items. Therefore, it is significant for brands and strategy generator to know the elements that would directs to obsessive purchasing attitude.

Current research exaggerates the stock of skills associated to brand affection and obsessive purchasing attitude. First, the outcome highlights which kind of self-congruity is significant to create powerful brand affection. We are in accordance with **Error! Reference source not found.** results that genuine self-congruity is appropriate indicator of brand affection. Further, current research also highlights brand affection as a significant mediator of the connection among self-congruity and ideal obsessive purchasing attitude. Current research results stated that brand affection completely mediates the association among genuine self-congruity and ideal self-congruity over instinctive and compulsive-obsessive purchasing except for the

association among genuine self-congruity and instinctive purchasing, where brand affection only incompletely mediates the connection. This outcome is in accordance with increased amount of prior research that stated indirect association among self-congruity and brand attitudes **Error! Reference source not found.; Error! Reference source not found..** These researches stated that brand contentment is necessary to modify productive customer attitude which is loyalty of brand. On the basis of past research, current research finds out that the association among self-congruity and the two categories of instinctive purchasing required powerful sentiments which is brand affection to modify negative customer attitude.

Further, we also point out that genuine self-congruity immediately impacts instinctive purchasing attitude. The outcome presents that genuine self-congruity has a distinct impact over instinctive purchasing. Current research highlights genuine self-congruity will generate a minimum tendency to carry out instinctive purchasing attitude. This may be because of many facts. First one is that the customers who involve in this questionnaire were customers that have great utilitarian level. It has been noted that hedonic level and not utilitarian level directs to instinctive purchasing **Error! Reference source not found..**

Brands must focus utilizing exaggerate interaction that boost exaggeration to customer's ideal self. On the other hand, advertisement comprising low weight models is associated to young female's health deviancy and eating disorders. Although, current research is beneficial for strategy makers. Strategy makers must manage brands like making of advertisement that highlight their ideal personality.

Error! Reference source not found. stated that while brands overlook instinctive purchasing, then they must bear ethical problems because of their social liabilities. If large number of individuals taken brand as an unreliable brand, brand managers must be awake of the decreasing brand repute. Customers do not always think that increase consuming and requirement contentment enhances their quality of life and their relaxation. Therefore, brand must not appreciate obsessive purchasing, as this is a short-term benefit.

IV. Limitations and future Research

Since current research contribute to the literary work, but there are few limitations. First, the participants of current research are Bangkok based. Therefore, it is difficult to generalize the consequences of current research for customer belongs to distinct culture and backgrounds. Further research must enhance the size of data sample and duplicate the model for the improvement of generalizability.

Future research also reports for other variables that could impact instinctive purchasing attitude. On the other hand, experts would add materialism and amount of distress in paradigm.) discuss that brand affection not only adds sentimental connection, but also add subjective connection. They stated that brand-self attachment and brand eminence are diversion of brand affection. It could also be of affection to points out which element of brand affection has high significance over two categories of obsessive purchasing. It will also be important to evaluate the impact of self-difference among the ideal self-congruity and self-congruity over association. In the end, it will be of importance to know the negative association among genuine self-congruity and instinctive purchasing. Further study would examine the customer's worth and personality.

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