

EM.ARTS.1

COMPULSIVE BUYING BEHAVIOUR AMONG SRI LANKAN CONSUMERS: THE CASE OF SUPERMARKETS IN SRI LANKA**A. A. I. Lakmali***Department of Management Studies, Faculty of Arts, University of Peradeniya*

Compulsive buying behaviour is one of the more negative aspects of consumer behavior. It is a growing trend in many countries due to changes in lifestyles and shopping habits. The purpose of this study is to investigate the degree to which Sri Lankan consumers engage in compulsive buying, especially in supermarkets.

The research design is descriptive and data were collected from 105 individuals using convenience sampling. Data analysis included t-tests, correlations and regressions.

The results indicated that supermarket consumers in Sri Lanka demonstrate a moderate tendency towards compulsive buying behavior. Further, results revealed that unplanned purchases increase compulsivity among consumers in Sri Lanka. Purchases not in one's list and credit card financing have a weak positive relationship with compulsive buying. The results further suggest that the compulsive buying tendency in Sri Lanka does not vary in terms of gender.