

**Parent-Adolescent Relationship and Adolescents' Compulsive Buying Behaviour:
Mediating Role of Self-Esteem.**

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ABSTRACT:

The main purpose this study is to investigate the mediating role of self-esteem in the relationship between parent-adolescent relationship and adolescent compulsive buying behaviour. Using a sample of 300 adolescents (15-18 years) in India and the structural equation modelling technique, the findings reveal that self-esteem mediates the relationship between parent-adolescent relationship and adolescent compulsive buying behaviour.

Our study also establishes that familial conflict and cohesion acts as major sources of adolescent compulsivity. We have also examined the mediating role of self-esteem on the above relationships and found that adolescents' compulsivity varies with the level of self-esteem (i.e. higher level of self-esteem leads to lower levels of adolescents' compulsivity). The practical and theoretical implications are discussed within the context of adolescents' compulsivity.

KEY- WORDS:

Stress, Conflict, Compulsive behaviour, Self-esteem, Cohesion.

Increasing compulsivity among adolescents has raised cogitation and anxiety among parents, mentors, and promoters. Most of the adolescents agree that, “when you grow up, the more money you have, the happier you are,” and “the only kind of job I want when I grow up is one that gets me a lot of money” (Goldberg et al., 2003). Thus, the social scientists Schor (2004) concluded that adolescents are mostly “brand-oriented, consumer-involved, and compulsive generation in history”.

Consumer culture, people has been assumed to experience after 1980’s is defined as a culture in which the large majority of consumers desire, buy and consume goods and services to become a good member of this society. As an outcome of this, particularly in affluent nations, individual expenditure has already exceeded disposable income (Roberts and Jones, 2001), because compulsive shopping has caused individuals life to go out of control (Ureta, 2007). Consequently, it becomes a serious issue that approximately billions of individuals’ from all over the world suffering from. Most research and academicians believe that excessive shopping is defined as an individual spends more than he/she afford or beyond his/her needs. The results of this excruciating issue for individuals, families, as well as nations and the business environment are all unfavourable. For this retraction, this behaviour has been of theoretical and practical importance to psychologists, psychiatrists, economists, sociologists and marketing academicians and practitioners. Marketing academicians generally called this individual behaviour as “compulsive buying behaviour”; “addictive buying”; “excessive buying” and also they used “consumption”, “spending” and “shopping” instead of buying regarding identical properties. One characteristic of an individual is “an irresistible urge to buy” and the other is “severe financial and societal consequences”. Although there are slight differences between the above terms, scholars generally tend to use these terms interchangeably. This study uses “compulsive buying” instead of “addictive buying”, because authors aimed to investigate adolescents’ irresistible extrinsic urge to buy instead of an intrinsic urge like “drug addiction” or “alcoholism” etc.

Exploring adolescents compulsive buying behaviour is of vital importance as they begins to grow up there will be psychological and physiological changes to occur, they begin towards new carrier, they earn money and wealth and hence they will designate a new shopping behaviour. Estimating adolescents’ compulsivity is important because they are considered as important consumers in todays and future markets. Thus, this study will shed light on their future buying tendencies.

In India, there is scarce literature regarding adolescent consumer compulsive buying behaviour. This study is to understand the impact of parent-adolescent relationship on adolescents' compulsivity with the mediating role of self-esteem.

The study uses family system theory and ecological framework to define the proposed theoretical framework. Family is a place where adolescent grow with consistent interaction with family members and learn social values. Family system theory defines the patterns of interaction among the family members. While, the ecological framework provides the association of parent-adolescent relationship with adolescent perceived stress, type of communication in different social context. Here we have taken different approaches in terms of parental cohesion and parental conflicts. Both parental cohesion and conflicts acts as important sources of emotional support and psychological well-being which led to the foundation of adolescents' self-esteem.

In this context, we begin with a literature review on compulsive buying; self-esteem and parent-adolescent relationship, then hypothesis are developed. After that methodology and analysis will take place and at last results of the analysis will be discussed. Besides limitations, directions for future research will be discussed. This study fills a gap in related marketing literature on adolescents' compulsivity in India as well as provides valuable insights to the marketers as well as academicians.

Literature Review

Parent-Adolescents Relationship

An impressive body of research existed which reveals the effect of parental behaviour on adolescent cognitive and social development (Baumrind, 1978; Berman, 1997). During childhood days parents provide overall support (e.g. autonomy, love, care, time, money, encourage them to communicate feelings etc) (Darling & Steinberg, 1993; Openshaw et al., 1984). Thus the parent-adolescent relationship is positively associated with adolescent development of self-esteem and creativity (Chaplin and John, 2010). It encourages adolescents to siphon parental attitudes, values. Parent-adolescent relationship also encourages adolescents to develop a secure base to meet challenges, self-identity thereby enhancing their self-esteem. The quality of parent-adolescent relationship is a great deal of importance during an adolescence period. The development of child's autonomy is a central

task during adolescence (Holmbeck, 1996). Researchers has been interested in determining whether such tasks accomplished by contexts of conflicts, disruptions or family cohesions.

An imperative, but indispensable significance of this study is to simplify the intricacy of parent- adolescent relationships so as to focus on those features deemed pertinent and significant from a theoretical perspective. Because we are mainly concerned with exploring different levels of adolescents' compulsivity that may be linked to adolescents' perceptions of the relationship with their parents, in doing so, we will focus on two particular parents-adolescents relationship scales, namely cohesion and conflict.

In this section, we will develop a comprehensive model sequentially by reviewing literatures relevant to the specific variables under study.

Parent-adolescent cohesion

The family environment is defined by the method in which the parent and adolescent interact within the family. The tone of family environment set the tone for parent-adolescent cohesion. It is a kind of togetherness and emotional bonding (Vandeleur et al., 2009). It is a kind of intergenerational relationship between the family members i.e. a kind of emotional support and warmth. According to Green and Werner (1996), highly cohesive families mainly includes "nurturance", "warmth", "time spent together", "consistency and physical intimacy". High cohesive families have high frequency of contact, highly emotional and hence create a long loving environment. Roming and Bakken (1992) reveal that family is a safe place for the individuals to develop emotional and physical closeness with each other.

According to Moore & Moschis (1974), "family cohesion is defined as the degree of commitment, help, and support family members provide for one another". For instance, if the familial environment is low supportive, high in conflicts and arguments, parent-adolescent communication becomes high in conflict and low in conflict resolution. Thus, in order to better specify parent-adolescent cohesion dimension, it is important to look at the family cohesive environment. It has been seen that in highly cohesive families, adolescents possess greater self-confidence and low levels of psychological distress and problem behaviour. While low level of family cohesion resulted into higher level of internalizing behaviour (e.g. High levels of depression and lower self-concept scores) and internalizing problem (high level of conduct disorder).

It is now important to turn our discussion on literature that examines parent-adolescent conflict.

Parent-adolescent conflict

Parent-child relationship is a subject of great challenge once the children reach to an adolescence age. Larson & Almeida (1999) examined that parent-adolescent relationship is central to development and stresses in adolescents' life. Conflicts originate due to developmental changes among adolescents seeking autonomy, privileges and expectations (Eisenberg et al., 2008; Renk et al., 2005). The more frequent and intense conflicts that escalates during adolescence may lead to negative parent-adolescent relationship (Eisenberg et al., 2008). Thus, conflicts play a pivotal role in adolescents' psychological development (Holmbeck et al., 1995; Gunlicks et al., 2008). Although, serious conflicts are rare, but have a high probability of occurrence, as each member in the family have their own individual preference which lead to disagreement or conflict (Lee and Collins, 1999). Parent-adolescent conflict has been linked with adolescent mental health and compulsive behaviour (Burt et al., 2003; Repetti et al., 2002; Sheeber et al., 1997).

The conflicts that may arise during adolescence are caused as parents and adolescents both have different perceptions with regard to various domains of life. Adolescents' tension is caused when they tried to have autonomy, while parents are struggling with renouncing their authority. Thus, both parent and adolescent experiences stress during this time and often results in a conflict. Higher level of familial conflicts is resulted into higher level of internalizing problem (depressive symptoms, emotional detachment from others, etc.) among adolescents (Shelton and Harold, 2008; Bámaca et al., 2012; Gonzales et al., 2006; Hill et al., 2003; Smokowski & Bacallao, 2007; Smokowski et al., 2010; Zeiders et al., 2011). Apart from internalizing problem adolescent faces some externalizing problems also (Gonzales et al., 2006; Marsiglia et al., 2009; Pasch et al., 2006; Samaniego & Gonzales, 1999; Smokowski & Bacallao, 2006; Zeiders et al., 2011).

Meanwhile, higher familial conflicts negatively affect adolescents externalizing behaviours such as association with deviant peers, conduct problems, etc. (Gonzales & Aiken, 2000).

Self-esteem

Self-esteem is a huge component of adolescents' self-consideration (Räty et al., 2005). Rosenberg (1965) defined self-esteem as: "An individual set of thoughts and feelings about

his or her own worth and importance". This definition exhibits the concept of "global" or "general" self-esteem or self-image. In short it is the individuals feeling towards him/ her and their positivity towards life. According to Pettit and Sivanathan (2011) individual with lower level of self-esteem generally indulge in purchasing of luxury goods. i.e. individuals connect their material wealth with social power. Individuals lower level of self-esteem also encourage them to behave compulsively (Faber & O'Guinn, 1992), higher stimulus for shopping (d'Astous, 1990). Individuals compulsive buying provides temporarily relieve from the feeling of low self-esteem and anxiety (Jacobs, 1986). The direction of above relationship is still a debate among researchers which lead to an interesting area of research. Compulsive buyers feel a sense of pleasure by portraying a sense of social acceptability. Thus, the buying process boosted individual self-esteem and gets relief from anxiety and stress.

The significance of self-esteem for the happiness/interest of adolescents is emphasized by decades of theory and research supporting its association with emotional/mental wellbeing and health during adolescence (Greene & Way, 2005; Trzesniewski et al., 2006). Moreover, the several biological, psychological and cognitive transformations that take place during adolescence emphasize the significance of examining self-esteem during this stage (Boden et al., 2008; Cote, 2009).

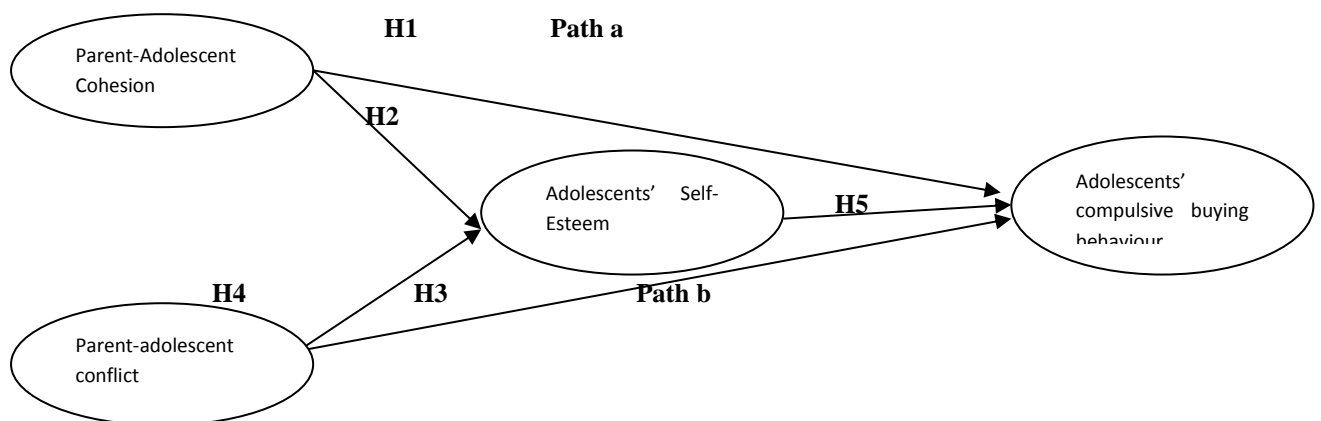
Compulsive Buying

In a recent consumer culture compulsive buying is considered as one of the "new normal" shopping behaviour. Kraepelin (1915) has defined compulsive buying as "onimania"; while Bleuler (1924) defined it as "buying mania". According to Palan et al. (2011), compulsive buying is defined as "an impulse control dysfunction, a mental disorder characterized by irresistible impulses to engage in harmful or senseless behaviours". As "compulsivity" has been a topic of interest to the psychiatrists and psychologists in "obsessive-compulsive disorder" for years, now it becomes a crucial issue for the marketers and marketing researchers and scholars. It has been a common belief that compulsive buyers have large debts (O'Guinn and Faber, 1989) but they may not be recognising the long-term painful outcomes (Roberts and Jones, 2001). Because of its addictive nature some researchers have named this phenomenon as "addictive buying" by underlying the difference between compulsion and addiction (Ureta, 2007). In regard to this (Scherhorn, 1990) expressed that the term addiction means "an individual experiences an irresistible urge to do something which his/her want/need", while compulsivity is "a feeling of pressed to do something repeatedly". Compulsive buyer is likely to have "comorbidity" which means the coexistence

of multiple compulsive behaviours e.g. gambling, alcoholic etc. (Faber et al., 1995). According to O’Guinn and Faber (1989), compulsive buyers generally have two criteria: their behaviour must be “repetitive”; “Problematic for the individual”.

Compulsive behaviour may be acting as a coping response rooted in adolescents’ early life experience. Compulsive buying is considered as a maladaptive behaviour and is considered as a maladaptive phenomenon (Simmons et al., 2002). It is deep rooted in individuals’ early life experiences (Rindfleisch et al., 1997). Compulsive buyers have different attitudes towards money and credit uses (Phau, 2008). Very little research is being done that links earlier life experiences and individuals indulgence in compulsivity.

Figure 1: Partial Mediation Model 1



Hypothesis development

Parent-adolescent cohesion and adolescent compulsive buying behaviour

Family is considered as a primary socializing agent and hence it is considered as an important agent in the child development process (Ozcinar, 2006). Earlier, we have already discussed about the association between parenting and adolescents externalizing and internalizing behaviour. Previous researches reveal that family environment plays an important role in adolescent psychological development (Jarvis & Lohman, 2000; Jewell & Stark, 2003). According to Herman et al., (2007) family cohesiveness and positive family environment among the family members resulted into adolescent lower depression and psychological adjustment. Previous marketing literature supports the relationship between family cohesion and family purchasing decision. Palan (2005) revealed that more cohesive family has more desire to avoid conflicts and they generally use egalitarian and compromising type strategies and are less likely to rely on the use of authority, playing on emotions, etc. Following this logic, it is conceivable that in more cohesive families adolescents are more concerned about the family members feeling as well as less self-centred towards the decision process as compared in less cohesive families. According to Hirschi's Social Control Theory (Hirschi 1969), "the closer that the child's relations with his parents, the more he is attached to and identified with them, the lower his chances for delinquency". i.e. cohesive parent-adolescent relationship generally increases the probability of adolescents internal conventional values and expectations and conform to normative standards. The theory suggested that when the adolescents' level of satisfaction is high, they are more likely to share their views and have greater dependence over parents. Family structure defines the adolescents' compulsive behaviour (Moschis et al., 2013).

Thus, based on the above discussion, adolescents who live in highly cohesive families behave more conservatively than those who feel distanced from their parents. In less cohesive families, adolescents experience a certain loss of control, a lessening of optimism and a stronger sense of personal agency. Thus, we hypothesize that:

H1: In less cohesive families, adolescents generally have higher levels of compulsive buying tendencies than in high cohesive families.

Parent-adolescent cohesion and adolescents' self-esteem

In socialization research the most reliable and consistent research findings is the positive relationship between the parental supportive behaviour and adolescent development of "self-identity". Parental supportive behaviour makes the adolescent to feel comfortable in the presence of parents, which attributes values and worth to the adolescent. According to Thomas, et al., (1974), "parental support is behaviour manifest by a parent toward a child

that makes the child feel comfortable in the presence of the parent and confirms in the child's mind that he is basically accepted and approved as a person by the parent". Thus it logically follows that cohesiveness makes adolescent to feel comfortable and react effectively with the intermediate environment. Parent-adolescent cohesion helps to develop self-confidence and an ability to set clear goals (Strage, 1998). Several studies conducted on adolescent revealed that parental support strongly related to dimensions of self-esteem (Gecas, 1971; Wang, 2007). Thus, from the above discussion, we hypothesize that:

H2: there is positive relationship between parent-adolescent cohesion and adolescents' level of self-esteem.

Parent-adolescent conflict and compulsive buying

The "family interactional theory" explains the role of intergenerational conflict in adolescents' life. According to this theory, intergenerational conflict is the causal factor of adolescents stress and tension. Buehler and Gerard (2002) revealed that greater parent-adolescent conflict has been associated with increased adolescents externalizing and internalizing problems. The internalizing problem is mainly concerned with adolescent depression and anxiety, while externalizing problem aggression and delinquency (Branje et al., 2009). Previous literature reviews revealed that adolescents having more conflicts with their parents generally have lower levels of self-esteem and develops some risky behaviour (Tucker, Mchale, and Crouter, 2003).

Thus, as a whole, it has been seen from the above discussion that conflict in a family environment is resulting in stress and depressive symptoms among the adolescents. Of all the life stages, it has been seen that adolescence is a period in which large number of transitions are there, including biological, social and psychological changes (Byrne, Davenport and Mazanov, 2007). Therefore, it can be postulated that interpersonal conflict has a positive relationship with the adolescent compulsive behaviour.

H3: there is a positive relationship between parent-adolescent conflict and adolescent compulsive buying behaviour.

Parent-adolescent conflict and self-esteem

During an adolescence period, it has been seen that adolescents have increased the desire for autonomy and self-independence. Adolescents' demands for autonomy and independence resulted in stress and tension among the family members (Robert et al, 2004; Laursen & Collins, 1994). Such stress and tension are not treated well in a family

environment and hence resulted in unresolved parent-adolescent conflict, which resulted into the lower level of adolescents' development of self-esteem. Park & Tansuhaj (1991) stated that "Degree of conflict is negatively related to love and empathy and is positively related to guilt and shame". i.e. adolescents generally feel shame and embarrassment as well as they loss respect in their parents. It has been perceived that negative feelings that come from parent-adolescent conflict are accumulated and reduces the adolescents' level of self-esteem. Thus we hypothesize that:

H4: Adolescents who are showing more conflicts with their parents generally have lower levels of self-esteem than those having less conflict.

Adolescents' self-esteem and compulsive buying behaviour

Now here we will link the adolescents' level of self-esteem with their consumptive behaviour, i.e. with their compulsive buying behaviour. Larson and Richard (1994) reported that adolescents have a feeling of self-conscious and embraced about five times more than their parents. Adolescents have high self-consciousness and social anxiety which makes them more receptive about the advertisement and different brands. (Masten 2004) reported that "the goal of most image advertising is to suggest that the featured brands help a person look better, feel better, attract sexual interest, and impress friends". Pettit and Sivanathan (2011) revealed that the persons with low self-esteem generally purchase luxury goods on credit to repair their self worth. We propose here that the parent-adolescent relationship may have an indirect impact on adolescent compulsive behaviour through their influence on their adolescents' self-esteem. Specifically, we argued that the parent-adolescents, relationships influence the degree to which adolescents develop their self-esteem, which in turn have an impact on adolescent compulsive buying behaviour. For instance an adolescent who is very close to their parents and has an intimate relationship with their parents reported a greater sense of control over themselves, highly optimistic and personal satisfaction (Moore & Elizabeth 1996). Thus, the adolescents who feel distanced from their parents would experience a certain loss of control, less optimism and lower level of self-esteem.

H5: Adolescents with lower levels of self-esteem has a higher incidence for the adolescent compulsive buying behaviour.

Mediating role of self-esteem

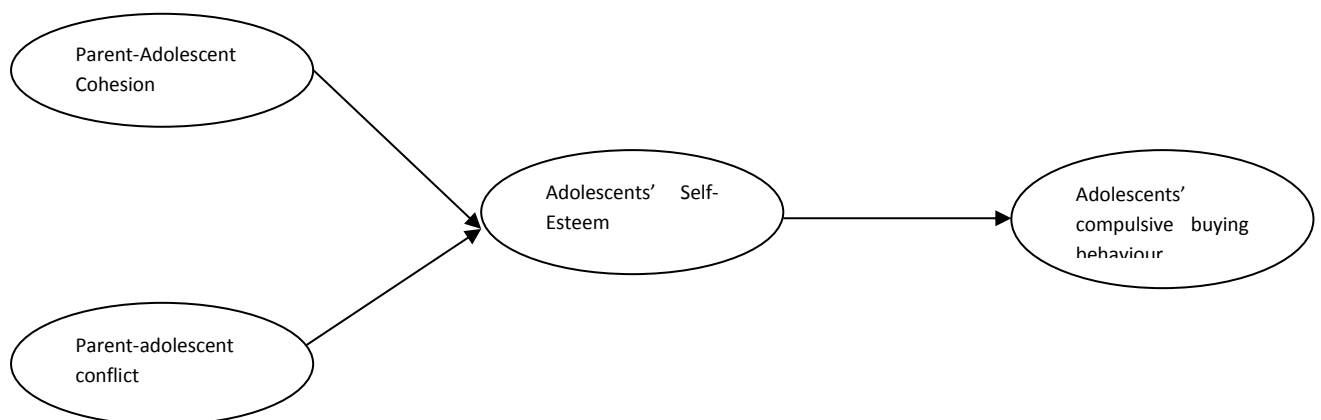
We propose here that two specific parent-adolescent relationships may have an indirect influence on the adolescents' level of compulsivity through the influence of adolescents' self-identity. Specifically, we proposed that parent-adolescents, relationships define the adolescents' development of self-esteem, which in turn influences the degree of their compulsivity. For example, adolescents who are more close to their parents reported a greater sense of general control over their lives, greater optimism, and personal satisfaction (Moore & Elizabeth 1996). Adolescents who feel distanced from their parents would experience a certain loss of control, lessening of optimism and lower self-esteem. And adolescents' compulsive behaviour and material possession of goods is generally associated with their level of self-esteem (Faber et al. 1989; Khare, 2012; Ditmar, 2005).

In accordance with the same mechanism on parent-adolescent cohesion, we hypothesize the mediating effect of self esteem on the relationship between parent adolescent conflict and adolescent compulsive buying behaviour. In other words, the expected effects of two (i.e. Parent-adolescent cohesion and conflict) would have a lesser impact on adolescents compulsivity if adolescents possess a higher level of self-esteem. Thus we hypothesize that:

H6a: Parent-adolescent cohesion and adolescents compulsive buying behaviour is fully mediated by the adolescents' level of self-esteem.

H6b: Parent-adolescent conflict and adolescents compulsive buying behaviour is fully mediated by the adolescents' level of self-esteem.

Figure 2: A full mediation model (Model 2)



Research Methodology

Measures

This research model employed 23 items as multiple indicators for 4 constructs. Throughout these constructs, 5-point Likert-scale ranging from 1 ('do not agree at all') to 5 ('totally agree') with the midpoint 3 being neutral being employed.

Compulsive buying was measured by Robert and Tanner (2003) eleven item compulsive buying scales. It is used because of its shortness and convenience. Most of the items were reworded to enhance its suitability to the adolescents. Few items of this scale were deleted because of their irrelevance to the adolescents. The deleted items include the questions about writing cheques, payday, and credit cards. The internal consistency of the scale was checked by cronbach alpha. In this study $\alpha = .89$.

Parent-adolescent relationship scale: it is section of two questionnaires designed to test parent-adolescent relationship dimensions. This section contains a total of 13 items covering the two underlying dimensions: parent-adolescent cohesion and parent-adolescent conflict. The parent-adolescent cohesion was measured by Olsen (1983). It consists of 10 items, but only 6 items has been used here. The reliability and validity of the scale were demonstrated by (Lim et al. 1990). The internal consistency was measured by cronbach alpha, which deemed acceptable ($\alpha = 0.85$). Again the parent-adolescent conflict reflects the amount of openly expressed anger, aggression and conflict between parent and adolescent. The items were taken from the Wang (2007). The reliability of the scale was checked by cronbach alpha, which deemed acceptable ($\alpha = 0.81$).

Self-esteem: Rosenberg (1965) self-report instrument is used for evaluating individuals' self-esteem. This section contains a total of six items. The internal consistency was measured by cronbach alpha, which deemed acceptable ($\alpha = 0.77$).

Pilot testing

In order to check the feasibility and to reveal any potential deficiencies in the questionnaire, a pilot study was conducted on the sample of 25 adolescents. There were no concerns with the question format, wordings based on the results of a pilot study. Thus, all the questions were retained.

Sample

Three hundred Indian adolescents (15-18) years completed the self-report questionnaire for this study. Surveys were completed at different secondary schools from different regions in India. The final sample consisted of 197 males (65.66%) and 103 females (34.33%). The average age of respondents was 16.66 years. Seventy-eight respondents were from dual earner families, representing 26 % of the sample. Some sample characteristics can be found in table 1.

Table 1: Sample Characteristics

Sample characteristics	
n=300	
Gender	%
Male	65.66
Female	34.33
Family Income	%
Under Rs. 10000	17
Rs. 10001-20000	24
Rs. 20001-30000	14
More than Rs. 30000	45
Family Structure	%
Dual Earner	26
Single Earner	74

Data analysis

Measurement Model

AMOS 20 was used for all analysis. We first assessed the measurement model followed by a structural model for hypothesis testing following the guidelines of Anderson and Gerbing (1988). We first report the results of the confirmatory factor analysis (CFA).

As per our CFA results, the goodness of fit measures for the data are ($\chi^2= 290.01$; $p<0.001$, CFI= 0.921, NNFI= 0.91, RMSEA=0.04). Factor loadings of each item and composite

reliability and AVE are shown in table 2. t – Value exceeds the 1.96 value (Anderson and Gerbing, 1988).

Table 2

Construct	Description	Loadings	Composite Reliability	Cronbach Alpha	AVE
Compulsive Buying					
CB1	When I go shopping, I buy things I had not intended to purchase.	0.838	0.843	0.89	0.556
CB2	It is fun to buy spontaneously.	0.834			
CB3	When I see something that really interests me, I buy it without considering the consequences.	0.76			
CB4	I am a person who makes lots of unplanned purchases	0.864			
Parent-Adolescent Cohesion					
PAC1	I can count on my parents to help me out if I have a problem.	0.784	0.89	0.85	0.597
PAC2	My parents and I do fun things together.	0.88			
PAC3	Our family eats dinners together.	0.69			
PAC4	Members of my family are very close and get along well.	0.85			
PAC5	Our family enjoy doing things together.	0.88			
PAC6	Family members are supportive of one another during difficult times.	0.79			
Parent-Adolescent Conflict					
PA1	My parents punish me by sending me out of the room.	0.77	0.833	0.81	0.598

PA2	My parents will not talk to me when I have displeased them.	0.87			
PA3	My parents avoid looking at me when I have disappointed them.	0.66			
PA4	My parents discipline me a lot.	0.866			
PA5	My parents get angry and yell at me.	0.78			
PA6	My parents hit me or threaten to do so.	0.74			
PA7	My parents find fault with me.	0.67			
Self-Esteem					
SE1	In general, I like the way I am.	0.828			
SE2	Overall I have a lot to be proud of.	0.616			
SE3	At times I think I am no good at all.	0.682			
SE4	I feel that I have a number of good quality.	0.79			
SE5	In general, I feel satisfied with myself.	0.779			
SE6	I am not good at making other people like me.	0.61			

From Table 2, we found that factors loadings are high and significant, thus it confirms the convergent validity of the constructs (Bagozzi and Yi, 1988). Here we have also calculated cronbach alpha and the composite reliability. The value of cronbach alpha ranged from 0.77 (self-esteem) to 0.89 (compulsive buying) whereas, composite reliability ranged from 0.76 (self-esteem) to 0.89 (parent-adolescent cohesion) (shown in table 2). In order to test the discriminant validity (table 3) average variance extracted (AVE) for each pair of construct and comparing this to the squared correlation between the two construct (Fornell and Larcker, 1981).

Table 3: Table for discriminant validity

	CB	PAC	PA	SE
CB	0.556			
PAC	0.24	0.597		
PA	0.34	0.371	0.598	
SE	0.25	0.178	0.102	0.58

* **CB= Compulsive buying; PAC= Parent-adolescent cohesion; PA= Parent-adolescent conflict; SE= Self-esteem**

Structural Model

The results of the measurement model provide a valid and reliable measurement items which was further used to evaluate the structural model of this section. The fit indices of the hypothesized structural model were as follows: $\chi^2 = 1.17$; GFI= 0.94 $p < 0.001$, CFI= 0.923, NFI= 0.901, RMSEA=0.039.

Hypothesis testing

Estimated path coefficients based on the Model 1 are summarized in Table 4. As shown, both parents-adolescent cohesion and conflict are found to significantly influence the adolescents' level of self-esteem, evidenced by the significant direct impacts between parent-adolescent cohesion and self-esteem, and that between parent-adolescent conflict and adolescents' self-esteem. Such direct impacts are supported consistently by our data. In other words, H2 and H4 are supported in this study. On the contrary, the estimates of both paths (a) and path (b) is found to be statistically insignificant ($p < 0.01$), which implies that neither parent-adolescent cohesion nor parent-adolescent conflict has a direct influence on adolescents compulsive buying behaviour. Thus, H1 and H3 are not supported. However, it may be too early to make any claim about the mediation role of self-esteem at the moment.

As suggested by Baron and Kenny (1986), self-esteem may be said to function as a mediator when: (1) variations in levels of parent-adolescent cohesion and conflict significantly account for variations in self-esteem; and (2) variations in self-esteem significantly account for variations in adolescents compulsive buying. The current results based on figure1 fail to show a significant effect between self-esteem and compulsive buying. Thus, further analysis is needed before the hypothesis that "self-esteem fully mediates the relationships between parent-adolescent cohesion, conflict and compulsive buying behaviour" (i.e., H6) can be verified.

Table 4: Path estimates Goodness of fit indices (Partial Mediation Model)

Path	Path Estimates based on Full Model
PAC----> SE	0.79** (0.90)
PA----> SE	0.48** (0.52)
PAC---->CB	1.27 (0.69)
Path a	
PA---->CB	1.1 (0.52)
Path b	
SE---->CB	1.07 (-0.54)
Fit Indices	
χ^2/df	1.17
GFI	0.94
CFI	0.923
NFI	0.901
RMSEA	0.039

Unstandardized (Standardized) path estimates.

* $p < .05$; ** $p < .01$

The insignificance of path (a) and path (b) as reported in Table 4 suggest that the two paths should be fixed to zero—which conforms to the hypothesized structure of a full mediation model depicted in figure 2. Thus, a second estimation is carried out based on figure 2, which postulates that self-esteem fully mediates the influences of parent-adolescent cohesion and conflict on adolescent compulsive buying behaviour. The estimation results based on figure 2 are reported in Table 5. As evidenced by the fit indices, figure 2 is also an adequate model in fitting the data. The χ^2/df indices based on the data set, are consistently less than 2. GFI, CFI and NFI are all greater than 0.90, and RMSEA is between 0.03 and 0.05. As a matter of fact, figure 2 does not differ from figure 1 in terms of data fit. The insignificant χ^2 difference indicates that the two models fit the data equivalently well (Arbuckle and Wothke 1999).

Table 5: Path estimates and Goodness-of-fit Indices (Full Mediation Model)

Path	Path Estimates ² based on Full Model
PAC----> SE	0.50** (0.48)
PA----> SE	0.49**(0.53)
SE---->CB	1.29** (0.65)
Fit Indices	
χ^2/df	1.25
GFI	0.96
CFI	0.97
NFI	0.96
RMSEA	0.025

As shown in Table 5, the paths between parent-adolescent conflict and self-esteem, and those between parent-adolescent cohesion and self-esteem are positive and statistically significant ($p < 0.01$). Thus, the notion is supported that both parents-adolescent cohesion and conflict have a direct impact on self-esteem.

Regarding the path between self-esteem and adolescents' compulsive buying, data set support a positive and statistically significant relationship ($p < 0.01$) between the two variables, see Table 5. This, together with what has been found regarding the non-existence of a path (a) and (b) in Model 1, suggests that both parents-adolescent conflict and cohesion influence adolescents' compulsive buying through self-esteem. In other words, self-esteem is found to fully mediate the said relationships with adolescents' compulsive buying.

Thus, it can be argued that, the families having ineffective parenting practices and negative family environment during adolescence period resulted into behaviourally difficult adolescent who may be intentionally or unintentionally become proactive with his/her parents.

The problematic behaviour of adolescent invokes the necessity of considering the role of adolescent self-esteem to a greater extent (Janson & Matheisen, 2008). The parent-adolescent relationship is mainly coincides with adolescent years. Previous studies have documented the parent-child conflict during this developmental period (Lerner & Galambos, 1998) and the findings of this study conclude that the adolescent compulsive behaviour is the result of such conflicts. Adolescent problematic behaviour, emotions can influence their surroundings and can be the sources of tension and stress among the family members.

Discussion

The main objective of the study was to investigate the adolescent compulsive buying behaviour which would be affected by the parent-adolescent relationships through the adolescents' level of self-esteem. Results reveal that, parent-adolescent cohesion and conflict has an indirect impact on adolescent' compulsivity. Lower level of self-esteem and high compulsivity prospectively predicted decreases in family cohesion and increases in family conflict. The findings of the study reveal a theoretical framework which focuses on parents' effect on adolescents' behaviour. This is congruous with the conclusions of the previous researches which imply that adolescent behaviour is the powerful predictor of parent-adolescent relationship and negative family environment is the main cause of adolescent problem behaviour (Hafen & Laursen, 2009). We have hypothesized that parent-adolescent cohesion as well as conflict determines the level of self-esteem. Results revealed that more parent-adolescent cohesion implies a higher level of self-esteem among adolescents. While, higher intergenerational conflict in families resulted into the lower level of self-esteem. Again, it was hypothesized that the adolescents' level of self-esteem has a negative relationship with adolescents' compulsivity. Thus, it supports the findings that adolescents with lower levels of self-esteem have a high tendency of the compulsive possession of the material goods. i.e. self-esteem has a direct influence on the adolescents psychological health (Wilkinson,2004; Robert et al., 2004).

Given the increasing conflicts in parent-adolescent, it is imperative for practitioners to understand what factors influence the formation of adolescents' self-esteem and compulsive buying behaviour. Though there has been ample evidence in the literature that parent-adolescent cohesion, conflict and self-esteem all play a role in determining adolescents compulsivity, self-esteem remains as which is the most salient interim factor that influences adolescents' compulsivity. The current study, utilizing substantive data from adolescents, provides a good opportunity to re-examine the said relationship in the adolescent compulsivity context. It contributes to the existing literature in the following three ways. (1) It confirms that a higher parent-adolescent conflict and lower parent-adolescent cohesion contributes to a lower level of adolescent self-esteem, which in turn increases adolescent compulsive buying behaviour. (2) Though parent-adolescent conflict and cohesion are well-known causes of compulsive buying, direct links between these two variables and compulsive buying are not supported in the current study. Instead, the

indirect links via self-esteem are found to be significant, which is supported by our data set. Findings from this research indicate that adolescents' self-esteem is a closer measure in forming adolescents' compulsivity. A few important managerial implications are readily available for the current study. First, parent-adolescent cohesion is the key to retain adolescents' self-esteem. Depicted in the verified full mediation model (figure 2), Parent-adolescent cohesion and conflict are the exogenous (independent) variables in the structural model. In particular, parent-adolescent cohesion explains on average 73% of variations in adolescents' self-esteem.

Previous literatures to date specifically investigated the incidence of adolescents compulsive buying could be affected the relationship with their parents. The evidence presented here is that adolescents' relationships with parents play an important role in adolescents' compulsivity. In addition, the main effects of parent-adolescent relationships (i.e. Cohesion as well as conflict) appear to be on the adolescents' level of self-esteem rather than directly on their compulsive buying behaviour. This study revealed that the quality of intergenerational relationships in adolescent developmental period plays a vital role in the construction and evaluation of adolescents "self-identity" and self-esteem.

Practical and Theoretical Implications

The findings of the present study have important implications for marketers, academicians, consumers and social policy makers. The study about this particular group of people is important as this behaviour of people have given out different consequences for both the compulsive and non-compulsive individuals. As per the economic and social issues are concerned the amount of unmanageable debts have influenced both the buyer itself and their families. Thus, sometimes it acts as negative aspects of consumer behaviour and hence it is necessary to study about the field's further development. Nancy (2008) has given an extended conceptualization and the new way for measuring compulsive buying. But, whatever studies on compulsive buying were done based on bricks and mortar environment. Hence a new conceptualization is still needed to be further explored. Moschis et al (2009) has developed a theoretical framework and studied about the adolescents' compulsive buying behaviour, it was basically a life course study in France. Moschis et al. (2009) reported the role of self-esteem in individuals' compulsive behaviour, but not examined this relationship in their framework.

This study has important public policy implications. Ridgway et al (2008) research findings revealed that larger percentage of consumers are affected by compulsive buying tendencies than what has been previously documented in previous studies. Moreover, the number of compulsive buyers are spreading and increasing from USA to Europe and then to Asian countries. Thus, globally most of the people are either affected or at a risk of becoming so and may subsequently undergo negative emotional, social, economic, or even legal consequences because of their compulsive buying tendencies. The public policy spokes person should work on determining the possible step to stem this increasing trend as well as develop effective policies and programs for the affected consumers. Concerted efforts can be done like citation of websites that could provide links to compulsive buyers, providing different services, self-help books and free online contents.

In public domain, compulsive buying have a negative influence on the natural environment as we quickly destroying earth's resources during starvation for more. Furthermore, the other possible negative outcomes of compulsive buying are personal bankruptcies and other credit card debts. It is requisite and of vital importance to understand about the specific aspects of this compulsivity and how it is cultivated among the individuals during the adolescence period, because it is the age during which different psychological changes and individuals consumption related values and behaviour are formed.

In the marketing era of social responsibility, if marketers either knowingly or unknowingly encourage compulsive buyers about the purchases, who cannot pay for their purchases which have a potential impact on the individuals' personal psychological and financial conditions (Kerin et al 2011). If compulsive buyers, who are not able to pay for their purchases, are encouraged by marketers to increase their consumption results into negative outcomes which affects individuals personal, psychological, and financial situations. According to Bragg (2009) "Financial institutions providing retailer and customer credit, retail institutions, all other consumers, as well as nations economy can become subject to the increasing costs realized by compulsive buyers' mounting non-collectable debts". Apart from emphasizing on negative aspects of compulsive buying it has been necessitated to make some theoretical contribution in the emerging markets. Here we believe that we have supplemented just a bit in this direction.

In the end, we would like to add few more points that individuals' compulsive behaviour has increased the attention of the marketers especially in last decades. If we use

trend analysis for the research publications we can surely get good number of researches in this field in the coming future.

Limitations and Future Research

Here we acknowledge certain limitations of the present study. Firstly, we use convenience sampling for selection of data. The samples are under very narrow age group (15-18) years. Thus, it provides a useful starting point to think about the hypothesis testing in a more diverse sample.

Secondly, to what extent we generalize our findings to other countries? As India is a developing country with comparably well developed mixed economy and cultural diversity. Here our study mainly focused on adolescent psychological behavioural development in family context. As discussed earlier in different sections that, there are many other contexts such as peer relationship, school environment etc, this may influence adolescent psychological development. Our study findings were based on only the adolescents' perception of self-reports and their perception about parental conflict or cohesion. It is argued that more confidence could be obtained if the analysis were done with the parental report of adolescent behaviour and family environment. Since the study is not of longitudinal in nature so it raises the question about the temporal precedence of the behaviour. Thus, in future a longitudinal study needed to be done to eliminate different prospective effects.

The findings of the study could be generalized to some extent to other nations having similar culture and economy structure. Further research in other countries such as Canada, where exists a noticeable difference in market environment, culture, economic conditions would increase the confidence of the generalizability of the findings. Here in present model authors have taken only the parent-adolescent relationships, but the study could be refined further through incorporating peer- influence impacts. Peer communication has an influence on both adolescents' decision making (Singh and Nayak, 2014) as well as adolescents' development of self-esteem. According to family systems theory, "the parental relationship should not be ignored when studying parent-adolescent relationships". One direction in future study should be to scrutinize how the interpersonal conflict (i.e. marital conflict) has an influence on the adolescent's psychological functioning.

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