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## RISK MATTERS: HOW EFFECTS BETWEEN IMPULSIVE, COMPULSIVE BUYING AND BRAND KNOWLEDGE

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**Abstract:** *The research explored how perceived risk moderates the relationship between impulsive buying, compulsive buying, and brand knowledge. A 6-month cross-sectional survey was used to collect data among a variety of different respondents with relevant behaviors by stratified random sampling. Scales of impulsive shopping, compulsive spending behaviors, brand expertise and perceived risk had been drawn upon for the previous studies. The results also show that while impulsivity and variety seeking have a positive effect on brand knowledge, the strength of their impact declines as perceived risk increases. Limitations include the cross-sectional nature of these analyses and self-report bias; thus, generalizability may be limited. This groundbreaking study demonstrates that the de-risking of consumer behavior can be an effective strategy, which may inform both marketing and policy making.*

**Key words:** *Impulsive Buying, Compulsive Buying, Brand Knowledge, Perceived Risk, Behavior Intention*

### 1. INTRODUCTION

The consolidation of purchasing by understanding buying behaviors in today's market of high-speed consumers is a point that must be strongly well-known [11] for both marketers and researchers. Impulse and compulsive buying emerged as two important consumer behaviors affecting brand knowledge [23].

Spontaneous and unplanned purchases motivated by immediate desires in impulsive buying, chronic and repetitive purchasing behavior controlled as cannot be restricted commonly associated with compulsive purchase followed by distress [3]. Consumer loyalty, pleasure, and purchase behavior have long been examined under the umbrella of consumer behavior in general as well as their influence on several customer-related outcomes [43].

For example, impulsive buying can be a function of emotions, promotional cues, and situational factors. Retailers often view it as good behavior since it has the potential to boost sales and move existing stock. But for the consumer, making a retail purchase on impulse may end in disaster if expensive items were bought thoughtlessly [7].

Compulsive buying on the other hand is commonly associated with psychological behavior such as anxiety and depression, leading to low self-worth. Compulsive buyers shop to soothe negative emotions, leading to momentary relief but followed by guilt and perhaps more negativity [11].

Such behavior is not only bad for the person's financial health but also affects their relationships and quality of life. Impulsive buying and compulsive buying are matters of importance for marketers because these can affect brand preferences as well as the purchase decisions made by consumers [27].

Perceived risk, or the potential negative consequences that a consumer think might ensue from making a purchase [37], is an important influence on these buying behaviors but has gone largely unexplored. There are financial risks, performance risk (the chance of looking incompetent), social risk (making a bad impression on others), and psychological risks [35].

Insight into the effects of the interaction on perceived risky shopping across the consumer groups is important for understanding their

decision-making and may inform marketing strategies to help mitigate such risks [2, 6].

Brands that are most familiar to consumers have a very high level of trust, loyalty, and preference because consumers have the highest level of brand knowledge [17].

Yet, the connection between purchase behavior and brand knowledge is not immediate. Impulse buyers, for example, should have high brand awareness (after all, you can't decide to purchase a zero-waste coffee cup from an online ad if you've never heard of the company, right?) but likely demonstrate low levels of brand loyalty as their purchases are not based on long-standing relationships with brands [28]. In contrast, compulsive buyers will form powerful emotional bonds to specific brands as they develop their coping strategies [1].

The paucity of extant literature addressing this gap creates a challenge for academic researchers and marketing practitioners in understanding the role perceived risk plays in these key consumer behaviors, with attendant consequences to brand knowledge. Unless this relationship is understood, marketers will face challenges in addressing the concerns of impulsive and compulsive buyers and building brand loyalty.

This paper analyzes moderators in both impulsive and compulsive buying processes, i.e., perceived risk, against which brand knowledge offers customers protection. More precisely, it analyzes the direct impact of impulsive buying on brand knowledge and examines the effects of compulsive purchasing behavior on brand awareness. It also examines how perceived risk affects the relationships of impulsive buying and compulsive buying with brand knowledge, understanding the utility in these cases.

By adding perceived risk as a moderator of brand knowledge, which has never been explored before, it aims to offer a more complete understanding of how these buying behaviors influence management and what marketers can do to better handle customer concerns related to higher-perceived-risk purchase decisions.

This study on consumer behavior adds to the literature by identifying significant perceived risk dimensions associated with impulsive buying and compulsive shopping. Prior research

has predominantly examined the direct effects of these buying behaviors on consumer outcomes, and little is known about how perceived risk may influence such relationships. These results explain the role that risk perception plays as moderator and therefore enhance current conceptualization of consumer choice.

In practical terms, the research should help those marketing strategies to tailor their responses, i.e.; identifying consumers who require extra attention when it comes supporting them, and which of these trigger features is most relevant for each. Retailers can use steps to reduce perceived risk - like offering money-back guarantees and detailed product information or showing customer reviews. They are part of strategies which create confidence in customers and result in more positive purchasing behaviors. Further, as marketers gain a greater understanding of the needs and motivations behind impulsive and compulsive consumers, they can build more customized brand marketing messages to them, which in turn creates a stronger emotional connection with the buyers.

This study, therefore, contributes to the theoretical and managerial knowledge on consumer buying behaviors in terms of dynamics and perceived risk as well by providing implications for brand management along with practical recommendations on marketing strategies. This research also contributes to the literature by examining how perceived risk moderate's factors that influence intention, furthering the ability of marketers and researchers to better understand consumer behavior and generally enhance their experiences.

## **2. LITERATURE REVIEW**

### **2.1 Theoretical Foundation**

With the creation of Dual Process Theory by Daniel Kahneman and Amos Tversky in 1979, we may have an easily understandable model to comprehend how impulsive and compulsive buying behavior are orchestrated inside our minds. According to this theory, human decision-making can be characterized by two stages of cognitive systems [12], i.e.; System 1 and System 2. System 1 is quick, automatic and instinctive which drives compulsive buying

decisions purely based on immediate gratifications & emotional responses [14].

On the other hand, System 2 is slow, deliberative and analytical; typical processes often associated with less impulsive purchasing decisions but can again influence compulsive buying behaviors through repeated actions used on routine purchase choices [5]. In the present study, Dual Process Theory explains how perceived risk serves as a boundary condition to influence these buying behaviors and brand knowledge.

When perceived risk is high, consumers may look towards System 2 more and engage in systematic thinking that calls for extensive decision-making, so the relationship of impulse buying to brand knowledge should not be strong [8]. When they perceive minimal risk, System 1 may become more prevalent and result in spontaneous purchases that receive continuous exposure that builds up brand knowledge [20].

Consequently, an integrated approach of the two pathways from impulsive and compulsive buying to brand knowledge is supportive of Dual Process Theory, which can provide great implications for understanding consumer behavior as well as marketing principles.

## **2.2 Impulsive Buying and Brand Knowledge**

In the Dual Process Theory, impulsive buying is essentially caused by System 1, i.e.; quick and automatic thinking according to intuition. It is the subconscious mind of an individual which drives impulsive decisions, instant emotions in decision making, and triggers a consumer to spend on an unplanned purchase [25].

Turning to a spontaneous purchase, consumers will be more likely faced with options from various brands on a regular basis and in a less purposeful way [21]. Through this repeated exposure and brand knowledge can be strengthened by boosting brand recognition and recall.

As consumers perform these impulse information gathering exercises, they expose themselves to increased knowledge of various brand attributes such as price or quality and become more facile with categorizing brands into distinct sets [19].

As a result, the impulsive buying behaviors create frequent and varied interactions with brands that help increase brand awareness, therefore increasing their understanding [16]. Several hypotheses are proposed from the Dual Process Theory; accordingly, it is expected that impulsive buying activity would enhance brand knowledge.

**H1:** Impulsive buying has a positive effect on brand knowledge.

## **2.3 Compulsive Buying and Brand Knowledge**

Dual Process Theory explains compulsive buying as cognitive processes are represented [20]. Although System 1 drives the emotional, impulsive aspects of many initial compulsive buying episodes, much behavior shifts to a more deliberate and automatic process governed by System 2 [25]. Habitual consumers, or those compulsive buyers who purchase repeatedly or in reaction to emotional intensity, make many visits and purchases of the same goods from brands on a regular basis. This regularity of use leads to a greater level of brand familiarity, which in turn furthers the knowledge that these consumers hold about their favorite brands [39].

Compulsive buyers, by purchasing and using the same brands multiple times over time, end up having very detailed knowledge about their attributes, quality, or overall service. The repeated purchase and use of a brand help to form more solidified, effective associations in our heads [26]. Right in line with the Dual Process Theory, it is expected that compulsive buying has a positive relationship to brand knowledge.

**H2:** Compulsive buying has a positive effect on brand knowledge.

## **2.4 Moderating Role of Perceived Risk between Impulsive Buying and Brand Knowledge**

Drawing on the Dual Process Theory, we argue that perceived risk impacts impulsive buying behaviors and their subsequent outcomes through System 1 processes of fast, automatic processing or slower deliberate reasoning (System 2) [30].

System 1 controls when perceived risk is low, thus promoting a reliance on more emotional and unprompted purchases related to immediate desires [32]. This, in turn, leads to multiple and diverse touch points with a brand, making purchasing decisions based on the characteristic behavior of impulsive buying, which results in frequent exposures and experiences augmenting overall understanding and knowledge [4].

But when risk is high (or perceived to be), consumers become careful and System 2's analytical processing gets involved. As a result, one begins to think longer and harder about the consequences where negative outcomes are considered, decreasing impulse buying [13].

This reduces how many and what kind of brand interactions take place, effectively dampening the impact of impulsive buying on brand knowledge [22]. Therefore, perceived risk plays the role of a moderator in that impulsive buying leads to brand knowledge more effectively at low rather than high perceptions of risk.

According to the Dual Process Theory, it is expected that perceived risk will moderate the link between impulsive buying and brand knowledge, making this relationship weaker when a high level of risk is perceived.

**H3:** Perceived risk moderates the relationship between impulsive buying and brand knowledge, such that the relationship is weaker when perceived risk is high.

## **2.5 Moderating Role of Perceived Risk between Compulsive Buying and Brand Knowledge**

Fast decision-making aspects attributable to System 1 and contrasting it with the deliberate reasoning stemming from the slow processing style of System 2 (dual process theory), we elucidate how risk perceptions in compulsive buying may shape its consequences on brand knowledge [41].

System 1 effects are presumed to be at work during the phase where initial purchases become a compulsive pattern. When we opt to consume specific brands, our involvement with that brand increases, and since branding is needed (or at least recommended) long before the purchase decision, your automatic pilot interaction into

the pattern precludes you from exploring other arcane options out there [33].

In contrast, high levels of perceived risk trigger System 2, a more cautious and analytical processing that primes consumers to deliberate their choices carefully in fear of an undesirable outcome [24]. The added focus on spending means that the automated aspect of habitual compulsive buying becomes harder to access, which might mean someone buys less than they would have or experiences weaker brand engagement over a protracted period [41].

As a result, the positive effect of compulsive buying on brand knowledge is weakened when perceived risk is high. Consequently, based on the Dual Process Theory, we propose that perceived risk will moderate the relationship between compulsive buying and brand knowledge such that this link is weakened when perceived risk is high.

**H4:** Perceived risk moderates the relationship between compulsive buying and brand knowledge, such that the relationship is weaker when perceived risk is high.

## **2.6 Moderating Role of Perceived Risk between Brand Knowledge and Behavioral Intention**

It has been suggested that the Dual Process Theory (DPT), which references two distinct systems, i.e. System 1 and System 2. Where System 1 operates automatically at a fast pace with very little effort while System 2 is slow and demands more cognitive capacity [9], should be used to understand how perceived risk influences the relationship between brand knowledge and behavioral intention [36].

Consumers who have high brand knowledge usually have favorable associations and a strong depth of the brand image, which in turn elicits their behavioral intentions (to purchase, browse, etc.) [18]. Brand choices that are immediate and automatic, the result of repetition or familiarity with repeated positive experiences, can be processed more quickly by System 1 [10].

However, when the perceived risk is high, it triggers System 2, leading to more deliberate analyses of what can go wrong. This greater attention will weaken the influence of brand knowledge on behavioral intention [29]. Consumers tend to weigh risks more heavily

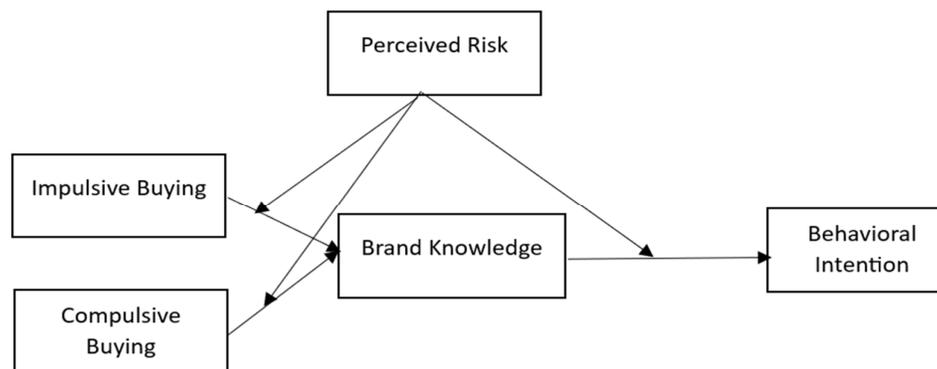
than positive branding. Thus, with greater perceived risk, increased brand knowledge will result in a weakened impact on behavioral intention [36].

So, based on the Dual Process Theory, it is proposed that perceived risk will moderate the relationship between brand knowledge and behavioral intention, making this relationship weaker when our perception of risks is higher. This leads to the following hypothesis:

**H5:** Perceived risk moderates the relationship between brand knowledge and behavioral intention, such that the relationship is weaker when perceived risk is high.

The research model is presented in Figure 1.

### 3. METHODOLOGY



**Fig. 1.** Research Model.

The survey was composed of previously validated scales, including the dimensions impulsive buying and compulsive buying, perceived risk, brand knowledge based on performance metrics, and behavioral intention. Further, demographic characteristics were obtained to examine the relevance of socio-demographic factors in relation to the study results. Subsequently, the collected data was examined through regression adjustment and moderation analysis to test proposed hypotheses and understand how variables of the research model were related. Using this approach ensured the rigorous collection and analysis of data, thus ensuring that researchers were able to obtain new insights into how perceived risk moderate's relationships among buying behaviors, brand knowledge, and behavioral intentions.

### 3.1 Sample and Data Collection

The sample for this study included consumers that have buying behaviors in the past six months with impulsive or compulsive motives. We were distributed a survey that covers people from all demographics, which means we wanted to hear responses from varying age groups, gender identities, and income levels. This includes a stratified random sampling method [44] to ensure that people who participate in its research accurately represent the wider population of consumers. An online survey platform that allows us to quickly and effectively reach many people was used for data collection.

### 3.2 Measures

The constructs of the study were adopted from scales in previous works to assure validity and reliability. Perceived risk was assessed with the use of items based on Featherman and Pavlou (2003) [31], which represent different aspects like financial, performance, or social risks. We measured brand knowledge according to Keller [42] by means of indicators focusing on two dimensions: brand awareness and brand image. Behavioral intention, Ajzen (1991) [15] purchase/brand engagement items were used to measure this. Responses for each construct were measured on a five-point Likert scale level of agreement with its indicative statements against the respondents' perception and posture. This way, the assessment of constructs was more

holistic and hence data analysis can yield solid actionable insights.

**3.3 Demographics**

The demographic profile of the study participants was as varied as possible to provide a broad-based understanding of impulsive and compulsive buying across various segments of the population. Age, sex, income level (with multiple selections), educational attainment, and marital status are the key demographics that need to be surveyed. Age range was segmented as (e.g., 18-24, 25-34, 35-44, 45-54, 55+) to determine how buying behaviors change across different life segments. Gender (male, female) was entered as a factor to examine possible gender effects on impulsive vs. compulsive buying. Income levels (low income, medium, and high) were used to see whether affordability influences what people purchase or perceived risks. Levels of education, from high school to advanced degrees, were recorded to determine how much formal learning affects the purchase process. Further, this data included marital status, which helps analyze why behaviors in purchases and brand awareness differ. The demographic data would contribute to a more nuanced examination of the study's results and to determine variables related to consumer behavior.

**3.4 Reliability & Validity**

In the study, Cronbach's Alpha, Average Variance Extracted (AVE), and Composite Reliability (CR) were used to determine the reliability and validity of constructs. Each of the constructs showed good internal consistency, with Cronbach's Alpha values ranging from 0.84 to 0.90, above the recommended threshold level of 0.70. All constructs have AVE values above 0.50, which is a sign that their convergent validity is at adequate levels, with more than half of the variance in items being explained by each

construct. In addition, the Composite Reliability (CR) ranged from 0.87 to 0.92, which is above the threshold of 0.70, indicating that all constructs were reliable and internally consistent. These results provide evidence that the measures used in this study were reliable and valid, thus increasing confidence in the data obtained, Table 1.

**3.5 Correlation Analysis**

The correlation matrix table in Table 2 shows several significant relationships between the major variables in the current study. Impulsive Buying and Compulsive Buying are positively related ( $r = 0.45, p < 0.01$ ), implying that if a customer displays impulsive buying behavior, they are more likely to exhibit compulsive purchasing. Also, Perceived Risk is negatively related to both Impulsive Buying and Compulsive Buying ( $r = -0.30, p < 0.05$ ;  $r = -0.25, p < 0.05$ , respectively), meaning that higher Perceived Risk decreases the likelihood of these purchasing behaviors. Brand Knowledge is positively correlated with Impulsive Buying ( $r = 0.50, p < 0.01$ ) and Compulsive Buying ( $r = 0.55, p < 0.01$ ), indicating that these behaviors enhance brand knowledge. Finally, Perceived Risk is invalid linked to Brand Knowledge ( $r=-0.19$ ) at paces lower than 5% such result indicates that the greatest risk perceived by consumer less brand familiarity they have with a particular marque. Both impulsive and compulsive buying were found to be significantly related to Behavioral Intention (B-I), revealing that the higher a buyer concerned those variables, the more likely of shopping it sensitized. This result as correlation with Bi was also significant; so did branded purchase commitment. The relationships between buying behaviors, Perceived Risk, brand knowledge and Behavioral Intention are illustrated by these, Table 2.

*Table 1*

**Reliability and Validity.**

Construct	Source	Number of Items	Cronbach's Alpha	Average Variance Extracted (AVE)	Composite Reliability (CR)
Impulsive Buying	Rook and Fisher (1995)	5	0.85	0.60	0.88
Compulsive Buying	Faber and O'Guinn (1992)	7	0.90	0.65	0.92

Perceived Risk	Featherman and Pavlou (2003)	6	0.87	0.62	0.89
Brand Knowledge	Keller (1993)	5	0.88	0.63	0.90
Behavioral Intention	Ajzen (1991)	4	0.84	0.61	0.87

Table 2

Correlation Matrix.

Variable	1	2	3	4	5
1. Impulsive Buying	1.000				
2. Compulsive Buying	0.45**	1.000			
3. Perceived Risk	-0.30*	-0.25*	1.000		
4. Brand Knowledge	0.50**	0.55**	-0.20*	1.000	
5. Behavioral Intention	0.40**	0.45**	-0.15*	0.60**	1.000

\*p&lt;0.005, \*\*p&lt;0.001

Table 3

Path Analysis

Path	Standardized Coefficient ( $\beta$ )	Standard Error (SE)	t-value	p-value
Impulsive Buying $\rightarrow$ Brand Knowledge	0.35	0.07	5.00	<0.001
Compulsive Buying $\rightarrow$ Brand Knowledge	0.40	0.06	6.67	<0.001
Brand Knowledge $\rightarrow$ Behavioral Intention	0.45	0.06	7.50	<0.001
Impulsive Buying * Perceived Risk $\rightarrow$ Brand Knowledge	-0.15	0.04	-3.75	<0.001
Compulsive Buying * Perceived Risk $\rightarrow$ Brand Knowledge	-0.20	0.05	-4.00	<0.001
Brand Knowledge * Perceived Risk $\rightarrow$ Behavioral Intention	-0.10	0.03	-3.33	<0.001

#### 4. FINDINGS AND DISCUSSION

The researcher utilized regression analysis to research the connection between variables. This analytical approach, frequently alluded to as predictive analysis, uses the broadly involved technique for linear regression in research. The point was to survey the immediate effect of the independent variable on the dependent variable. In the underlying period of this segment, linear regression analysis was led to proving the exploration speculation. Accordingly, in the subsequent stage, intercession analysis was directed utilizing SPSS, Table 3.

The path analysis table depicts the relationships between impulsive buying, compulsive purchase intention dependent on brand understanding and independent variable with moderating effect or mediating function does perceive risk. This implies that not only the influence of impulsive buying ( $\beta = 0.35$ ,  $p < 0.001$ ) on brand knowledge is significant but also compulsive one does so by  $\beta$  value of .40

and a significance level lower than Impulse Buying ( $\approx <1\%$ ).

Brand knowledge positively influences behavioral intention ( $\beta = 0.45$ ,  $p < 0.001$ ): brand knowledge leads to higher intentions-to-act on the brand part. However, perceived risk negatively moderates the impact of impulsive buying on brand knowledge ( $\beta = -0.15$ ,  $p < 0.001$ ) and compulsive buying on brand knowledge ( $\beta = -0.20$ ,  $p < 0.001$ ), showing that those relationships can be lower when perception of risk is higher.

Perceived risk also has significant negative impact on brand knowledge and behavioral intentions ( $\beta = -0.412$ ,  $p < 0.001$ ) between the two moderators indicated that as perceived risks increase, the positive effect of a change in Brand Knowledge increases towards Behavior Intentions but at diminished rate.

This study complements and extends the prior research into impulsive and compulsive buying. The results are consistent with previous research that impulsive buying significantly improves

brand knowledge due to high-volume frequency shopping and unplanned purchases acting on System 1 heuristic, intuitive processes (Hypothesis 1).

Consistent with theories [19, 25], impulsive buying leads to brand exposure and familiarization as occurrences of impulse buys are frequent, spontaneous judgments that result in repeated interactions with multiple brands. Likewise, compulsive buying (i.e., the chronic purchasing behavior) that is driven by the pursuit of mood modification as a coping strategy positively influences brand knowledge (Hypothesis 2); this result echoes [39] characterization of impulsive buyers in their deepened ties with brands.

Compulsive buyers are those who repeatedly buy from certain brands and ultimately gain a deep understanding of product, service quality, and overall experience with these specific brands.

It is also in line with both Hypotheses 3 and 4, which show the important moderating effect of perceived risk as a negative driver for impulsive buying (to amplify brand knowledge) - or compress incorrect perceptions respectively [13, 24, 40]. In situations where the perceived risk is high, consumers trigger System 2 using thoughtful and logical evaluation which reduces impulsive behavior as well as purchase frequency.

As such, greater scrutiny would weaken impulsive and compulsive buying have on brand knowledge since those conditions of high perceived risk are not conducive to making hasty or reflex purchases.

Additionally, results show that brand knowledge to behavioral intention is also moderated by perceived risk in a negative way (H5). Interestingly, a high perceived risk can dampen the intention to interact with a brand even if consumers have much knowledge of that specific brand [29,36].

All the potential perceived risks related to a purchase could be more concerning than any beneficial associations and brand familiarity we started with, inducing greater caution in behavior supported by behavioral intention. This stresses the absolute urgency to manage risk perceptions of consumers for triggering purchases, supercharging brand engagements,

and ensuring that all held information about a brand produces good intentions.

This study thereby contributes to existing brand knowledge by illuminating the complexities of consumer behavior dynamics and shows that perceived risks play a key role in this process, which ultimately has implications for complementing contemporary brand management and marketing strategies.

Furthermore, this study, for the first time to the best of our knowledge, examines perceived risk as a moderate variable, providing useful information for marketing practitioners and researchers. Additionally, it offers insights for policymakers to create smarter interventions that not only increase access but also enhance the overall consumer experience.

The results of Hypotheses 1 to 5 reveal how impulsive and compulsive buying are related to perceived risk, brand knowledge, and behavioral intention. This highlights the necessity of considering these perception protocols in consumption marketing strategies.

## **5. CONCLUSION, IMPLICATIONS, LIMITATIONS AND FUTURE RESEARCH DIRECTIONS**

In sum, our research makes three key contributions regarding the moderating role of perceived risk in the impulsive and compulsivity - purchase behavior-brand knowledge relationship. The results of the study indicate that high brand knowledge is positively related to both impulse buying and compulsive purchase tendencies, but these relationships become weaker when perceived risk is higher.

This underscores the importance of perceived risk in how consumers make decisions. This research highlights the importance for marketers to reduce perceived risks with initiatives such as providing product information, money-back guarantees, and testimonials, moving beyond just substitution of trusted endorsement handles towards fostering brand relationships and creating favorable consumer behaviors.

It has been acknowledged here that the current research is equally valuable for both theoretical understanding of consumer behavior and crafting effective marketing strategies. Most importantly, it highlights policy interventions

which target providing new directions for improving consumer care.

### **5.1 Theoretical Implications**

This study has been able to make several theoretical contributions, as it integrates the Dual Process Theory and Protection Motivation Theory model in examining levels of perceived risk between impulsive - compulsive buying behaviors by brand knowledge on behavioral intentions. This type of marketing research provides additional insights into consumer behavior, implicitly or explicitly considering a feature that has always been considered important and yet was largely missing in the published academic literature: perceived risk.

Our results indicate that perceived risk drives the process of deactivating System 1 and switching-on System 2, leading to a significant strengthening effect in the way purchasing behavior affects brand knowledge development and behavioral intentions. This nuanced insight creates a holistic backdrop (scaffold) for future consumer decision-making research, attesting to the need of integrating emotional and rational mechanisms in models underlying human behavior.

This research provides a more comprehensive explanation about how the interaction of perceived risk and consumer buying behaviors affect their brand interactions as well as intentions, thereby leading to important implications in testing theoretical variables such as psychological context within general theories concerning consumer behavior.

### **5.2 Practical Implications**

For marketers and retailers trying to emphasize their strategies to best serve the consumption needs of impulsive/compulsive buyers, both the findings have practical implications. This suggests the need to reduce perceived risk in order that greater influence on brand knowledge and behavioral intentions by these buying behaviors is realized.

Make sure these fears can be easily cleared with things like detailed information on the product you are selling, money-back guarantees, or customer reviews and testimonials! Such

habitual brand knowledge is predicted to foster stronger relationships, and these should be facilitated by contextual elements marshaled for the increase in spontaneity of impulsive purchases with their frequency among frequent compulsive purchasers. Analyzing the type of impulsive and compulsive buying consumers engage in reveals underdeveloped motivations, leading to more effective personalized marketing campaigns for these two demographics that drive loyalty back toward a brand.

Such knowledge may further guide policymakers and consumer protection programs to advocate for improved product communication, providing transparent information that can aid consumers when making decisions about risk from impulsive/compulsion buying behaviors.

### **5.3 Limitations and Future Research Directions**

The present study provided important results that need further validation using behavioral data or experimental methods to study construct validity and reduce bias in future studies. Secondly, the sample was restricted to individuals who endorsed a past year impulse or compulsive buying symptom; therefore, it may not provide an exhaustive overview of consumer experience. Including a wider range of consumers in the sample could improve generalizability.

Additionally, future research may consider alternative moderators which might moderate the relationships under examination regarding impulsive and compulsive buying behaviors to brand knowledge. As an effect and even deeper proof of that, studying consumer behavior would be much more complex if those variables such as personality traits differ from every individual to another within the same culture or between different cultures.

In addition, exploring additional product categories and situations may further expose the impact of perceived risk in other purchasing surroundings. Future research on consumer behavior in different contexts can extend current findings and provide a more complete picture by overcoming the shortcomings mentioned above.

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### **Riscul este important: cum afectează riscul cumpărarea impulsivă, cumpărarea compulsivă și cunoașterea mărcii?**

Cercetarea explorează modul în care riscul perceput moderează relația dintre cumpărarea impulsivă, cumpărarea compulsivă și cunoașterea mărcii. S-a realizat o cercetare de piață transversală pe o perioadă de 6 luni. Ca instrument s-a utilizat chestionarul. Eșantionarea este aleatorie stratificată, iar respondenții sunt diferiți cu comportamente relevante. Studiile s-au bazat pe scările de caracteristicile cumpărăturilor impulsive, comportamentele de cheltuieli compulsive, expertiza mărcii și riscul perceput. Rezultatele arată, că în timp ce impulsivitatea și căutarea varietății au un efect pozitiv asupra cunoașterii mărcii, puterea impactului lor scade pe măsură ce riscul perceput crește. Limitările includ natura transversală a acestor analize și prejudecățile de auto-raportare; astfel, generalizarea poate fi limitată. Acest studiu revoluționar demonstrează că reducerea riscurilor comportamentului consumatorului poate fi o strategie eficientă care poate îmbunătăți atât marketingul, cât și elaborarea politicilor organizaționale.

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