

FACTORS AFFECTING THE COMPULSIVE BUYING BEHAVIOR AMONG CONSUMERS DURING ONLINE SHOPPING

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ABSTRACT: The consumer's internal factors are the most significant as they differentiate them from others in buying behavior. Consumers do have different needs, urges (physical, psychological) and for the satisfaction of their needs they adopt different kinds of behavior. The purpose of this research is primarily to identify and get insight into what main factors impact online compulsive buying behavior. Further, will investigate if any segments can be established by identifying the consumers and how they relate to identified factors. The scope of the present study consists of 700 respondents from Punjab, Haryana, and Chandigarh (U.T) and NCR who are regular online buyers had been selected for data collection. Six factors i.e. online compulsive buying behavior, internet addiction, behavioral response, materialism, self-perceived attractiveness and depression were identified which have significant impact on the online compulsive buying behaviour. The development of the internet has given consumers access to various products and provides them to choose the best one at just a click (from brick to click) and has resulted in other problems such as online compulsive buying. Today the consumer can search, choose, compare, make or see a review about the product online. This has paved the way to complex online consumer behavior, and the demands and expectations of consumers are increasing.

Key Words: *Compulsive Buying Behaviour, Materialism, Depression, Self-Perceived Attractiveness, Online Shopping*

INTRODUCTION

Consumers exhibit different buying behaviors due to their different sets of needs, wants and desires. The buying patterns are formed due to combinations of their social, cultural, psychological and environmental factors etc. Whenever an individual goes to shopping, directly or indirectly she or he has to go through some decision processes in order to make a purchase and all key decisions are influenced by internal and external factors. Every individual is a consumer, in this study; the word 'individual(s)' is used to interchangeably with consumer(s). The consumer's internal factors are the most significant as they differentiate them from others in buying behavior. However, the theorists of buyer's behavior (Howard and Sheth, 1969; Loudon and Bitta, 1993) and cognitive decision process models (Cziko, 2000; Blackwell, Miniard and Engel, 2001) are in agreement that external influences also have significant impact on internal influences and result in the development of consumer buying behavior.

In consumer behavior literature, it has long been acknowledged that consumer's buying behavior hardly ever go after the philosophy of economic theory. "Consumers' purchases often seem to be desire, mood, or emotion driven, which thus seems natural and the default state of affairs" (Etzioni, 1986). For these individuals, to go shopping is the utility of the buying act itself as their primary motivation rather than the expected utility of consuming the products (Tauber, 1972). Individuals are encouraged by many psychological desires, such as to have fun, to express an identity, to improve self-esteem, or to overcome some negative feelings etc. rather than only getting certain needed products. Such 'non-rational' buying behaviors have become known as impulsive and compulsive behaviors (Stern, 1962; Rook, 1987; Rook and Gardner, 1993; Rook and Fisher, 1995; Dittmar, Beattie and Friese, 1995; 1996; Beatty and Ferrell, 1998; Wood, 1998; Dittmar and Drury, 2000).

Many research studies have been done previously on the various areas of Consumer Research. Consumers do have different needs, urges (physical, psychological) and for the satisfaction of their needs they adopt different kinds of behavior. Today's lifestyle changes, access to high technology, availability of complex products, high incomes, high standard of living, change in the socio-cultural set up, single parents, nuclear families, Double Income Single Kids (DISK), the growing urban culture, materialism solicitation have all resulted in enhancing stress and anxiety in an individual's life. The individual shed off the negative feelings of stress and anxiety by material acquisition. Tweens and teenagers who relied on materialistic products for satisfying their deeper sentiments are more prone to become impulsive buyers due to the privation of emotions and feelings they earlier used to satisfy from their family and friends. The purchase instead of the plaything or the provisions is replaced for love and attachment. This has paved a way to an altogether new Consumer Behavior which has resulted in

Compulsiveness (Shopping Addiction, Compulsive Buying Disorder)

From the beginning of 19th century, compulsive shopping has been referred to by various names including *oniomania*, *buying mania*, *compulsive consumption*, *compulsive buying* and *addictive or impulse buying*. The shifting terminology used to describe compulsive shopping behavior reflects the various ways to syndrome has been conceptualized through years. Bleuler and Kareplin(1924) considered compulsive shopping as a form of impulse – control disorder and highlighted the propensity of the consumers looking for help for overspending habits to mention sensation “little or no control” while shopping. The concept of compulsive buying was first introduced by O’ Guinn and Faber (1989). In their research they purposed a four-step cycle known as “The *compulsive shopping cycle*”. It consisted of:

1. A general pre-disposition towards feeling of anxiety and low self-esteem that appeared to worsen directly before urges to shop;
2. Impulsive shopping incidents, characteristically escorted by moods of “elation” or “intoxication;”
3. Guilt a remorse following shopping episodes; and
4. A transformed impulse to shop, in part to escape feeling of low esteem, anxiety, and guilt that had been impaired throughout the shopping incidents.

CIRCUMSTANTIAL FACTORS

- **AVOIDANCE COPING:** Coping concerns cognitive and behavioral efforts to manage external and internal demands and conflicts that tax a person's resources (Cohen, 1987), and it relates to how a person deals with overly stressful situations or anxiety overload. Avoidance coping is a general tendency to use an escape/avoidance method of coping (vs. constructive control; Folkman & Lazarus, 1988) and may relate to whether or not a person has a propensity to compulsive or addictive buying behavior. The extremely addicted spender may have a tendency toward avoidance coping that is repeatedly manifested as compulsive buying. In other words, compulsive buying is the avoidance coping mechanism.
- **DENIAL:** Individuals involved in an addictive cycle commonly exhibit denial. Compulsive buyers who have fallen into a vicious cycle of addiction also typically are in denial about the extent of their problem (Faber et al., 1987), especially in the early stages of the addictive process, and may hide their purchases from family and friends (Edwards, 1992; O'Guinn & Faber, 1989). Denial is considered a neurotic defence and, in some sense, an avoidance coping mechanism (Little & Fisher, 1958). For the compulsive buyer, denial is generally related to attempts to avoid anxiety, anger, fear, or other negative emotions usually unrelated to the shopping and spending experience. The specific problem of overspending is denied and the deeper psychological problems are avoided through the diversion of addictive behavior and through self-deception. In summary, compulsive buyers are expected to exhibit denial of their behavior.
- **ISOLATION:** It was hypothesized that compulsive buying is an outlet for socially isolated individuals. The causality may be bidirectional-social isolation drives some individuals to addictive behaviors, and socially unacceptable addictive behaviors drive some individuals to isolate themselves (Hatterer, 1982; Nakken, 1988). The compulsive buyer's need for contact with others may drive them to shop and spend at the store where they obtain attention from salespersons and feelings of connectedness via the spending process.
- **MATERIALISM:** O'Guim and Faber (1987) used Belk's (1984) materialism scale (possessiveness) to assess materialism values in their sample of compulsive buyers. Their results indicated that the compulsive buyers were more materialistic than were subjects from the general population. However, although the compulsive buyers tended to be more envious and non-generous than the non- compulsive consumers, possessiveness apparently did not play a part in their behavior. This implies that compulsive buyers are more involved with the process of shopping and spending than with owning the items they purchase. It is believed that less extreme forms of compulsive buying are driven by materialism, whereas more extreme compulsive buyers are driven not by the desire to own things but by the process itself.
- **OTHER INFLUENCES**

FAMILY: Family environment, learned consumption behaviors from childhood, and socio-oriented family communications patterns were associated with deviant consumer behavior and with extreme forms of compulsive buying (Faber & O'Guinn, 1988; Moschis & Cox, 1988; Valence et al.1988). This study explored the effects of socio-oriented family communication patterns (Moore & Moschis, 1981) as well as other specific family background variables such as learned saving, spending, and the use of money as allowance or reward. As children, compulsive buyers may have developed attitudes toward money and consumption patterns that involve spending versus saving, and they may have learned that money is a reward for good behavior. Thus, compulsive buying may be a learned response based on parents' buying behavior, and compulsive buyers may gain attention and attain feelings of approval during shopping and spending that they may not have received as children from their parents.

BACKGROUND: Family and respondent history of compulsive behaviors or addiction (gambling, shopping and spending, food disorder, substance abuse, etc.) also are variables that may predispose individuals to use such behaviors as escape mechanisms from the stresses of daily life. Extreme compulsive buying may be associated with a family history of abuse. Edwards (1992, 1994) reported that many therapists indicated that clients afflicted with addictive spending often had experienced abuse within their families.

PURPOSE OF RESEARCH

Still another stream of research has explored the impact of product category on consumer shopping behavior in this new environment. A review of the relevant research revealed several gaps that merit further consideration. Most of the previous research on Internet shopping takes a marketing or consumer behavior perspective, simply extending the existing theories and frameworks developed from traditional retail medium (e.g., store retailing and catalogue retailing) to the new and innovative virtual marketplace. These approaches may lead to limited or ineffective marketing strategies in Internet retailing, thereby inhibiting adoption of the Internet as a shopping medium by consumers. For example, e-Business was once viewed simply as buying and selling products or services over the Internet. This limited conceptualization may lead Internet retailers to use the Internet only as a transaction medium and thus leave other commercial opportunities such as marketing, and advertising underdeveloped. To be successful an e-business must do more than reproduce traditional business models in cyberspace. Understanding the new commercial medium and online consumer behavior from an innovation perspective is clearly necessary for Internet retailers to expand their view of the Internet as a potential marketing tool, as well as improve their strategic operations to facilitate adoption of the Internet for shopping purposes.

OBJECTIVES OF THE STUDY

The purpose of this research is primarily to identify and get insight into what main factors impact the online compulsive buying behavior. Further, It will investigate if any segments can be established by identifying the consumers and how they relate to identified factors. **SCOPE OF THE STUDY**

The scope of a study explains how the research area will be explored in work and specifies the parameters within which the study will be operating. The scope of the present study consists of 700 respondents from Punjab, Haryana, and Chandigarh (U.T) and NCR who are regular online buyers had been selected for data collection.

SAMPLING DESIGN

For the current study, non-probability sampling methods Convenience and Purposive sampling design was adopted. In research, it is good to test a sample that represents the population. The convenience sampling design helps to select samples from the population only because they are conveniently available to the researcher. These samples are selected only because they are easy to recruit, and the researcher did not consider selecting a sample that represents the entire population. This is one reason why researchers rely on convenience sampling, which is the most common non-probability sampling technique, because of its speed, cost-effectiveness, and ease of availability.

SAMPLING UNIT

The 700 respondents from Punjab, Haryana and Chandigarh (U.T.) and NCR who are regular online buyers had been selected for data collection. As for the study there is an infinite population of online consumers, so we have applied the Godden formula to calculate the size of the sample.

The appropriate sample size used for the analysis of this study is 700 respondents. In this study, target

respondents were online shoppers, including both online visitors and purchases. The data collection was designed to obtain a minimum of 700 valid responses.

SAMPLING TECHNIQUE

A key part of any research project is getting workable data from the general population. Without this, your research is shallow, one-sided and lacking in any real proof. For this reason, some form of sampling is generally carried out, and one of the most popular sampling methods is a process known as purposive sampling. In the present study, a purposive sampling technique was used to select samples for secondary and primary data. The idea behind purposive sampling is to concentrate on people with particular characteristics who will better assist with the relevant research.

DATA ANALYSIS AND INTERPRETATION

FACTOR ANALYSIS

To ensure the items' reliability and cohesiveness on the scales used, factor analyses were conducted for each of the multi-item scales before hypothesis testing. Items were removed if factor loadings were below 0.50, indicating that the item did not fit well with the rest of the items on the scale (Kerlinger & Lee, 2000).

	Mean	Standard Deviation	Analysis N
Generally speaking, I would consider myself be an online compulsive buyer.	2.79	1.023	700
I often buying things spontaneously	2.90	1.053	700
I likely feel driven to shop online and spend, even when I don't have the time or the one y.	2.57	1.099	700
I likely get little or no pleasure from online shopping.	2.74	.895	700
When I surf/shop online, I first decide what I, Want to buy?	3.61	1.037	700
I carefully plan most of my purchases.	3.65	.996	700
Even when I see something online I, really like, I do not buy it unless it is not a planned purchase.	3.19	1.019	700
When I shop online I, buy things I had not intended to purchase.	2.69	1.049	700
I often go on buying binges.	2.74	.957	700
I often feel "high" when I go on a buying spree.	2.90	.988	700
I buy things even when I don't need anything.	2.47	1.125	700
For the most part , I tend to shop online on when there are sales	3.54	1.013	700
I sometimes feel that something inside pushed me for online compulsive buying.	2.85	1.050	700
To me online shopping is an adventure.	2.91	1.034	700
I buy things even when I don't need anything.	2.41	1.072	700
I go on a buying binge when I'm likely to be upset, disappointed, depressed, or angry.	2.38	1.008	700
I likely feel anxious after I go on a buying binge.	2.54	.968	700
There are products that my father (or mother) seems unable to stop buying (shoes, tools, clothing, etc.).	2.69	.978	700
My father (or my mother) often buys things that he (she) doesn't need.	2.39	1.003	700
Usually, when I want to buy something, I talk with my	3.04	1.129	700

parents.			
As soon as I log onto the Internet on a computer, I want to go to a retail site and buy something.	2.69	1.045	700
Some people have suggested to me that I spend too much time shopping on the Internet.	2.51	1.185	700
As soon as I begin browsing mobile shopping apps, I want to buy something.	2.76	1.067	700
When shopping, products with fun and recreational features attract more of my attention.	3.19	.977	700
When shopping on line , I tend to buy or consider products that are necessary and practical.	3.77	.870	700
When shopping, products with functional features attract more of my attention.	3.66	.921	700

Table No. 4.9 Descriptive Statistics

FACTOR SUBSET

Construct	Factors
Online Compulsive Buying Behavior	Factor One: "Online Compulsive Buying" Factor Two: "Internet Addiction" Factor Three: "Behavioral Response" Factor Four: "Materialism " Factor Five: "Depression" Factor Six: "Self-Perceived Attractiveness"

Table No. 4.10 Factor Subset

The online compulsive buying behavior based on individual determinants that substantially influence the consumers buying behavior has been measured with the aid of six factors, namely "Behavioral Response", "Online Compulsive Buying", "Materialism", "Internet Addiction", "Depression", and "Self-Perceived Attractiveness". The data collected from Likert based online questionnaire was subjected to respective factorability analysis tests across SPSS version release 24.0.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.855
Bartlett's Test of Sphericity	Approx. Chi-Square	5853.826
	Df	325
	Sig.	.000

Table No. 4.11 KMO and Bartlett's Test

As we know, the Kaiser-Meyer-Olkin (KMO) test is used in research to determine the sampling adequacy of data that are to be used for Factor Analysis. In social sciences, we often use factor analysis to ensure that the variables we have used to measure a particular concept measure the concept intended. The KMO test allows us to ensure that the data we collected is suitable to run a factor analysis and determine whether we have set out what we intended to measure. The computed statistic is a measure of 0 to 1. The value of 0.855 shown in table

clarifies that the study's data using the Likert scale concerning construct is adequate and factors are heterogeneous. The rationale behind communality assessment is to assess the overall factorability of the data collected from

respondents.

Bartlett test of sphericity checks whether a matrix is significantly different from an identity matrix. This statistical test is used to check the correlations among variables, providing the statistical probability that the correlation matrix has significant correlations among at least some of the variables. As for factor analysis to work, some relationships between variables are needed; thus, a significant Bartlett’s test of sphericity is required, say $p < .001$. In this sample the value (as per table 4.11) of $p=0.00$ so, it is clear that there must be some relationship between the variables used in the questionnaire.

Communalities		
	Initial	Extraction
Generally speaking, I	1.000	.601
I often buying things spontaneously	1.000	.599
I likely feel driven to shop online and spend, even when I don’t have the time or the money.	1.000	.673
I likely get little or no pleasure from online shopping.	1.000	.561
When I surf/shop online, I first decide what I, Want to buy?	1.000	.548
I carefully plan most of my purchases.	1.000	.618
Even when I see something online I, really like, I do not buy it unless it is not a planned purchase.	1.000	.604
When I shop online I, buy things I had not intended to purchase.	1.000	.557
I often go on buying binges.	1.000	.453
I often feel “high” when I go on a buying spree.	1.000	.522
I buy things even when I don’t need anything.	1.000	.652
For the most part , I tend to shop online on when there are sales	1.000	.493
I sometimes feel that something inside pushed me for online compulsive buying.	1.000	.505
To me online shopping is an adventure.	1.000	.454
I buy things even when I don’t need anything.	1.000	.666
I go on a buying binge when I’m likely to be upset, disappointed, depressed, or angry.	1.000	.584
I likely feel anxious after I go on a buying binge.	1.000	.528
There are products that my father (or mother) seems unable to stop buying (shoes, tools, clothing, etc.).	1.000	.500
My father (or my mother) often buys things that he (she) doesn’t need.	1.000	.506
Usually, when I want to buy something, I talk with my parents.	1.000	.566
As soon as I log onto the Internet on a computer, I want to go to a retail site and buy something.	1.000	.495
Some people have suggested to me that I spend too much time shopping on the Internet.	1.000	.575
As soon as I begin browsing mobile shopping apps, I want to buy something.	1.000	.634
When shopping, products with fun and recreational features attract more of my attention.	1.000	.506
When shopping on line, I tend to buy or consider products that are necessary and practical.	1.000	.544
When shopping, products with functional features attract more of my attention.	1.000	.584
Extraction Method: Principal Component Analysis.		

Table No. 4.12 Communalities

Column first of the **Communalities** table 4.12 explained the proportion of each variable’s variance that the factors can explain. It is also noted as h^2 and can be defined as the sum of squared factor loadings for the variables.

Column seconds of the communalities table 4.12 explained the **Initial** values with principal factor axis factoring; the initial values on the correlation matrix's diagonal are determined by the variable that has squared multiple correlations with the other variables.

Column third of the communalities table 4.12 explained the **Extraction**. The values in this column indicate the proportion of each variable’s variance that can be explained by the retained factors. Variables with high values are well represented in the common factor space, while variables with low values are not well represented. They are the reproduced variances from the factors that have been extracted.

The table 4.13 of Total variance explained lists the Eigen values associated with each linear component (factor) before extraction, after extraction and after rotation. Before extraction, SPSS has identified 26 linear components within the data set. The Eigen values associated with each factor represent the variance explained by that particular linear component and the Eigen value in terms of the percentage of variance explained. It is cleared from table 4.13 that the first few factors explained relatively large amounts of variance, whereas subsequent factors explained only small amounts of variance. The Eigen values associated with these factors are again displaced in the columns labelled Extraction Sums of Squared Loadings. The values of this part in the table are the same as the values before extraction, except that the value for the discarded factors is ignored. In the final part of table 4.13, i.e. column Rotation Sums of Squared Loadings, the Eigen values of the factors after rotation are displayed. The rotation has the effect of optimizing the factor structure, and one consequence for these data is that the relative importance of six factors is equalized.

Co mpo nent	Initial Eigen values	Extaction Sums of Squared Loadings	Sums of Squared Loadings
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	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.578	25.298	25.298	6.578	25.298	25.298	3.360	12.924	12.924
2	2.413	9.282	34.581	2.413	9.282	34.581	2.996	11.522	24.447
3	1.768	6.798	41.379	1.768	6.798	41.379	2.719	10.459	34.906
4	1.368	5.260	46.639	1.368	5.260	46.639	1.956	7.521	42.427
5	1.334	5.132	51.771	1.334	5.132	51.771	1.853	7.129	49.556
6	1.069	4.111	55.882	1.069	4.111	55.882	1.645	6.326	55.882
7	.938	3.607	59.490						
8	.894	3.440	62.930						
9	.876	3.369	66.299						
10	.803	3.087	69.385						
11	.723	2.781	72.167						
12	.698	2.685	74.852						
13	.678	2.606	77.458						
14	.650	2.501	79.959						
15	.600	2.306	82.265						
16	.577	2.217	84.482						
17	.556	2.138	86.620						
18	.517	1.988	88.608						
19	.483	1.859	90.467						
20	.432	1.661	92.128						

21	.426	1.637	93.765						
22	.415	1.595	95.360						
23	.353	1.356	96.716						
24	.329	1.263	97.980						
25	.300	1.156	99.135						
26	.225	.865	100.00						

Total Variance Explained

Table No. 4.13 Extraction Method: Principal Component Analysis

The scale-based elements or factors were assessed for overall weightage across the scale. The variance examination revealed the incidence of factor “Online Compulsive buying” as exhibiting a maximum reported variance of 25.29%. This was followed by the factor “Internet Addiction,” reporting a variance of 9.28%. The factor of “Behavioral Response” exhibited the following reported variance of 6.79%, followed by factor “Materialism”, which reported a variance of 5.26%. The factor “Depression” 5.13% and “Self - Perceived Attractiveness” 4.11% exhibited subsequent variances.

When components are correlated, sums of squared loadings cannot be added to obtain a total variance. The Catell’s plot was used to plot the respective weights of scale-based factors across the graph. A scree plot (Figure 4.9) shows the Eigen values on the y-axis and the number of factors on the x-axis. It always displays a downward curve. The point where the curve slope is levelling off (the “elbow”) indicates the number of factors the analysis should generate. In the factor analysis of the sample, we identify the six factors.

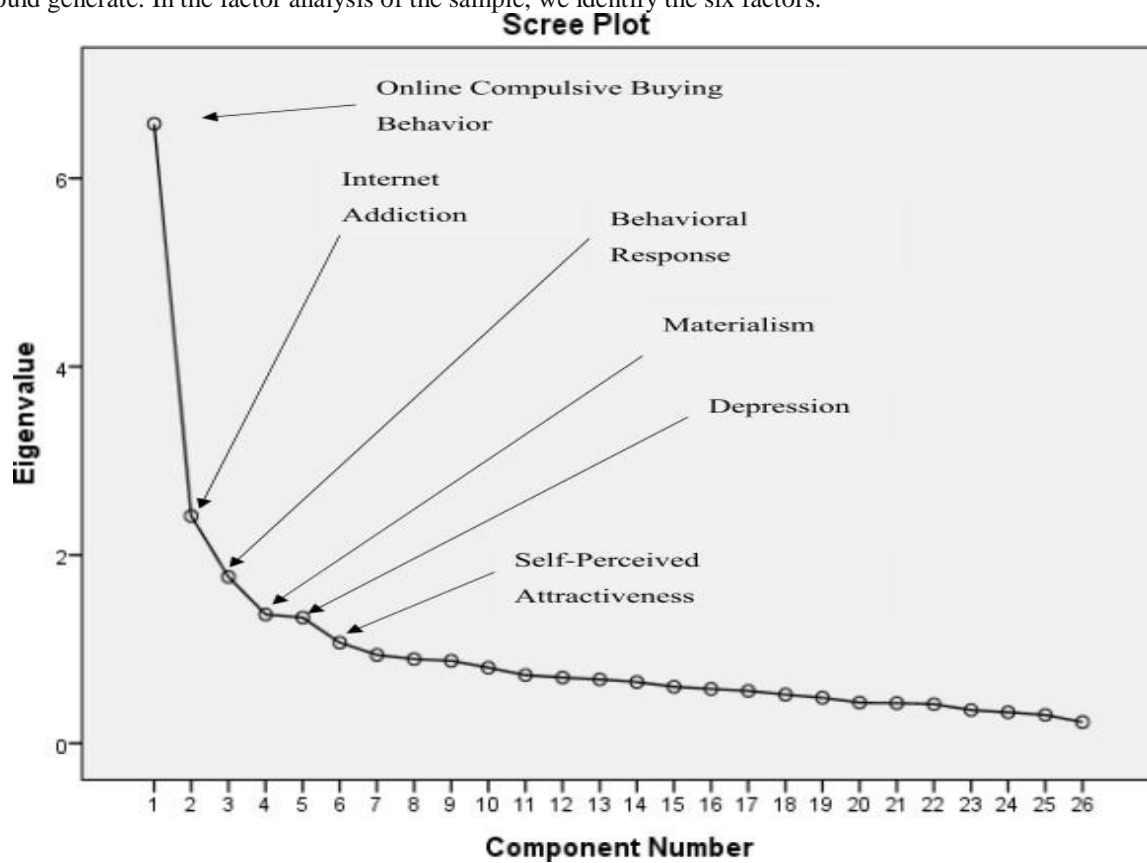


Figure No. 4.9 Scree Plot
Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
Generally speaking, I would consider myself to be a compulsive online shopper.	.700		.301	.124		
I often buying things spontaneously	.694	.162	.246		.170	
I likely feel driven to shop online and spend, even when I don't have the time or the money.	.741	.229		.202	-.108	.115
I likely get little or no pleasure from online shopping.		.146	-.201		.175	.676
When I surf/shop online, I first decide what I, Want to buy?		-.650	.102		.323	
I carefully plan most of my purchases.	-.107	-.720			.283	
Even when I see something online I, really like, I do not buy it unless it is not a planned purchase.	.206	-.446		-.328	-.362	.351
When I shop online I, buy things I had not intended to purchase.	.133	.531	.453	.177	.122	
I often go on buying binges.	.386	.290	.453			
I often feel "high" when I go on a buying spree.	.415	.265	.380		.270	.239
I buy things even when I don't need anything.	.257	.633	.424			
For the most part , I tend to shop online on when there are sales	.284	-.177	.245	-.274	.494	
I sometimes feel that something inside pushed me for online compulsive buying.	.506	.200	.281	.271	.180	-.158
To me online shopping is an adventure.	.463		.451	.138		-.124
I buy things even when I don't need anything.	.296	.678	.314		.108	
I go on a buying binge when I'm likely to be upset, disappointed, depressed, or angry.	.120	.244	.695		-.123	
I likely feel anxious after I go on a buying binge.	.175		.686	.144		
There are products that my father (or mother) seems unable to stop buying (shoes, tools, clothing, etc.).	.266		.305	.455	-.178	.309
My father (or my mother) often buys things that he (she) doesn't need.		.396	.242	.290		.452
Usually, when I want to buy something, I talk with my parents.		-.193	.202	-.126		.687
As soon as I log onto the Internet on a computer, I want to go to a retail site and buy something.	.124		.340	.580		.143
Some people have suggested to me that I spend too much time shopping on the Internet.	.526	.204	.163	.387		-.284
As soon as I begin browsing mobile shopping apps, I want to buy something.	.167			.762		-.153
When shopping, products with fun and recreational features attract more of my attention.	.290		.114	.402	.497	
When shopping online, I tend to buy or consider products that are necessary and practical.	-.232	-.284	-.154		.620	
When shopping, products with functional features attract more of my attention.	.393				.628	.171

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 11 iterations.

b. Table No. 4.14 Rotated Component Matrix^a

The six factors identified after the Factor analysis are as follows:

FACTOR 1: ONLINE COMPULSIVE BUYING BEHAVIOR

Internet buying prevalence seems strongest in the U.S., where sources estimate that between 65% (Pew Internet & American Life, 2004) and 93% (Business Software Association, 2002) of Internet users have bought online. However, it is proliferating in the UK: 50% of adults using the Internet in the first three months of 2004 had ordered goods or services online (Office of National Statistics, 2004). Moreover, the demographic profile of Internet users is changing: once dominated by affluent, professional men, the profile of typical Internet users is fast coming to resemble that of the general population (UCLA Internet Report, 2003).

Perspectives are mixed when it comes to nature and likely consequences of buying online. There is, or at least was, a widespread assumption in the wider social science literature that the Internet would encourage “rational” buying (Donthu & Garcia, 1999; Journal of Industrial Economics, 2001) because it “avoids the marketing distractions of the conventional store” (Burke, 1997); offers better information search facilities, price, and product comparisons; and increases convenience and freedom from time pressure. In contrast to this view, there are good reasons and some preliminary evidence that the Internet may be just as conducive to compulsive buying as conventional shops and stores. “Consumers can shop the globe from the convenience of their homes” (Lyons & Henderson, 2000) with limitless access 24 hours, seven days a week. The buying transaction is both easy and remote, and after credit card details are submitted (usually with the option that they can be stored for future purchases), all that is required is just one “click” of a button. Indeed, over one-fifth of respondents in a U.S. survey agreed that they spend more online than they intend (UCLA Internet Report, 2003), and young UK adults were concerned about overspending when buying online because the nature of the buying transaction is so remote from handing over cash that it does not feel like spending money (Dittmar et al., 2004). If the Internet is indeed experienced in this way, this will strengthen the proposal that individuals could show compulsive buying tendencies online.

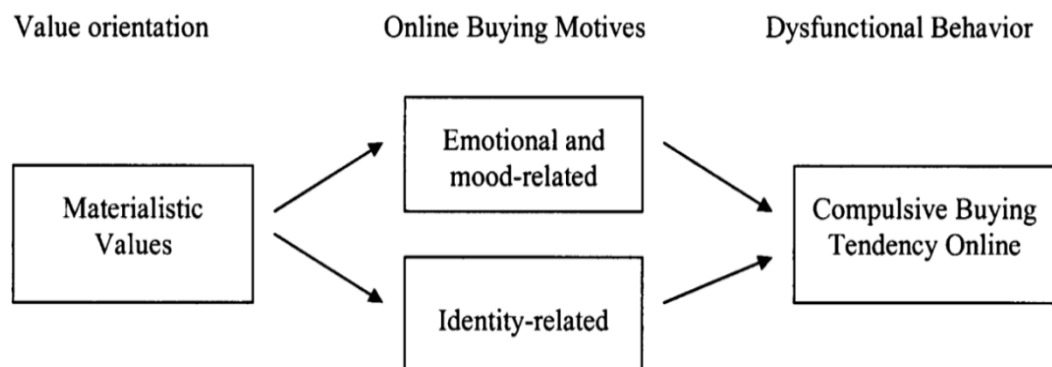


Figure No. 4.10 Model of Associations Between Materialistic Values, Online Buying Motives, and Compulsive Buying Tendencies Online.

Although the Internet is fast becoming a significant buying environment, research on compulsive buying online is only starting to emerge. Lyons and Henderson (2000) make a theoretical case for compulsive buying emerging on the Internet as an old problem in a new marketplace. (Lee & Lee, 2003) identified 17% of Internet shoppers as having compulsive buying tendencies, using a screener for conventional compulsive buying (Faber & O’Guinn, 1992).

Sr. No.	Item	Factor Loading	Reliability Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
1	Generally speaking, I would consider myself to be a compulsive online shopper.	.700	0.813	0.814
2	I often buying things spontaneously	.694		
3	I likely feel driven to shop online and spend, even when I don't have the time or the money.	.741		
4	I often feel "high" when I go on a buying spree.	.415		
5	I sometimes feel that something inside pushed me for online compulsive buying.	.506		
6	To me online shopping is an adventure.	.463		
7	Some people have suggested to me that I spend too much time shopping on the Internet.	.526		

Table No. 4.15 Factor 1: Online Compulsive Buying

Table 4.15 shows the items selected for factor 1, i.e. online compulsive buying behavior. The factor loading for seven items is given in the table; the Reliability Cronbach’s Alpha is 0.813, and the Cronbach’s Alpha based on Standardized items is 0.814.

FACTOR 2: INTERNET ADDICTION

The variable internet addiction was measured using eight items rated on a 5-point Likert type scale with anchors 1= strongly disagree to 5= strongly agree. All of the items were retained through the factor analysis phase. Table 4.16 below represents the items selected for factor 2, i.e. Internet addiction; the factor loading for seven items is given in the table the Reliability Cronbach’s Alpha is 0.758, and the Cronbach’s Alpha based on Standardized items is 0.759.

Sr. No.	Item*	Factor Loading	Reliability Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
1	When I shop online I, buy things I had not intended to purchase.	0.531	0.758	0.759
2	I buy things even when I don't need anything.	0.678		

Table No. 4.16 Factor 2: Internet Addiction

FACTOR 3: BEHAVIORAL RESPONSE

To measure shopping channel usage frequency, the survey inquired how often each shopping channel was used, utilizing a scale that was rated on a five-point Likert-type scale with anchors ranging from 1= never to 5= several times a day. Eight items further assessed frequency usage for each channel, which were rated on a five-point Likert-type scales with anchors ranging from 1=strongly disagree to 5=strongly agree. Survey items have been previously tested and utilized in studies such as Dittmar *et al.* (2007) and Walsh, White, Cox, and Young (2011). The survey also inquired into participants' preferred shopping channel ("Please indicate you're most preferred way to shop?"), with a follow up open-ended question asking them to explain why their selected shopping channel is their favorite. The variable Behavioral Response was measured using three items from the Dittmar *et al.*(2007) and White, Cox and Young(2011) scale rated on a 5-point Likert type scale with anchors 1= strongly disagree to 5= strongly agree. None of the items was reverse coded during analysis. None of the items was removed from analysis due to low factor loadings. The reliability of the scale was reported at 0.653. Refer to Table 4.17 for further information.

Sr. No.	Item	Factor Loading	Reliability Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
1	I often go on buying binges.	0.453	0.653	0.653
2	I go on a buying binge when I'm likely to be upset, disappointed, depressed, or angry	0.695		
3	I likely feel anxious after I go on a buying binge.	0.686		

Table No. 4.17 Factor 3: Behavioral Response

FACTOR 4: MATERIALISM

The variable Materialism was measured using three items rated on a 5-point Likert type scale with anchors 1= strongly disagree to 5= strongly agree. None of the items was reverse coded during analysis. None of the items was removed from analysis due to low factor loadings. The reliability of the scale was reported at 0.536. Refer to table 4.18 for further information.

Sr. No.	Item	Factor Loading	Reliability Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
1	There are products that my father (or mother) seems unable to stop buying (shoes, tools, clothing, etc.).	0.455	0.536	0.537
2	As soon as I log onto the Internet on a computer, I want to go to a retail site and buy something.	0.580		
3	As soon as I begin browsing mobile shopping apps, I want to buy something.	0.762		

Table No. 4.18 Factor 4: Materialism

FACTOR 5: SELF-PERCEIVED ATTRACTIVENESS

As demonstrated, there have been many traits to be studied in relation to compulsive buying since its development as a specific subfield of research within the larger field of consumer behavior. The current research needs to build upon former work. The two specific personal characteristics that are analyzed in relation to compulsive buying in the present study are self-perceived attractiveness and self-esteem. There has been little prior research to consider the relationship between the specific concept of self-perceived attractiveness and compulsive buying. While the relationship between self-esteem and compulsive buying has been more widely studied, there is still demonstrated evidence that there is room for further investigation. For instance, the inconsistent relationships found to be held between self-perceived attractiveness and self-esteem with compulsive buying should be considered of research interest further.

It is assumed that there is a positive relationship between self-perceived attractiveness and self-esteem, which should imply that the relationships each of the concepts hold with compulsive buying should be held in similar directions. However, studies to support this line of thinking are far and few.

The notion of self-perceived attractiveness is defined as one’s appraisal of his or her attractiveness relative to others (Lucas & Koff, 2014). Self- perceived attractiveness could be thought of as closely aligning with the self-perceived body image that individuals hold about themselves (Fisher, 1968). A lifetime prevalence of compulsive buying was found in 10% of the participants in a sample of patients with eating disorders. Compulsive buying was also found to be significantly related to driving for thinness and bulimia in particular (Claes, et al., 2011). Studying compulsive buying among a sample of patients with eating disorders is relevant to body image because it can be assumed that this is a population of individuals who have endured ongoing struggles with body image satisfaction. Various aspects contribute overall to one’s level of self-perceived attractiveness and self-perceived body image. It may be beneficial to study how self-perceived attractiveness levels correlate with compulsive buying behaviors in a larger general population.

Sr. No.	Item	Factor Loading	Reliability Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
1	When I surf/shop online, I first decide what I, Want to buy?	0.323	0.613	0.614
2	I carefully plan most of my purchases.	0.283		
3	For the most part, I tend to shop online when there are sales	0.494		
4	When shopping, products with fun and recreational features attract more of my attention	0.497		
5	When shopping online, I tend to buy or consider products that are necessary and practical.	0.620		
6	When shopping, products with functional features attract more of my attention.	0.628		

Table No. 4.22 Factor 5: Self- Perceived Attractiveness

FACTOR 6: DEPRESSION

Depression is a mental disorder characterized by extreme gloom, feelings of inadequacy, and inability to concentrate (Collins Dictionary). Compulsive Buyers are more prone to be affected by depression (Kureger,1998; Christenson, Faber, Swann, Raymond, 1994; Schlosser, Black, Repertinger, Freet, 1994; Lejoyex, Hourtane and Ades, 1995; Faber and Christenson,1996; Black, Rpertinger, Gaffner, Gabel, 1998, frost, Steketee and Williams, 2002; Dittmar, Long, Bond, 2007; Billieux, rochat, rebetez, Linden, 2008; Sneath, Lacey Kenneth-Haensel, 2009, Eergin, 2010; Sohn and Choi, 2012).

Workman and Paper (2010) state that stress, anxiety and depression are major motives for compulsive consumption. Wu (2006) indicates stress and anxiety; Kellett and Bolton (2009) indicate depression and anxiety as the causes of compulsive buying.

Sr. No.	Item	Factor Loading	Reliability Cronbach' Alpha	Cronbach's Alpha Based on Standardized Items
1	I likely get little or no pleasure from online shopping.	0.676	0.353	0.356
2	Even when I see something online I, really like, I do not buy it unless it is not a planned purchase.	0.351		
3	My father (or my mother) often buys things that he (she) doesn't need.	0.452		
4	Usually, when I want to buy something, I talk with my parents.	0.687		

Table No. 4.23 Factor 6: Depression

FINDINGS OF THE STUDY:

There seems to be a close association between compulsive buying and the specific types of external stimuli, such as sales promotions and bargains offered in a retail setting (Rajagopal, 2008). These in-store stimuli include POP displays, display of promotional discounts and lower prices that collectively create conducive atmospheric effect to promote compulsiveness by invoking emotional arousal (O'Guinn and Faber 1989). Since research by Shoham and Brencic (2003) shows that unplanned purchase (i.e., identifying a need for a product when visiting a store) is positively correlated with compulsive buying, marketers can create in store promotional and selling techniques to increase sales by making a positive and persuasive impression on potential customers building on their compulsive tendencies (Shoham and Brencic 2003). The same authors also suggest that marketers can segment markets based on gender, compulsivity tendency, and tendency to buy off the shopping list to improve sales and profits. Prendergast et al. (2008) suggest that since compulsive buyers decide on impulse, marketers might consider placing premiums in attractive packages and high visibility locations in the store. The viability of such tactics is greater since compulsive buyers who are driven by negative emotions (O'Guinn and Faber 1992) are attracted to deals that make them look attractive and could temporarily relieve the feelings of anxiety, low self-esteem and stress (Prendergast et al., 2008). Several areas of future research emerge from the above discussion: First, experimental research should examine the predictive power of marketing programs that have been identified as risk factors on the incidence of compulsive buying. Such research findings would provide much-needed evidence for the discussion on how marketing programs might pose a risk factor for compulsive buying. With the uncontrolled growth in consumption in emerging markets, especially in the BRIC (Brazil, Russia, India and China) countries and aggressive marketing tactics practised by consumer marketers, researchers need to study addictive consumption in these emerging marketplaces. With a substantial increase in purchasing power in emerging markets, it is possible that compulsive buying or other forms of addictive consumption might be in a nascent stage in these societies. If research uncovers an emergent form of such problem behaviors, then early intervention through awareness, education and protection might save vulnerable populations from the harmful impact of addictive consumption

CONCLUSIONS:

The development of the internet has given consumers access to various products and provides them to choose the best one at just a click (from brick to click) and has resulted in other problems such as online compulsive buying. Today the consumer can search, choose, compare, make or see a review about the product online. This has paved the way to complex online consumer behavior, and the demands and expectations of consumers are increasing. This study encourages researchers to research adolescents' and children concerning common advantages and benefits. Furthermore, this paper opens the door to several exciting but practical topics for future online compulsive buying research, including the differences between cultural backgrounds and sex, and hopes to serve as a milestone in the online compulsive buying literature. The conclusions of the study can also be used as a guide for market orientation.

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