

Investigation of Online Compulsive Buying Patterns in the Pandemic Situation

Manimegalai, D^{1*}, Senthilkumar, S²

¹Research Scholar, College of Management, SRM Institute of Science and Technology, Kattankulathur – 603203, Chengalpattu, Tamilnadu, India

²Professor, College of Management, SRM Institute of Science and Technology, Kattankulathur – 603203, Chengalpattu, Tamilnadu, India

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*Corresponding author: Manimegalai, D

Research Scholar, College of Management, SRM Institute of Science and Technology, Kattankulathur – 603203, Chengalpattu, Tamilnadu, India

Abstract

This study is to consider the compulsive buying pattern based on a new Compulsive buying index score. It examines the influence of unplanned buying, emotions, purchasing power, impulsiveness, post-purchase, monomania, direct mail response, and online shopping on compulsive buying behavior in the pandemic situation. The quantitative approach used to explore the compulsive buying pattern through the sample size of 33 under the snowball sampling method the study reveals comparability between Gen Z males & females mightily fall into a severe and mild compulsive category to other generations. Liken female consumers; male consumers are highly compulsive. This study supports the marketers for framing the tactics to attract consumers' impulse, emotional, and fanatical behavior.

Keywords: Compulsive Buying Index, Purchasing power, online shopping, Compulsive buyer category.

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INTRODUCTION

In a pandemic situation that changes consumers' buying behavior patterns, most of them move on to online shopping; The marketing strategies of digital platforms stimulate the deviant buying behavior of the consumer acquainted with unplanned buying, compulsive, and impulsiveness. Compulsive buying is defined as an irresistible uncontrollable need for excessive retail activity (Kellest & Bolton, 2009). Emotional feelings of anxiety, stress, urge leads toward compulsive shopping (Valence *et al.*, 1988; O'Guinn and Faber, 1989; Nancy Ridgway *et al.*, 2008) Money attitude on compulsive buyers (Khare, A, 2016; Saeed Pahlevan Sharih and Kenkyid Yeoh, 2018; Kemal Budi Mulyono and Rusdarti, 2020). Post-purchase guilt occurred in compulsive buying (Rashmi Singh and J.K. Nayak, 2015, Prasanna Mohanraj, 2017). Impulsiveness also leads to compulsive behavior (Laura Aragoncillo and Carlos Orus, 2017, Umair Akram *et al.*, 2018, Tingting Zou, 2018). Previous studies measure the compulsive buying behavior through existing screening

tools of Valence *et al.*, 1988; D'Astous 1990; Faber and O'Guinn, 1992; Carol Gwin *et al.*, 2003 (Modification of Valence. *et al.*) Nancy M. Ridgway *et al.*, 2008, Yun Jung Lee and Jung Kun Park, 2008 Modified scale from Faber & O'Guinn, 1989 and examine the influence of antecedents like psychological, marketing, family environment, personality trait, credit card usage, and brand factors, social network site usage to compulsive buying (Muhammad Umer *et al.*, 2018, Tingting Zou, 2018, A. Suresh, Anindya Biswas, 2019, Yueli Zheng *et al.*, 2020, Hassad Hassan, 2020). In 2017 Agata Maccarrone – Eaglen and Peter Schofield used a new screening scale with two dimensions and seven items for measuring compulsive buying behavior. Based on this literature, this study addresses the gaps on the influence of unplanned buying, emotions, purchasing power, impulsiveness, post-purchase, monomania, direct mail response, and online shopping towards online compulsive buying patterns in the pandemic situation.

Background of the study

The repetitive buying behavior of a consumer is an attempt to reduce anxiety and stress. Compulsive buying behaviors are the result of three forces: strong emotional activation, high cognitive control, and high

reactivity (Valence *et al.*, 1988). These three forces support the categorization of excessive consumption behaviors in terms of emotional reactive, Impulse co, Fanatical, and Compulsive consumption.

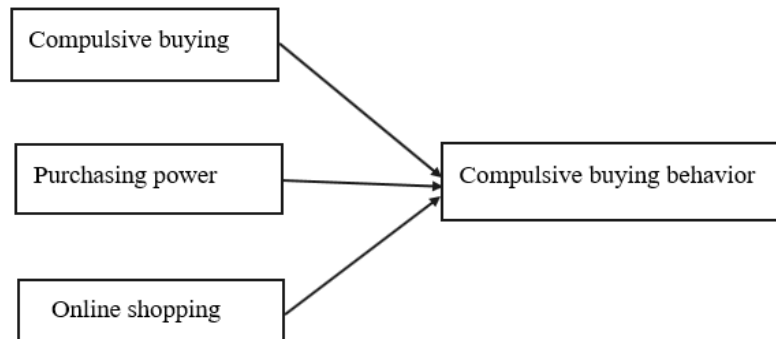


Figure 1: Conceptual framework

The consumer buying the goods to reduce the tension or anxiety comes under the compulsive buying category (Valence *et al.*, 1988, Faber & O'Guinn, 1989). Excessive social network site usage leads to unplanned and compulsive behavior (Saeed Pahlevan Sharih and Ken kyid Yeoh, 2018); after the purchase, some guilty feeling arise for the compulsive buyer (Rashmi Singh and J.K. Nayak, 2015, M. Prasanna Mohanraj, 2017) age and gender highly influence the compulsive buying (Agata Maccarrone – Eaglen and Peter Schofield, 2017, Luo Dong- Liang *et al.*, 2018, Kemal Budi Mulyono and Rusdarti, 2020, Piotr Tarka, 2020) The hypothesizes framed on this review, that is:

H1: There are significant differences between male and female consumers regarding their online compulsive buying pattern.

H2: There are significant differences among gen z, millennials, and gen x consumers regarding their online compulsive buying pattern.

Compulsive buying is poor impulse control with shopping and creates a financial problem (Shahram Heshmat, 2018). Excessive social network site usage has a positive outcome on money attitude and online compulsive buying (Saeed Pahlevan Sharih and Ken kyid Yeoh, 2018). Predicated on previous research compulsive buying, purchasing power, Online shopping are determining compulsive buying behavior. Previous researchers found the relationship and impact on anxiety, loneliness, self-control, money attitude, credit card usage, post-purchase guilt, online shopping behavior (Valence *et al.*, 1988, Faber & O'Guinn, 1989, M. Prasanna Mohanraj, 2017, Saeed Pahlevan Sharih and Ken kyid Yeoh, 2018) the hypothesizes framed based on this.

H3: There is an effect or relationship between the compulsive buying and purchasing power, Online shopping.

METHOD

This study used descriptive research, and the sample size is 33 collected from frequent online shoppers through the snowball sampling method towards online compulsive buying behavior. The data was gathered through the online survey; the questionnaire was designed one of the existing screening tools but followed up with a new compulsive buying index score. (Valence *et al.*, 1988, Faber & O'Guinn, 1989, Carol Gwin *et al.*, 2003, Nancy Ridgway *et al.*, 2008, Agata Maccarrone – Eaglen and Peter Schofield, 2017). This scale includes 17 items divided into three dimensions compulsive buying (10 items), buying power (4 items), online shopping (3 items). In that compulsive buying included the variables of unplanned buying, emotions, impulsiveness, post-purchase, monomania. In the opinion of Agata Maccarrone – Eaglen and Peter Schofield, 2017 classification of compulsivity, a compulsive buying index (CBI) was calculated by accumulating respondents' scores (1 to 5) with the seventeen variables in the screening scale. Following the CBI score, the compulsive buyer is divided into four groups. 1. Severely compulsive: 69 (4 x 17 + 1) to 85 (5 x 17); 2. Mildly compulsive: 52 (3 x 17 + 1) to 68 (4 x 17); 3. non-compulsive with an occasional tendency to be compulsive: 35 (2 x 17 + 1) to 51 (3 x 7); 4. non-compulsive: 17 (1 x 17) to 34 (2 x 17).

RESULT AND DISCUSSION

Demographic profile of compulsive category represented in Table 1, as per statistics, males are more compulsive than females in gen z and millennials; contrary to previous research (Agata Maccarrone – Eaglen and Peter Schofield, 2017, Luo Dong- Liang *et al.*, 2018). Moreover, gen z comes under the age group of 18 – 24 (13 consumers). On the other hand, Millennials belong to 25- 40(10consumers), Thus gen x belongs 41-54(10 consumers), in that gen z falls more

in compulsiveness (Agata Maccarrone – Eaglen and Peter Schofield, 2017).

Table 1: Demographic profile of compulsive buyer category

| Compulsive buyer category | | | |
|---------------------------|--------|------------------------------------|---------|
| Age group | Gender | | Percent |
| Gen Z | Male | Severely compulsive | 16.7 |
| | | Non compulsive occasional tendency | 50.0 |
| | | Non compulsive | 33.3 |
| | Female | Severely compulsive | 14.3 |
| | | Mildly compulsive | 14.3 |
| | | Non compulsive occasional tendency | 42.9 |
| Millennials | Male | Non compulsive | 28.6 |
| | | Severely compulsive | 11.1 |
| | | Mildly compulsive | 22.2 |
| | | Non compulsive occasional tendency | 33.3 |
| Gen X | Female | Non compulsive | 100.0 |
| | Male | Non compulsive | 100.0 |
| | | Non compulsive occasional tendency | 40.0 |
| | | Non compulsive | 60.0 |

Normality of compulsive buying behavior on the independent variable of gender and age, the Shapiro-Wilk (0.951) and Kolmogorov-Smirnov sig (0.200) is more significant than 0.05. It reveals that

compulsive buying behavior for this specific subgroup of persons normally distributed. Based on this analysis, we applied a parametric test for testing the hypothesizes.

Table 2: There is an effect or relationship between compulsive buying and purchasing power, online shopping

| Model Summary | | | | | |
|--|-------------------|----------|-------------------|----------------------------|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .858 ^a | .736 | .718 | .55223 | 2.114 |
| a. Predictors: (Constant), Online shopping, Purchasing power | | | | | |
| b. Dependent Variable: compulsive buying | | | | | |

Table 3: There will be significant prediction of compulsive buying by purchasing power and online shopping

| ANOVA | | | | | | |
|--|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 25.465 | 2 | 12.732 | 41.751 | .000 ^b |
| | Residual | 9.149 | 30 | .305 | | |
| | Total | 34.613 | 32 | | | |
| a. Dependent Variable: compulsive buying | | | | | | |
| b. Predictors: (Constant), Online shopping, Purchasing power | | | | | | |

The model fitness analyzed by linear regression R is 0.858. It shows a strong correlation between purchasing power and online shopping towards compulsive buying behavior, R2 is .736, the

independent variable of purchasing power, and online shopping 73.6 % influence the dependent variable of compulsive buying behavior. The Durbin Watson value of 2.371 is between 1.5 to 2.5, so there is no

autocorrelation in this data. VIF value is 1.478, it is less than 5, so there is no multicollinearity in this data. Therefore, the model is a hypothetically good fit for the data. These independent variables statistically

significantly predict the dependent variable, $F(2,30) = 41.751$, $P < 0.05$ (M. Prasanna Mohanraj, 2017, Saeed Pahlevan Sharif and Ken kyid Yeoh, 2018).

Table 4: T – test for significant differences between male and female consumers regarding their online compulsive buying pattern

| | Gender | | | | t value | P value |
|----------------------------|--------|-------|--------|-------|---------|---------|
| | Male | | Female | | | |
| | Mean | SD | Mean | SD | | |
| Compulsive buying behavior | 37.2 | 18.27 | 39.85 | 13.83 | .471 | .489 |

Subsequently $P > 0.05$ is greater than the significance level, therefore, significant difference between gender and compulsive buying behavior $t_{30.082} = .471$, $P > 0.005$. These findings correlated to the result

of Agata Maccarrone – Eaglen and Peter Schofield, 2017, both males and females have not same type of compulsivity.

Table 5: ANOVA for significant differences among gen z, millennials, and gen x consumers regarding their online compulsive buying pattern

| | Age Group | | | F value | P value |
|----------------------------|------------------|------------------|-----------------|---------|---------|
| | Gen Z | Millennials | Gen X | | |
| Compulsive buying behavior | 42.08 (19.58) | 39.50 (17.83) | 32.00 (8.62) | 1.101 | 0.346 |

Since $p > 0.05$ is greater than the significance level, therefore, significant difference among age group and compulsive buying behavior. Support to the previous research of Agata Maccarrone – Eaglen and Peter Schofield, 2017, found that gender and age group shows significant difference in the compulsive category.

CONCLUSION

This study contributes significantly to the prevailing information of compulsive buying behavior, using the recent CBI score of Agata Maccarrone – Eaglen and Peter Schofield, 2017. Nevertheless, the screening tool deviated from previous studies and recent studies; it includes three dimensions with 17 items. Based on this, the compulsive buyer categorizes into four groups; it totally differs from previous studies, and dimensions-wise differ from Agata Maccarrone – Eaglen and Peter Schofield, 2017, that fill the limitation of post-purchase behavior and buying behavior pattern. Nevertheless, the descriptive statistics of 9 percentage of both SC, MC, and 33% & 49% NOC, NC is similar to the Agata Maccarrone – Eaglen and Peter Schofield study. These are the findings that provide an important contribution to the compulsive buying literature. However, more research is required to create the external validity of these outcomes. Moreover, this study's limitations are small with previous studies, compulsive buying behavior tested by 17 items totally, and further research focuses on each item's influence on the compulsive buyer category.

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