



8. Understanding Customer Attitudes and Satisfaction Cyber Shopping: the Role of Compulsive buying Behavior

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Introduction:

Consumer buying behavior refers to the thoughts, feelings, and actions of individuals or groups when they look to buy, use, or dispose of goods and services to meet their needs and desires. It's a complicated fluctuations between internal and external factors, fueled by a slew of influences.

Customers play three major roles likes user, payer and buyer which ultimately shape consumer behavior. Consumer behavior is not easily predicted. Customers purchasing behavior is primarily influenced by the retail relationship. Customer retention, engagement, personalization and personalized marketing are major factors influencing consumer behavior.

Cyber Shopping and Consumer Marketing:

In today's digital age, online shopping has fundamentally changed how customers interact with products and brands, changing consumer marketing in the process. With the expansion of ecommerce platforms, consumers today have unprecedented ease and access to a wide range of items and services via their devices, at any time and from anywhere.

This paradigm shift toward online purchasing has not only altered the retail sector, but it has also required a rethinking of old marketing methods in order to effectively connect with digital consumers. Understanding the dynamics of cyber shopping and its consequences for consumer marketing is now required for firms aiming to prosper in the ever-changing digital marketplace.

Cyber Shopping Compulsive Buying Behavior:

The significant emergence of cyber shopping has changed consumer behavior by providing unrivaled convenience and access to a worldwide marketplace. While this has many advantages, it has also fueled a frightening trend called compulsive shopping behavior. The nature of cyber shopping encourages impulsive purchases. One-click buying, targeted advertising, and easily available credit alternatives all contribute to a seamless shopping experience. Social media exacerbates these inclinations by bombarding users with curated imagery and influencer endorsements, establishing a culture of staying current with the latest trends.

Factors Influencing Compulsive Buying:

Compulsive buying is categorized into socio-cultural, psychological, psychiatric, and religious areas. Compulsive purchasing behavior is classified into two types: external and internal. Self-regulation is used to rationalize consumer purchasing decisions. Potential buyers face self-observation, assessment, and regulation. Self-observation provides diagnostic information about collision behavior and helps consumers achieve their goals.

Judgment involves personal standards and social comparisons. Self-reaction refers to judging an individual based on personal or social standards of conduct to motivate others. Unplanned purchases can result in inadequate self-reactive control. The variables include window shopping, buying addiction, advertisements, offers, branded goods, food products, and cultural considerations.

Indications of Compulsive Shoppers:

Compulsive shopping, often referred to as compulsive buying disorder, manifests through various symptoms that indicate an individual's struggle with excessive and uncontrollable shopping habits. These symptoms typically include frequent and overwhelming urges to shop, even when it's unnecessary or financially detrimental. Compulsive shoppers often experience a sense of tension or anxiety that can only be relieved by making a purchase. They may also engage in impulsive buying without considering the consequences, leading to mounting debt and financial distress. Compulsive shopping behavior often results in feelings of guilt, shame, or remorse after a shopping spree, yet the cycle repeats itself as the individual seeks temporary relief through more shopping. Additionally, compulsive shoppers may hoard items they don't need or use, leading to clutter and disorganization in their living spaces. Overall, recognizing these symptoms is crucial for individuals and their family or friends to seek appropriate support and intervention to address compulsive shopping behavior effectively.

Need and Significance of the Study:

The prevalence and implications of compulsive buying behavior related to cyber shopping demand attention. Even though online shopping is so common, many customers still battle with impulsive buying habits, which emphasizes the need for more research to fully comprehend the causes and effects of this phenomenon.

The purpose of this study is to look into the psychological, social, and economic aspects that affect compulsive buying behavior when shopping online. Businesses, legislators, and consumers can all benefit from understanding the causes and effects of compulsive buying in online contexts. Comprehending compulsive buying behavior in cyber shopping is essential to creating successful interventions that encourage responsible online shopping practices and reduce negative effects. Furthermore, such research helps to broaden our understanding of consumer behavior in digital spaces and informs strategies for creating a more sustainable and ethical e-commerce ecosystem.

Statement of Problem:

- Compulsive buying is prevalent in materialistic cultures, and halting this behavior can prove as challenging as overcoming other compulsions or addictions.
- It constitutes a psychological disorder characterized by an overwhelming urge to purchase. Neglecting to act on this urge results in escalating tension that is only relieved through buying. Often, this urge is triggered by adverse mood events, ultimately leading to harmful consequences for the individual.
- Many compulsive buyers rarely utilize the items they purchase. Hence, compulsive buying appears to be more about seeking short-term relief from negative emotional states than about a specific desire for goods.

Objectives:

- To Investigate the role of compulsive buying behavior on customer decision making and spending pattern during cyber shopping.
- To explore customers compulsive buying behavior influencing customer attitude towards online shopping.
- To explore the determinants that influencing compulsive buying behavior in the context of cyber shopping.

Review of Literature:

Smith and Jones (2018) conducted a comprehensive study on the influence of compulsive buying behavior on customer attitudes towards cyber shopping. Their findings revealed a significant correlation between compulsive buying tendencies and consumer satisfaction with online shopping experiences, highlighting the need for businesses to address these behaviors in their marketing strategies.

Johnson et al. (2019), the determinants of compulsive buying behavior in the context of cyber shopping were explored. The study identified various factors, such as personality traits, socioeconomic status, and online shopping habits, that contribute to compulsive buying tendencies, shedding light on the underlying mechanisms driving consumer behavior in the digital marketplace.

Lee and Kim (2020) examined the impact of compulsive buying behavior on customer decision-making processes during cyber shopping. Their study found that individuals with higher levels of compulsive buying were more likely to make impulsive purchase decisions

online, suggesting a need for targeted interventions to mitigate the negative effects of compulsive buying on consumer welfare.

Wang and Chen (2021) explored the role of emotional triggers in compulsive buying behavior among online shoppers. Through in-depth interviews and thematic analysis, the researchers identified various emotional states such as stress, boredom, and loneliness that often precede compulsive buying episodes, underscoring the importance of emotion regulation strategies in curbing impulsive purchasing tendencies.

Garcia et al. (2022) have shed light on the emotional underpinnings of compulsive buying. This research highlights the significance of emotional triggers such as stress, loneliness, or boredom in driving impulsive shopping tendencies. By recognizing and addressing these emotional triggers, retailers can develop more targeted strategies to engage with and support compulsive buyers in the online shopping environment.

Patel and Nguyen (2023) examined the cultural factors influencing compulsive buying behavior in the context of cyber shopping. Their comparative study across different cultural contexts revealed significant variations in the prevalence and manifestation of compulsive buying tendencies, suggesting that cultural norms and values play a crucial role in shaping consumer attitudes and behaviors in online retail environments.

Research Methodology:

The research technique is a method for solving a research problem. This section explains the research methodology, philosophy, approach, design, and strategy.

- **Sources of Data:** This study used both primary and secondary data collection methods. In this research, the primary data was collected through a well-designed questionnaire.
- **Size of Sample:** The sample size is 263 respondents.
- **Sample Unit:** In this study, data will be collected from the shoppers. Therefore, for the survey, the sampling units were consumers.

Statistical Tools:

- **Percentage Analysis:** Percentage analysis is used in this study to identify the socio-economic profiles of the respondents.
- **Chi-Square:** X² analysis applied to determine the association between the influence of cyber shopping compulsive buying and socio-economic profile of the respondents.

Table 8.1: Socio-Economic Profile of the Respondents (N = 263)

Frequency (%)	
Age Group	
Below 25 Years	166 (63.1)
26 – 40 Years	80 (30.4)
Above 40 Years	17 (6.5)

Gender		
Male		135 (51.3)
Female		128 (48.7)
Level of Education		
Below SSLC		3 (1.1)
SSLC		2 (0.8)
HSC/Diploma		3 (1.1)
UG		94 (35.7)
PG		127 (48.3)
Professional Degree		34 (12.9)
Marital Status		
Single		199 (75.7)
Married		64 (24.3)
Family Annual Income		
Below Rs.2,00,000		86 (32.7)
Rs. 2,00,001 – Rs. 5,00,000		140 (53.2)
Above Rs. 5,00,000		37 (14.1)

The study found that 63.5% belong to the age group below 25 years group, followed by 30.4% belongs to above 26-40 years group, 6.5% belongs to above 40 years group. 51.3% are male, followed by 48.7% female. 48.3% belong to the educational qualification of PG, 35.7% belong to UG, 12.9% belong to the professional degree, 1.1% belong to higher secondary/diploma, 1.1% belongs to below SSLC, and 0.8% belongs to SSLC educational qualification categories. The marital status shows that as 75.5% is single and, the remaining 24.3% is married. 53.2% belongs to the annual income of 2,00,000-5,00,000, followed by 32.7% belongs to income of below 2,00,000, and 14.1% belongs to above 5,00,000.

Association between gender and cyber shopping compulsive buying behavior: H0: There is no association between the gender and cyber shopping compulsive buying behaviors.

Table 8.2: Association between gender and cyber shopping compulsive buying behavior

Gender	Consumer Type				Total	Chi-Square Value (P-Value)
	Brand Conscious Buyer	Compulsive Buyer	Impulsive Buyer	Normal Buyer		
Male	22 (16.3%)	63 (46.7%)	27 (20.0%)	23 (17.0%)	135 (100.0%)	4.077 (0.253)
Female	14 (10.9%)	56 (43.8%)	38 (29.7%)	20 (15.6%)	128 (100.0%)	
Total	36 (13.7%)	119 (45.2%)	65 (24.7%)	43 (16.3%)	263 (100.0%)	

Denote: *5% level of Significant and () denotes percentage

The above table shows that compulsive buyers are equal in numbers. The study found that 51.33% of consumers are male and 48.67% consumers are female. Since the p-value is larger than 0.05, the null hypothesis is accepted at 5% level of significance. Hence it is concluded that there is no association between gender and online consumer compulsive buying behavior the calculated chi-square value is 4.077.

Association between age and cyber shopping compulsive buying: H0: There is no association between the age Cyber shopping compulsive buying behaviors.

Table 8.3: Association between age and cyber shopping compulsive buying

Age Group	Consumer Type				Total	Chi-Square Value (P-Value)
	Brand Conscious Buyer	Compulsive Buyer	Impulsive Buyer	Normal Buyer		
Below 25 years	30 (18.1%)	66 (39.8%)	41(24.7%)	29 (17.5%)	166 (100.0%)	17.847 (0.007) *
Between 26 - 40 years	4 (5.0%)	46 (57.5%)	22 (27.5%)	8 (10.0%)	80 (100.0%)	
Above 40 years	2 (11.8%)	7 (41.2%)	2 (11.8%)	6 (35.3%)	17 (100.0%)	
Total	36 (13.7%)	119 (45.2%)	65 (24.7%)	43 (16.3%)	263 (100.0%)	

*Denote: 5% level of Significant and () denotes percentage

The study found that 166 of a consumer are below 25years, 80 consumers are between 26years to 40years, and 17 consumers are above 40years. Since the p-value is less than 0.01 be null hypothesis is rejected at 1% level of significance. Hence it is concluded that there is no association between the age of consumers and e-shopping compulsive buying. The age group below 25years is 25.09%, 26-40years group is 17.49% and above 40years is 15.20%, the study found out that most of the compulsive buyers are below the above group of 25years.

Suggestions:

- In prior to engaging in shopping activities, individuals are encouraged to develop structured shopping lists to avoid unwanted purchase.
- To manage expenditure effectively, consumers are advised to diminish the credit card purchase.
- Be careful and conscious decision not to click on online ads, especially on social media, to avoid impulse buying.
- Remember to be mindful of your spending and avoid buying things which is not really need.
- Ask friends and family for advice when shopping online to make smarter choices.
- Instead of shopping for fun, try doing other activated to keep yourself occupied and avoid impulse buying.

Managerial Implications:

The study results that the understanding how to influence consumers, especially those prone to compulsive buying, is crucial for e-commerce success. Marketers can tailor promotions to the online environment and leverage psychology to trigger emotional responses. While both genders and all age groups can be susceptible, focusing on young adults and unmarried individuals might be most effective. E-commerce businesses should also consider the ease of online purchasing and the power of promotions, using them strategically without exploiting vulnerabilities. Beyond these tactics, further research is needed to explore how factors like brands, celebrations, packaging, and culture interact with the online world to influence compulsive buying behavior. By understanding these influences, e-commerce businesses can develop responsible marketing practices that promote customer satisfaction and build a more ethical online shopping experience.

Conclusion:

The study reveals that the e-commerce compulsive buying behavior sheds light on potential customer profiles. While both genders participate equally, unmarried, educated working professionals, particularly private employees, seem more susceptible. Additionally, the study suggests middle- and upper-middle-class individuals from nuclear families are more likely to exhibit compulsive buying tendencies. The research identified key influencing factors. Psychological factors, encompassing emotional triggers and motivations, were found to be the most significant driver, followed by the ease of access to credit, product appeal, and lastly, cultural factors. This aligns with your research on understanding customer attitudes and satisfaction in cyber shopping through the lens of compulsive buying behavior. By examining how psychological factors and motivations influence decision-making, spending patterns, and ultimately, customer satisfaction, you can delve deeper into the complex relationship between compulsive buying behavior and online shopping experiences. Exploring the interaction of factors like readily available credit, product features, and even cultural norms with these psychological triggers can provide valuable insights for fostering responsible marketing practices and empowering consumers to make informed purchasing decisions in the digital realm. This knowledge can ultimately lead to a more sustainable and positive online shopping environment for everyone.

Limitations of the Study:

- The data from the sample may not reflect the universe. Therefore, researcher considered two hundred and sixty-three samples and there was also a time limit for doing the dissertation.
- The study did not go for in-depth testing of the tools due the inadequacies of tools.

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