EXPLORING THE IMPACTS OF TECHNOLOGY AND EMOTION ON COMPULSIVE BUYING BEHAVIOUR ONLINE

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ABSTRACT:
The rise of e-commerce has significantly transformed consumer behaviour, with technology and emotion emerging as critical drivers of compulsive buying behaviour in the online environment. This study explores the interplay between technological advancements, such as personalized advertising, seamless payment systems, and AI-driven recommendations, and emotional triggers, including stress, anxiety, and the pursuit of instant gratification, in shaping compulsive purchasing tendencies.Using a mixed-methods approach, the research gathers quantitative and qualitative data from diverse online shoppers to identify key factors contributing to impulsive and compulsive buying behaviour. Findings reveal that technological features like one-click purchasing and algorithm-based product suggestions amplify impulsivity, while emotional factors such as boredom, mood elevation, and emotional distress create fertile conditions for compulsive buying. The study also highlights the role of social media and peer influence in intensifying these behaviours. The implications of these findings are significant for e-commerce platforms, marketers, and policymakers. While technological innovations enhance convenience and personalization, they also pose challenges for ethical marketing and consumer well-being. This study advocates for a balanced approach that leverages technology responsibly while fostering awareness among consumers about the psychological and emotional triggers of compulsive buying. By addressing these factors, stakeholders can create a healthier and more sustainable online shopping ecosystem.

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

INTRODUCTION

Because everyone has their own unique combination of needs, wants, and desires, shoppers act differently. Their social, cultural, psychological, and environmental elements, among others, combine to shape their purchasing habits. There are a variety of internal and external aspects that impact a person's decision-making process whenever they go shopping, whether it's a direct or indirect process. It has long been recognised in the research on consumer behaviour that the philosophy of economic theory seldom influences consumer purchasing behaviour. Instead of the anticipated value of the things themselves, these people's main reason for going shopping is the act of purchasing itself (Tauber, 1972). Rather than focussing just on acquiring necessities, people are motivated by a variety of psychological wants, such as seeking enjoyment, expressing one's individuality, boosting self-esteem, conquering bad emotions, etc. A great deal of prior study has covered the several subfields that make up consumer research. Consumers do, in reality, exhibit a wide variety of behaviours in pursuit of gratifying their various wants and desires, both physiological and psychological. Anxieties and stress levels have been on the rise in modern society due to many factors, including changes in lifestyle choices, easier access to complex products, higher incomes and standards of living, shifts in family structures (such as nuclear families), increased urbanisation and materialism, and the prevalence of single parents and nuclear families. The person was able to rid themselves of their bad emotions, such as worry and tension, via material possessions. The value of affection and connection is elevated above that of a toy or food. A new kind of compulsive buying and shopping has emerged as a consequence of this shift in consumer behaviour. Names like as onio-mania, buying mania, compulsive consumption, compulsive buying, and addictive or impulsive have been used to describe excessive shopping from the early 19th century. The changing definitions of compulsive shopping behaviour throughout the years mirror the evolution of our understanding of the disease. In their 1924 study, Bleuler and Kareplin classified compulsive shopping as an impulse

control disease. They brought attention to the fact that customers who seek assistance for their spending habits often report feeling helpless when buying. In 1989, O'Guinn and Faber were the first to present the idea of obsessive purchasing. An acronym for the compulsive shopping cycle, this four-stage process was their study tool of choice. A redirected desire to shop, partially to alleviate the poor self-esteem, anxiety, and guilt that had been exacerbated by the shopping episodes. The term coping refers to a person's mental and behavioural strategies for dealing with stressful events or excessive anxiety, and it encompasses both internal and external demands and conflicts (Cohen, 1987). The likelihood that an individual may engage in compulsive or addictive purchasing behaviour may be associated with their avoidance coping style, which is characterised by a preference for evasion and avoidance coping mechanisms (as opposed to constructive control; Folkman & Lazarus, 1988). Someone who is very addicted to spending may exhibit avoidance coping behaviours, such as obsessive shopping, on a regular basis. Put another way, purchasing things excessively serves as a way to cope with avoidance. People who are caught in a vicious cycle of addiction often deny their problem. In the early phases of addiction, compulsive buyers may conceal their purchases from loved ones and even go to extreme lengths to deny the severity of their problem (Faber et al., 1987; Edwards, 1992; O'Guinn & Faber, 1989). According to Little and Fisher (1958), denial is seen as a neurotic defence and a way to cope with avoidance. Denial is often associated with the compulsive buyer's efforts to suppress unpleasant feelings, such as anger, fear, or worry, which are often unconnected to the shopping and spending experience. By focussing on addictive behaviours and engaging in self-deception, people are able to avoid dealing with the underlying psychological issues that contribute to their overspending problem. To summarise, those who engage in compulsive buying tend to deny the reality of their behaviour. Some people may be more likely to turn to compulsive behaviours as a way to cope with the pressures of everyday life if they have a family history of addiction or a history of compulsive shopping, spending, gambling, food problem, or drug misuse.

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 behaviour. Further, It will investigate if any segments can be established by identifying the consumers and how they relate to identified factors. 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 Nepal 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 Nepal 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.

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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 dont 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 dont 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 dont need anything.	2.41	1.072	700
I go on a buying binge when Im 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) doesnt need.	2.39	1.003	700

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Usually, when I want to buy something, I talk with my parents.	3.04	1.129	700
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 Behaviour	Factor One: Online Compulsive Buying Factor Two: Internet Addiction Factor Three: Behavioural Response Factor Four: Materialism Factor Five: Depression Factor Six: Self-Perceived Attractiveness

Table No. 4.10 Factor Subset

The online compulsive buying behaviour based on individual determinants that substantially influence the consumers buying behaviour has been measured with the aid of six factors, namely Behavioural 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

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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 Bartletts 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 dont 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 dont 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 dont need anything.	1.000	.666
I go on a buying binge when Im 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) doesnt 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

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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 variables 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 variables 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		
	Total	% of Variance	Cumul a-tive %	Total	% of Variance	Cumula-tive %	Total	% of Varia-nce	Cumul a-tive %
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						

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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 Behavioural 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 Catells 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.

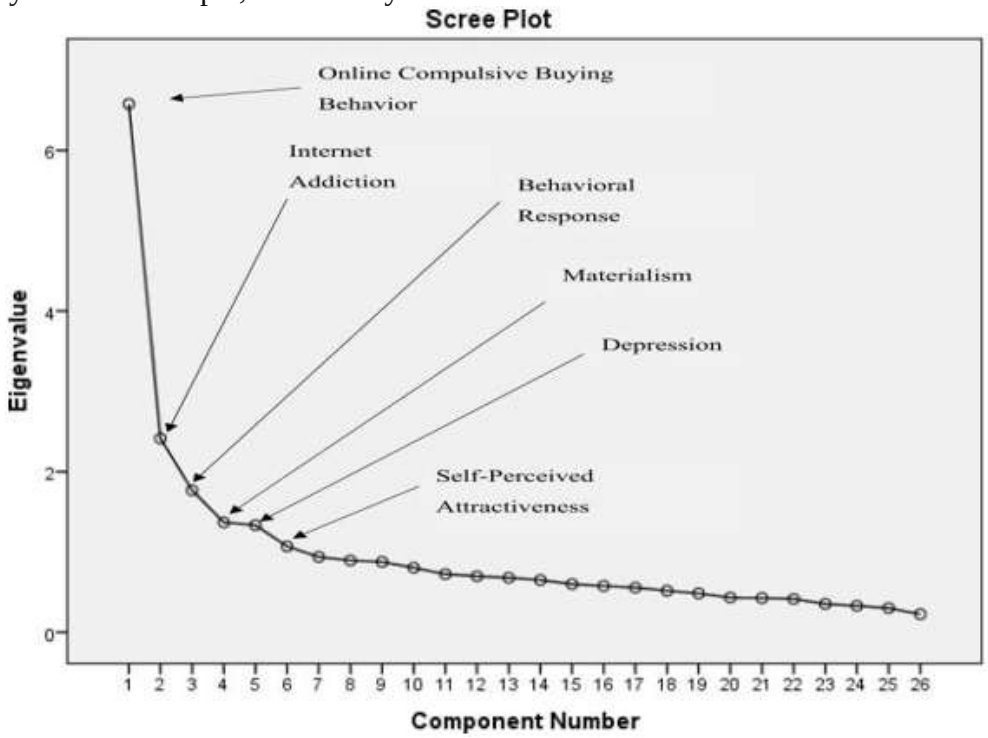

Figure No. 4.9 Scree Plot

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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 dont 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 dont 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 dont need anything.	.296	.678	.314		.108	
I go on a buying binge when Im 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) doesnt 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

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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 BEHAVIOUR

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.

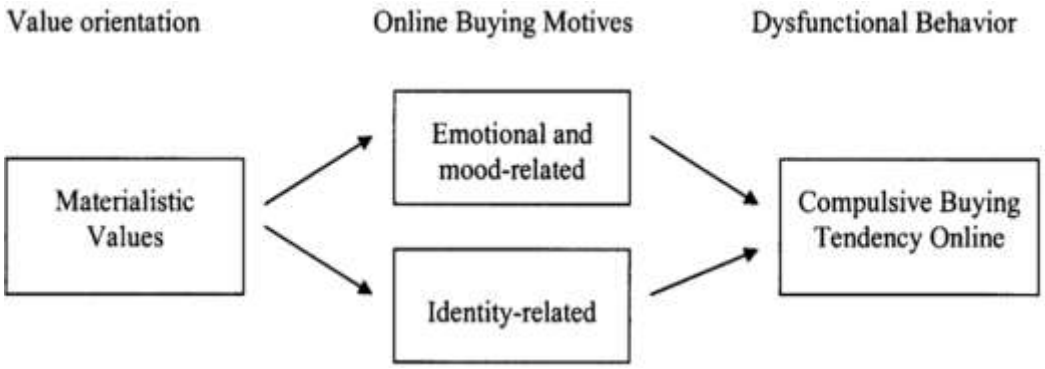

Figure No. 4.10 Model of Associations Between Materialistic Values, Online Buying Motives, and Compulsive Buying Tendencies Online.

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 & OGuinn,

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1992).

Sr. No.	Item	Factor Loading	Reliability Cronbach's Alpha	Cronbach's Alpha Based on Standardize d 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 dont 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 behaviour. The factor loading for seven items is given in the table; the Reliability Cronbachs Alpha is 0.813, and the Cronbachs 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 Cronbachs Alpha is 0.758, and the Cronbachs 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 dont need anything.	0.678		

Table No. 4.16 Factor 2: Internet Addiction

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FACTOR 3: BEHAVIOURAL RESPONSE

To measure shopping channel usage frequency, the survey inquired how often each shopping channel was used, utilizing a scale hat 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 youre 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 Behavioural 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	1 go on a buying binge when Im 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: Behavioural 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

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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 behaviour. 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 ones 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 ones 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 behaviours 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) doesnt 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, Nepal 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 behaviours, then early intervention through awareness, education and protection might save vulnerable populations from the harmful impact of addictive consumption

CONCLUSIONS:

Technology and emotion are powerful forces driving compulsive buying behaviour in the online shopping environment. This study reveals how advanced technologies, such as personalized recommendations, one-click purchasing, and targeted advertising, enhance convenience while inadvertently fueling impulsive purchasing tendencies. Simultaneously, emotional triggers, including stress, boredom, and the desire for instant gratification, further exacerbate compulsive buying behaviour, creating a complex interplay between digital innovations and psychological factors.While these advancements have revolutionized the e-commerce experience, they also raise ethical concerns about consumer vulnerability and well-being. Social media platforms and peer influence amplify these behaviours, underscoring the need for responsible marketing practices and consumer education. Addressing these challenges requires collaborative efforts from e-commerce platforms, policymakers, and consumer advocacy groups to implement strategies that prioritize ethical design, transparency, and awareness.

By fostering a deeper understanding of the technological and emotional drivers of compulsive buying, this study provides a foundation for developing solutions that balance innovation with consumer protection. Creating a healthier online shopping ecosystem that safeguards consumer interests while maintaining the benefits of technology will be essential for achieving sustainable growth in the digital marketplace.

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