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This Gorgeous Bag is Just a Click Away! The Influence of Impulse and Hedonic Buying Tendencies on Online Compulsive Buying

Bu Göz Kamaştırıcı Çanta Sadece Bir Tık Uzaklıkta! Sanal Kompulsif Satın Alma Üzerinde Anlık ve Hazcı Satın Alma Eğilimlerinin Etkisi

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Abstract

With the widespread use of the Internet, consumers began to shop online instead of traditional channels. Hence, compulsive buying becomes a more problematic behavior in this online milieu because online shopping offered compulsive consumers a very convenient environment in which whenever and whatever they want to buy. Although it is becoming an increasingly important issue, there is gap in the literature on compulsive buying online. The main purpose of this research is to determine whether impulse buying and hedonistic buying are among the explanatory factors of online compulsive buying under the thumb of the new age technologic, economic and social trends. This is causal research which employed a multiple regression model. A research company performed an online survey over two weeks and 601 surveys were accepted. The results of the research revealed that impulse and hedonic buying have explanatory power for online compulsive buying behavior. However, the role of impulse buying dimensions is more powerful than the role of hedonic buying dimensions on online compulsive buying. Managerial and other implications of the results are presented.

Keywords: Online Compulsive Buying, Impulse Buying, Hedonic Buying.

Öz

E-ticaretin yaygınlaşmasıyla tüketiciler artan bir şekilde geleneksel alışverişten sanal alışverişe kaymaya başladı. Böylece kompulsif satın alma bu sanal ortamda daha da sorunlu bir davranış haline geldi çünkü sanal alışveriş kompulsif tüketicilere istedikleri zaman istedikleri ürünü satın alabilecekleri çok uygun bir ortam sundu. Gittikçe daha da önemli bir konu haline gelmesine rağmen sanal kompulsif satın alma ile ilgili literatürde boşluklar mevcuttur. Bu çalışmanın temel amacı anlık/plansız

ve hazcı satın alma eğilimlerinin sanal kompulsif satın alma için açıklayıcı güçlerinin olup olmadığını ortaya koymak, yeni çağın teknolojik, ekonomik ve sosyal trendleri bağlamında bu rollerin önemini tartışmaktır. Nedensel yapıya sahip çalışmada çoklu regresyon modeli oluşturulmuştur. Bir araştırma firması iki hafta süresince çevrimiçi anket çalışması yürütmüş, 601 tamamlanmış ve uygun anket analizler için kabul edilmiştir. Analiz sonuçları hem anlık hem de hazcı satın alma boyutlarının sanal kompulsif satın alma davranışı için açıklayıcı gücü olduğunu ortaya koyarken anlık satın alma boyutlarının daha güçlü etkisi olduğu bulunmuştur. Araştırma sonuçlarının yönetimde ilgili ve diğer uygulamaları sunulmuştur.

Anahtar Kelimeler: Sanal Kompulsif Satın Alma, Anlık/Plansız Satın Alma, Hazcı/Hedonik Satın Alma.

Introduction

Recently, human being has been extensively exposed to technological and communicational developments (Vicdan, Chapa and Santos, 2007, pp. 57-58). Internet, as one of these developments, altered many habits, rituals and practices in such environment and shopping behavior, unsurprisingly, has been shifted into the internet milieu. Because online atmosphere offers much more convenience, abnormal buying behaviors found a suitable place to develop. Compulsive buying, as one of these abnormal buying behaviors, has also fostered under favor of online environment. People have opportunities for shopping 7 days and 24 hours via internet and the consumers know that *"this gorgeous bag is just a click away!"*. This irresistible situation naturally may trigger online compulsive buying behavior. In this context, two separate consumption patterns explicitly stand out in postmodern culture: Impulse and hedonic buying.

Impulse buying is characterized as unplanned, sudden, spontaneous buying decision for buying (Rook, 1987, p. 191). Consumers have any intention to purchase and they are unaware of its negative consequences in impulse buying (Žnideršić, Grubor and Marić, 2014, p. 84). Many research show that impulsiveness is one of the most crucial issues which drives compulsive buying behavior (Williams and Grisham, 2012; Sohn and Choi, 2012). As Donthu and Garcia (1999, p. 56) indicated, since consumers who buy online may be more impulsive than offline

buyers, impulse buying tendency may play an important role on online compulsive buying behavior.

Hedonic buying, as another important consumption pattern, stresses fantasy, arousal, pleasure, curiosity features of shopping experience (Hirschman and Holbrook, 1982). Consumers have “*fallen in love*” with products because people buy products with hedonic reasons other than utilitarian reasons. “*I shop therefore I am*”, “*shop’til you drop*” have been so common expressions in postmodern culture. As shopping become such irresistible, seductive, enjoyable and hedonic activity rather than a functional duty, internet makes it an irreplaceable part of people’ lives.

Some theorists like Featherstone and Baudrillard suppose that pleasure, style, fashion and related subjects gained importance in case of buying behavior during postmodern age (Hayta, 2014, p. 10). Importance of hedonism doesn’t seem end in coming years and it may become a more crucial motivation factor for online compulsive buying. Besides, technological age may push an unplanned, impulse buying type and it is also a strong trigger for online compulsive buying. As Singh (2011, p. 75) noted that current consumer culture is characterized as hedonic and impulsive. As a result, a comprehensive understanding of consumers’ online buying decision is vital under the light of hedonic and impulse buying tendencies for both academicians and practitioners in this new world. This study seeks to expand online compulsive buying literature as figuring out the role of the hedonic and impulse buying tendencies on online compulsive buying behavior.

Literature Review

Online Compulsive Buying

For consumers, companies and the society, compulsive buying is an important issue due to its severe outcomes (O’Guinn and Faber, 1989). Unaffordable amount of debt rooted in compulsive buying behavior can cause financial and social problems for consumers and their surroundings (Gupta, 2013, p. 43). Several research identify compulsive buyer as a consumer who has a powerful, uncontrollable wish to buy without thinking its negative results or financial situation (Ridgway, Kinney and Monroe, 2008; Goldsmith and McElroy, 2000; Faber and O’Guinn, 1992). Numbers of research try to explore its causes and outcomes. Ridgway, Kukar-Kinney and Monroe (2008, p. 622) stressed the lack of impulse control over buying behavior in their definition. Biological factors (Raab et al., 2011; Gwin et al., 2005; Hirschman and Stern, 2001),

depressive and stress/anxiety-related moods (Sohn and Choi, 2012; Dittmar, Long and Bond, 2007; Black et al., 1998; Valence et al., 1988), low self-esteem (Ridgway, Kukar-Kinney and Monroe, 2008; DeSarbo and Edwards, 1996), impulsiveness (Williams and Grisham, 2012), high materialist tendencies (Brougham et al., 2011; Roberts, 2000; DeSarbo and Edwards, 1996) are stated as important triggers for compulsive buying in the literature. Consumers who buy compulsively have higher tendencies for obsessive-compulsiveness than non-compulsive buyers (Faber and O'Guinn, 1992) and they usually shop alone (Lejoyeux et al., 1999). Consumers buy compulsively to run away from negative emotions and experience social acknowledgment (O'Guinn and Faber, 1989). Some researchers used Five Factor Personality Model to describe compulsive buying behavior (Wang and Yang, 2008; Balabanis, 2001; Mowen and Spears, 1999). Neuroticism and agreeableness (Mowen, 2000), extraversion and intellect (Balabanis, 2001) found to be related with compulsive buying.

Despite a great literature about compulsive buying which occurs in traditional channels, there is a big gap on online compulsive buying. The convenience which online shopping offers to consumers as they can buy almost whatever and whenever they want seven days and twenty-four hour triggers the compulsive buyers to buy more in online milieu. He, Kukar-Kinney and Ridgway (2018) identified six compulsive buying pattern on the internet; instant positive emotions, escape from social relations, shopping all the time and everywhere, fantasize, observed purchasing and affective reaction to buying activity. Buyers who buy compulsively spend more money and time for buying in internet (Duroy, Gorse and Lejoyeux, 2014, p. 1829). Online buying is accepted as the convenient buying type for compulsive buyers (Lee and Park, 2008, p. 387). Gönüç and Doğan Keskin (2016, pp. 360-361) stated that hedonic stimuli, technological factors and psychological drives make people compulsive buyers in the online platform. Bighiu and her friends (2015) made research among students and found out that 13 percent of the participants present characteristics of online compulsive buying. Individuals with higher materialistic values who try to enhance their emotions and identity via online shopping have higher online compulsive buying tendencies (Dittmar, Long and Bond, 2007). It is also reported that online compulsive buying is affected by social normative patterns and comparative buying motivations (Zeren and Gökdağlı, 2017), impulsiveness, higher anxiety sensibility and consciousness heedfulness (Brunelle and Grossman, 2022), perceived stress (Zheng et al., 2020; Eslami and Ghadrei, 2020 [for women]), internet addiction (Suresh and

Biswas, 2020; Bhatia, 2019) as well as excessive use of social network sites (Pahlevan Sharif and Yeoh, 2018).

Technological developments which affect paying patterns, internet usage habits and lifestyles may also affect online compulsive buying tendency. Research shows that impulsiveness is an important factor on online compulsive buying because consumers spend much more time each day on internet and buying becomes easier day by day through internet. Besides, self-deficiency issues, hedonic urges, pleasure seeking are crucial parts of the postmodernism so consumers will continue to commit compulsive buying in online environment. For this reason, the research is needed on online compulsive buying behavior.

Hedonic Buying

While hedonism is a philosophic theory that if something recovers from pain is good, and causes pain is bad (Altunışık and Çallı, 2004, p. 235), hedonic consumption is related to satisfying some needs of consumers like fun, enjoyment and pleasure other than functional needs (Gültekin and Özer, 2012; Holbrook and Hirschman, 1982). Consumers' needs are satisfied by two types of benefits which are utilitarian and hedonic (Odabaşı and Barış, 2002; Babin et al., 1994) and Babin and his friends (1994) stated that hedonic values are heavily about the shopping experience. Shopping is adventure (Akturan, 2010) and fantasy (Babin, Darden and Griffin, 1994) for consumers who experience hedonic shopping. Tifferet and Herstein (2012) stated that hedonic buying covers various senses, e.g., touch, taste, sound. When looking at gender differences, we see that women enjoy shopping compare with men (Tifferet and Herstein, 2012; Kruger and Byker, 2009).

Research showed a relation between hedonic buying and compulsive buying (Horvath and Adıgüzel, 2018; Eren, Eroğlu and Hacıoğlu, 2012). Hedonic motivations have been found trigger for online compulsive buying too. Hedonic motivations influence the perceptions of social network advertising (Anderson et al., 2014). Bridges and Florsheim (2008) reported that consumers gain hedonic experiences via stimulation, fun and positive emotion and it was found that hedonic elements are related to pathological internet use. They also reported that compulsive buyers are more likely to search hedonic value due to its arousal, daydream and escapist features. However, internet sites are not employed through hedonic way on buying intention (Hazari, Bergiel and Sethna, 2017). Research performed among Malaysian consumers indicated that hedonic motivation is the essential attribute that drives online consumer

satisfaction directly (Anand et al., 2019). Horvath and Adıgüzel (2018) stated six hedonic motivations which are idea, adventure, social and value shopping styles, search pleasure and role play. According to their study's results, search pleasure, idea shopping and role playing are the essential hedonic drivers for compulsive buying behavior in the developed countries, whereas adventure seeking and role play negatively affect compulsive buying behavior in emerging countries. Another research shows that online buyers' experience of adventure seeking and idea shopping positively influence online compulsive buying while role shopping and value shopping negatively influence this buying pattern (Ali et al., 2020). Wang et al. (2021) found that hedonic motivations trigger online compulsive buying but especially pleasure search and idea shopping are the main triggers. Besides, Akturan (2010) found that hedonic consumption tendency positively affects impulse buying tendency.

Hedonic emotions exist in postmodern culture (Odabaşı, 2004). Moreover, hedonism, with the definition of Kırız (2014, p. 200) as a pleasure derived from shopping, doesn't seem to be over in the future. It's because, actually, hedonism isn't just about pleasure, but it relates to the pain (Chamberlain, Hill and Shaw, 2018). Consumers want to escape from pain and shopping is a good tool for both taking pleasure and escaping from pain.

Since it's expected the number of online compulsive buyers will increase in the future, the most crucial reason of this increase may be hedonic attitudes. This assumption stems from the fact that the people increasingly try to find new getaway points for their pains. Other than suicide, shopping may be an unprecedented platform to neglect the pain while also taking the pleasure. Under the effect of postmodern culture and such a huge penetration of internet usage, the influence of hedonic buying tendencies on online compulsive buying is worth to research.

Impulse Buying

Since 1950s, researchers have paid attention to impulse buying as a purchase without intention. Literature about impulse buying found great extent around affluent Western countries (Dey and Srivastava, 2017). Actually, it was defined as unplanned purchasing in the former marketing literature (Cobb and Hoyer, 1986, p. 385) and numbers of scholars agree that a lack of planning is core for impulse buying (Verhagen and Dolen, 2011). According to Styvén, Foster and Wallström (2017). Impulse buying is important because it is a great financial source for retailers.

Stern (1962) stated four kinds of impulse buying: made upon offers, made upon reminders, planned in advance and unplanned purchases. Impulse buying is sudden, spontaneous, strong and persistent drive to purchase that is short of evaluation of product and consequences of buying behavior (Vohs and Faber, 2007; Piron, 1991; Rook, 1987). It is the purchase designated by external stimuli (Bighiu, Manolica and Roman, 2015, p. 73). In-store settings like point-of-purchase advertising and store lay out is important triggers for impulse buying (Madhavaram and Laverie, 2004). Even a product itself can be a stimulus for impulse buyers (Sharma, Sivakumaran and Marshall, 2010). Emotions are important rather than cognitive buying process and the purchase behavior realizes without thinking its financial outcomes (Sharma et al., 2010). Impulse buying is related to positive emotional conditions, while compulsive buying is primarily stimulated by negative states (Darrat, 2016). Kukar-Kinney, Scheinbaum and Schaefer (2016) stated that compulsive consumers show impulsiveness when they shop and Darrat, Darrat and Amyx (2016) found that impulse buying rises anxiety and it is connected to compulsive buying behavior. Some studies presented evidence for a significant relation between impulse buying and hedonic buying (Dey and Srivastava, 2017; Park, et al., 2006; Rook, 1987).

In the last decade, growth of the internet and -right after- online shopping opportunities have risen the level of enticement for impulse buying. Due to the highly stimulus driven feature of impulse buying, online shops try to trigger consumers to buy impulsively (Hostler et al., 2011; Madhavaram and Laverie, 2004). Ease of searching and absence of social pressure drives consumers' behavior to buy impulsively (Verhagen and Dolen, 2011; Madhavaram and Laverie, 2004). Donthu and Garcia (1999) revealed that online consumers are more impulsive compared to offline consumers. Moreover, the positive relation between social network sites and compulsive buying is connected to the "*impulse-inducing*" nature of social network sites (Sharif and Yeoh, 2018, p. 318).

Hausman (2000, p. 403) stated that impulse buying explains a tremendous amount of products purchased as well as increase in personal disposable income and credit availability makes impulse buying a more widespread issue among several retail categories (Muruganantham and Bahakat, 2013, p. 157). Impulse buying may be still a potential factor for online compulsive buying in the future because the precipitating drivers of this phenomenon, for example external stimuli, different emotional states and stress (Moran and Kwak, 2015) will be in consumers' lives who experience more technologic, online and stressful world each day.

Despite being such an important issue, the influence of impulse buying on online compulsive buying has been left unchecked in the literature.

Methodology

A suitable theoretical framework was developed to reveal the relationships between online compulsive buying, as the dependent variable, and hedonic buying and impulse buying as independent variables. Based on the aim of the study, hypotheses would be designed to analyze the effect of independent variables. The primary focus of this research is to analyze the expected influence of hedonic buying and impulse buying on online compulsive buying, then the analysis would allow us to determine if the variables have different dimensions as the second focus of the research.

Procedure and Sample

To perform the research aims, surveys through internet were employed to collect data. One thousand online survey were sent to people who have graduate degree, engaged in at least one online shopping experience and live in İstanbul by an independent research company. 601 surveys were received, yielding a 60% response rate. Vicdan, Chapa and Santos (2007) suggested that college students are familiar with online shopping and students were used in many studies of online behaviors. Besides, easy credit card and loan is one of the important reasons of overspending as Schor (1998) indicated. Although compulsive buying doesn't seem to be related income (Dittmar, 2004), college students may be more limited in the capacity for spending money than young adults in full-time employment as Dittmar et al. (2007) stated. In Turkey, the age of begin to work is between 22 and 23 in case of having a graduate degree. So, there is evidence to think that people with a graduate degree begin to work just after graduation, earn own money, have access to credit facilities, use credit cards and have more chances to overspend via online shopping which is so familiar to this age of group. Numbers of studies reveal the positive relationship between the credit card usage and irrational use of credit with compulsive buying (Roberts, 1998; d' Astous, 1990; O'Guinn and Faber, 1989). As a result, researchers are expected that people with graduate degree are more independent to spend money so online compulsive buying behavior can be measured more accurately among such a group. Another reason to use university-graduated people in this research is that the questionnaire form is required to be understood correctly. Also, participants are asked to live in İstanbul, one of the biggest metropolitan cities in the world. This is because, people shop

online due to compulsory reasons at most of the other parts of Turkey; lack of shopping mall, absence of variety, etc. However, abundant of malls, shops and brands provide service to Istanbul so people have other reasons to buy online; timelessness, unsuitable work hours, etc. Therefore, it appears more correct to search the hedonic and impulse motivations leading online compulsive buying among such people.

The sample consisted of 312 male (52%) and ranged age from 22 to 51, under 40 years old (63,4%). They have an online shopping experience at least once a month (63,9%) and sixty-nine percent of the respondents reported total family income of over 6,000 TL, approximately \$400 for a month. Approximately seventy-five percent of the participants were employee working as officer, manager or specialist and sixty-four percent of them reported to shop online at least once a month.

Instrument

The questionnaire designed for this research includes three parts. In the first part, participants were asked if they have online shopping experience or not as a filter question and the participants who answered this question as “yes” continue to the questionnaire. Three existing scales shaped the second part of the questionnaire. First, to measure online compulsive buying, Lee and Park’s (2008) seven-item scale which was developed based on Faber and O’Guinn’s (1992) compulsive buying scale was employed and the researchers found the reliability score as 0,857. The scale has been reported to have a satisfactory reliability score in Türkyılmaz, Kocamaz and Uslu’s (2016) study as 0,826 and they also stated that the scale has a unidimensional structure and one factor explains 51,933 % of the total variance. Faber and O’Guinn’s (1992; 1989) compulsive buying scale may be accepted as dichotomous, means participants are classified as compulsive or non-compulsive buyer. However, numbers of Likert-type application of this scale are observed in the literature. Second, hedonic buying tendency was measured using Babin, Darden and Griffin’s (1994) eleven-item scale which the researchers reported an acceptable reliability score ($\alpha=0,93$). Similarly, following research also revealed high reliability scores of the scale like Şener et al. (2018) as 0,939 and Sarkar (2011) as 0,85. Lastly, Rook and Fisher’s (1995) unidimensional nine-item scale was employed to measure respondents’ impulse buying tendencies and they reported reliability scores higher than 0,80. At the end of the last part, demographics were recorded, as well as online shopping frequency of the participants like once a week or once a month. All these questions were asked through

a five-point Likert scale.

Since the scales were produced in English language, the questions were translated to Turkish by some marketing academicians then translated to English back by other marketing academicians to compare with the original forms not to allow any mistake during translation. These academicians also assessed the scale’s face validity. After that a pilot study was executed with a sample of 20 university students then necessary corrections were made.

Analysis

For reliability, factor and regression analyses to test the hypotheses, SPSS 22 statistical program was employed. Reverse-coded items were handled. Internal consistency via Cronbach’s Alpha was calculated to evaluate the reliability for each scale (Hair et al., 1998). Cronbach’s Alpha value may vary between 0 and 1,00 and if the value is more than 0,70, the value is acceptable and if it is more than 0,80, it has a good reliability (George and Mallery, 2003). For this research, the Cronbach’s alpha values are between 0,732 and 0,871; which means acceptable and good inter-item consistency for each factor. HED2, as one of the hedonic buying items was deleted to increase reliability values. The reliability analysis test results and the Cronbach’s alpha values of each variable are presented in Table 1. Cronbach’s alpha values of all the factors are higher than 0,70. It is 0,896 for the overall scale.

Table 1

Reliability Analysis Test Results

Variables	Number of items	Items dropped	Cronbach’s alpha	Indicator
Online compulsive buying (OCB)	7	-	0,865	Good
Hedonic buying (HED)	11	1	0,871	Good
Impulse buying (IB)	9	-	0,732	Acceptable

Source: Authors

Hair et al. (1998) defined factor analysis as analyzing the structure of the interrelationships among many variables by defining a set of common underlying dimensions, known as factors and Hair et al. (2009) stated

that standardized factor loadings should be 0,70 or greater. Principal component analysis with varimax rotation was employed which were retained if they loaded 0,50 or higher on one factor. Kaiser-Meyer-Olkin (KMO) measure is also an important value for factor analysis.

For online compulsive buying scale, one item, OCB6, loaded lower than 0,40 (0,258) so this item was eliminated. Remaining six items loaded onto the same factor, explaining 60,796 percent of the total variance and KMO was found to be 0,874 for online compulsive scale. For impulse buying scale, nine items are loaded on three factors at first, but one factor has just one item. However, a factor is required to have at least two items so item IB5 was deleted then the analysis was repeated. Remaining two factors were explaining 60,925 percent of the total variance and KMO was 0,750. Five items loaded onto one factor while three of them loaded another one. Item HED7 at hedonic buying scale didn't load higher than 0,40 so it was deleted. Remaining nine items were loaded onto the two factors, explaining 60,942 percent of the total variance and KMO was 0,882. Seven items loaded onto the one factor while the remaining two items loaded onto the second factor.

The result that online compulsive buying scale has a unidimensional structure is compatible with the literature. However, impulse and hedonic buying items loaded onto two different factors (See Table 2). For impulse buying, the items for the *"buying without thinking"* motive and *"reckless buying"* motives were loaded onto the same factor. These two motives were hence linked into one factor, named the *"without thinking and reckless buying"*-IBORT1. The other three items are explained by motives named as *"affectively spontaneous buying"*-IBORT2. For the hedonic buying scale, the majority of the items were loaded on the factor named as *"enjoying trip"*-HEDORT1 while two items expressing an adventurous side of hedonic shopping which is practiced eagerly so the factor was named as *"a willing adventure"*-HEDORT2.

Table 2

Factor Structures of the Scales

Item	Scales	Factor loadings		Total variance explained	KMO
		1	2		
1	I bought things online even though I couldn't afford them.	,817		%60,796	,874
2	I bought something online when I knew I didn't have enough money in the bank to cover it.	,802			
3	I bought something online in order to make myself feel better.	,784			
4	I felt others would be horrified if they knew my online spending habits.	,776			
5	I feel anxious or nervous on days I didn't shop online.	,761			
6	If I have any money left at the end of the pay period, I just have to spend it online.	,736			
	Impulse buying				
1	I often buy things without thinking.	,834	-,023	%60,925	,750
2	Sometimes I feel like buying things on the spur-of-the-moment	,804	-,010		
3	Sometimes I am a bit reckless about what I buy.	,734	,100		
4	"Buy now, think about it later" describes me.	,723	,148		
5	I carefully plan most of my purchases.	,613	,325		
6	I often buy things spontaneously.	-,053	,803		
7	"Just do it" describes the way I buy things.	,225	,799		

8	I buy things according to how I feel at the moment.	,110	,781		
	Hedonic buying				
1	I enjoyed this shopping trip for its own sake, not just for the items I may have purchased.	,827	,085		
2	I had a good time because I was able to act on the “spur-of-the-moment”.	,814	,139		
3	This shopping trip was not a very nice time out.	,780	,050		
4	This shopping trip was truly a joy.	,753	,327	%60,942	,882
5	I enjoyed being immersed in exciting new products.	,622	,473		
6	During the trip, I felt the excitement of the hunt.	,615	,446		
7	This shopping trip truly felt like an escape.	,564	,303		
8	I continued to shop, not because I had to, but because I wanted to.	,085	,778		
9	While shopping, I felt a sense of adventure.	,185	,762		

Extraction Method: Principal Component Analysis

Rotation Method: Varimax with Kaiser Normalization (just for hedonic and impulse buying scales)

Source: Authors

After examining the factor structures of the variables, the following hypotheses were developed:

H_1 : Buying without thinking and reckless buying factor of impulse buying has a significant positive influence on the online compulsive buying tendency.

H_2 : Affectively spontaneous buying factor of impulse buying has a significant positive influence on the online compulsive buying tendency.

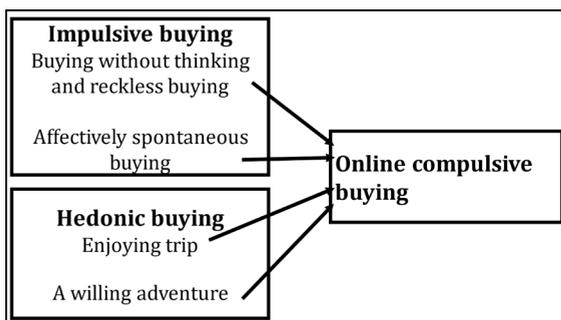
H_3 : Enjoying trip factor of hedonic buying has a significant positive influence on the online compulsive buying tendency.

H_4 : Willing adventure factor of hedonic buying has a significant positive influence on the online compulsive buying tendency.

Given these results and developed hypotheses above, we begin to test the model at Figure 1.

Figure 1

Model of the study



Source: Authors

Multiple Regression Analysis

It is a statistical technique which is employed to test the relations between one dependent variable and few dependent variables (Hair et al., 1998). It is used to assess whether one or more dependent variables explain the dependent variable. The regression analysis has five important assumptions: (i) linear relationship, (ii) no multicollinearity, (iii) multivariate normality, (iv) homoscedasticity and (v) no auto-correlation. The check linearity assumption, scatter plot diagrams are used or correlation analysis is tested between dependent variable and independent variables. Correlation coefficients (r) reveal there are weak or moderate relationship between predictor variables and criterion variables (Table 3).

Table 3

Correlation Coefficient Table

Measurement			r	Value
IBORT1	<----->	OCB	0,315	Weak
IBORT2	<----->	OCB	0,471	Moderate

HEDORT1	<----->	OCB	0,392	Weak
HEDORT2	<----->	OCB	0,282	Weak

Correlation is significant at the 0,01 level (2-tailed)

Source: Authors

The third assumption, all variables to be multivariate normal, was checked with a Q-Q Plot or histogram tests as well as Kolmogorov-Smirnov test. Normality of residuals is also assessed by observing skewness and kurtosis values. Normality is provided if these values are between -2,0 and +2,0 according to George and Mallery (2003). The skewness and kurtosis values of the variables as shown at Table 4.

Table 4

Skewness and Kurtosis Values of the Data

	IBORT1	IBORT2	HEDORT1	HEDORT2
Skewness	1,345	0,271	-0,224	0,051
Kurtosis	1,777	-1,049	0,199	-0,574
Std. Error S	0,100			
Std. Error K	0,199			

Source: Authors

The results reveal that the values provide normality assumption.

Table 5

Results of F Test for Model

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	119,722	4	29,931	58,069	,000 ^b
	Residual	307,199	596	,515		
	Total	426,922	600			

a. Dependent Variable: OCBORT
b. Predictors: (Constant), IBORT2, IBORT1, HEDORT2, HEDORT1

Source: Authors

As ANOVA results reveal that F count is 58,069 with 0,000 probability, null hypothesis was rejected, and the regression model was accepted statistically significant. Table 6 shows coefficients, all of which greater than 0,05 so no variable eliminated (Sig. =0,001; 0,029; 0,000; 0,000 for HEDORT1; HEDORT2; IBORT1; IBORT2 respectively). Coefficients table also contains Variance Inflation Factor (VIF) values which are assessed to understand whether there is multicollinearity in the data. The results show that there is no multicollinearity between the variables (1,139; 1,454; 1,547; 1,239 for respectively IBORT1, IBORT2, HEDORT1, HEDORT2 and all values <10) as one of the assumptions of the regression analysis.

Table 6

Coefficients Table for Model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	,228	,109		2,084	,038		
	HEDORT1	,110	,034	,141	3,272	,001	,646	1,547
	HEDORT2	,074	,034	,085	2,194	,029	,807	1,239
	IBORT1	,155	,036	,159	4,282	,000	,878	1,139
	IBORT2	,234	,031	,320	7,650	,000	,688	1,454
a. Dependent Variable: OCBORT								

Source: Authors

Given the standardized coefficients at Coefficients Table (Table 7), IBORT2 is the most efficient variable ($\beta=0,320$) while HEDORT2 has less contribution on online compulsive buying ($\beta=0,085$). β value is 0,159 for IBORT1 and 0,141 for HEDORT1.

Another important table is Model Summary, including R and R² values

which reveal the explanatory power of the model (See Table 7).

Table 7

Model Summary Table for Model

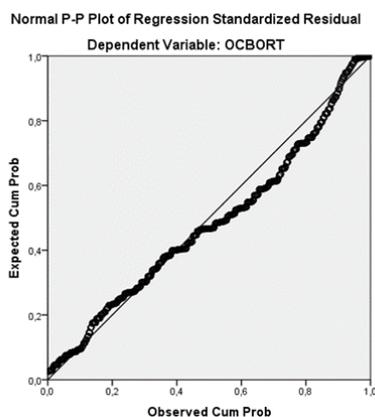
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,530 ^a	,280	,276	,71794
a. Predictors: (Constant), IBORT2, IBORT1, HEDORT2, HEDORT1				
b. Dependent Variable: OCBORT				

Source: Authors

Results show that HEDORT1, HEDORT2, IBORT1 and IBORT2, four dimensions of impulse buying and hedonic buying explain 28 percent of online compulsive buying variable at 0,01 significant level. Lastly, normality of the residuals is tested by the P-P Plot Diagram (Table 8). The results show that the residuals are distributed normally.

Table 8

Normal P-P Plot of Regression Standardized Residuals



Source: Authors

Findings

Multiple regression analysis was employed to test four hypotheses of the study. Initially, reliability analysis was practiced and one item were eliminated from the scale. During factor analysis, the low-score factor loading items were extracted. Online compulsive buying scale has one factor while impulse and hedonic buying scales has two factors. Then, multiple linear regression analysis was performed to test the hypotheses through regression model. At the model, two dimensions of impulse buying and two dimensions of hedonic buying has significant and positive effect on online compulsive buying. As a result, H_1 , H_2 , H_3 , H_4 was accepted (Sig. 0,000; $p < ,05$). Dimensions of impulse buying have been found more efficient, especially IBORT2, namely "*Affectively spontaneous buying*" ($\beta = 0,320$).

Conclusion and Discussion

Recently, human being has found himself in the middle of the greatest technological revolution -especially in the era of information and communication transactions- in the history. According to the statistics, 59,5 percent of world population is internet user throughout the world by January of 2021 (statista.com). e-trade is one of the fastest growing industries and the amount of online shopping via credit card is increasing day by day. All these are true because nowadays the new form of trade is online shopping!

Online shopping transfers value to the consumers. However, consumers sometimes may shop in a compulsive way. Compulsive buying is defined as a form of compulsive consumption, which appears as chronic, repetitive purchasing that occurs as a response to negative feelings or events and provides the individual with short-term positive outcomes but result in long-term negative results (O'Guinn and Faber, 1989, p. 149). After psychology, psychiatry and economics fields, marketing academicians showed interest to compulsive buying behavior barely after 1980's. The effects of many factors on compulsive buying have been examined. However, nowadays, online compulsive buying takes all the attention under the recent conjuncture and its causes are researched by academicians. At this point, hedonic buying and impulse buying gains importance in today's consumer culture and online environment.

This study aimed to find out the influence of impulse and hedonic buying tendencies on online compulsive buying and contribute to the expanding knowledge of online compulsive buying literature. According

to the factor analysis results, both hedonic and impulse buying scales generated two factors with acceptable reliability scores contrary to the previous studies. One dimension was named as *“and being reckless”* while the other dimension was named as *“affectively spontaneous buying”* for impulse buying scale. The sample might be affective on this result so the model should be tested with a different sample. *“Willing adventure”* dimension of hedonic buying was found as the least effective dimension on the online compulsive buying. That may be an expected outcome comparing with the *“enjoy”* part of hedonic buying. However, *“enjoying the trip”* dimension has also a low score comparing with the impulse buying’s dimensions. Impulsiveness has often reported as a powerful predictor of compulsive buying in the literature. On the other hand, this study was looking for *“online compulsive buying”* tendencies of consumers and its dynamics are expected to be different from traditional compulsive buying. Since online shopping provides many conveniences for the consumers like 7/24 shopping opportunity, no need to go somewhere for shopping, more product variety, time saving, etc., impulse buying motives as both reckless and unthinking buying may drive online compulsive buying tendency more.

The models should be tested together on several research with different samples. This study employed university graduated people older than 22. X, Y, Z generations with different demographic profiles may produce another result. This research was limited with people living in Istanbul but consumers who live in the different parts of Turkey, even world, may give distinctive outcomes. Moreover, we didn’t use a specific product category for this research. Because different product categories may result in different compulsive buying behavior, the future research can see this gap as an opportunity.

All technological and social transformation seem to boost online compulsive buying behavior. When looking at its roots -negative feelings and psychological states, behavioral addiction tendency, low self-esteem, escape desire from the negative issues-, consumers may be more engaged with the online compulsive buying behavior in the coming years. Committing the compulsive behavior is supposed to be easier due to internet access and increasing individualism.

Managerial Contributions

Online compulsive buying as a vital phenomenon owing to its severe consequences has not received sufficient attention from the interested parties yet. The present findings have managerial implications for public

policy makers and marketing managers. Because the internet provides easiness for shopping, it may encourage consumers for online compulsive buying driven by impulsive and hedonic stimulates. As Kukar-Kinney, Ridgway and Monroe (2009) supported the idea that the internet seems to be a preferred buying instrument for compulsive buyers. Ease of paying and gathering a large number of products at the shortest time may lead more vulnerable consumers to compulsive buying. Internet can also be a tool that affects compulsive buying and causes it to turn into addictive buying which may cause excessive amount of consumer debts. Impulse buying has also influence on online compulsive buying as well as online retail sites engage the emotional buying motives of the consumers (Dittmar, Long and Bond, 2007). Online retailers can reconfigure their communications with compulsive buyers to pay attention to their marketing efforts that trigger shopping sprees (Black, Belsare and Schlosser, 1999).

Additionally, online environment is a fruitful area in which the companies increase their profits by employing the advantages of online shopping experience detailed above. Attractive online environment may be an important factor like stress, credit card usage, easy internet access for impulse buying. Regarding to the statistics, internet penetration and online shopping is increasing year by year. Moreover, level of stress and depression is increasing all over the world and this situation led people to escape from their negative emotions. Because shopping is seen as a way to get away from stress and problems, impulse buying tendency may be one of the most referring tools in this manner in the future. On the other hand, hedonic buying tendency is also a widespread shopping type in the postmodern culture. This may stem from the fact that consumers buy with hedonic reasons rather than utilitarian. Because hedonism does not just mean pleasure but also escape from the negative situations and states, the complexity of the future world may lead consumers to hedonic experiences more. For this reason, the influence of the hedonic buying tendency on online compulsive buying should not be underestimated. The use of several marketing stimuli via internet may attract more vulnerable compulsive buyers to buy more on through online commercial sites (Vicdan, Chapa and Santos, 2007). This is a bilateral situation from the marketers' perspective because marketers' profit-seeking efforts and public concerns conflict at this point. Advertisers and marketing professionals may carefully want to consider their role in this issue. The negative outcomes of such a bad consumption behavior like skyrocketed credit card debts or increasing personal bankruptcy do not look good for companies too for their long-

term perspectives. Marketing managers of online commercial sites may try to identify such consumers and limit their marketing efforts to them. Otherwise, these consumers can't help themselves from online shopping experiences triggered by impulse, hedonic and other motivations and resulted in harmful consequences for consumers, companies and the public as long as they know "this gorgeous bag is just a click away!".

Declaration

In all processes of the article, TESAM's research and publication ethics principles were followed.

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