

Future research directions on online compulsive buying will use a hybrid review approach.

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Abstract:

This study aimed to identify the theories, methodologies, variables, tools, and techniques used in online compulsive buying research through a systematic and bibliometric review of online compulsive buying. Moreover, it provides an up-to-date overview of this topic and develops a future research agenda for scholarly research. Previous studies focused on Stimuli-Organism-Response, Stimuli-Response, and planned behavior theories. The review collected 195 articles based on psychology, arts and humanities, business management, and social science from Scopus, Google Scholar, Mendeley, and PubMed. Those 148 articles had excluded duplication, non-relevancy, and other languages than English. Only 47 articles had included for final review. Content analysis and citation analysis were conducted through VOS viewer to identify vital variables like anxiety, self-esteem, self-control, and highly cited articles and authors. The demographic profile maximum focused on women, the adult category, and previous research conducted on games, foods, and fashion-related products. China, Australia, and the US are primarily covered in previous studies and a few cross-cultural studies in the student's category. This review could fill up the research gap, as it adopts the variables of social media usage, deals, online shopping behavior, and psychological factors. It also focuses on men and women, electronics, cosmetics, books, and further research on cognitive learning theory and the theory of attitude change.

Keywords: online compulsive buying, systematic review, bibliometric review.

Introduction:

Digitalization increases the buying behavior of customers and consumers. According to Statista, 80 percent of people globally shopped online in 2020, which leads to 90 percent of future online shoppers most frequently buying from Amazon.com. The global penetration level of digital buyers is 47.3 percent as of 2018. For gender data, the difference between male and female consumers is insignificant - 72 percent of women shop, while 68 percent of men do. According to industry statistics, Turkey ranked first and India ranked fifth with a CAGR (compound annual growth rate) of 14.59 and 9.58. Virtual shopping is widespread internet activity globally, with specific product groups prevalent on e-commerce platforms. The digital shopping features stimulate impulsive and compulsive shopping among the e shoppers. Compulsive buying is an excessive or uncontrolled preoccupation of non-rational buyers (Black.D.W, 2001). Repetition of a behavior despite adverse consequences (Shahram Heshmat, 2018). As a result of COVID-19, the digital economy boomed. In recent years, social distance has caused more people to shop online than ever before. As a result of COVID-19, 67% of consumers have changed their shopping habits. The digital world has changed the purchasing habits of consumers and customers. E-shoppers have been found to engage in non-rational shopping behavior because of digital shopping features. After the pandemic of online shopping is increased, sometimes it leads to online shopping addiction, therefore some questions raised like 1. What are the factors strongly influencing online compulsive buying? 2. Which type of antecedents is limitedly covered in compulsive

buying? Search answers for this question through the review. So, this paper focuses on research gap identification and the direction of future research based on a hybrid review.

Review of the literature

With the help of the following reviews (A. S. Suresh, Anindya Biswas, 2019; Monika Fayed and Ashraflabib, 2016; Kiran Shehzadi et al., 2016; Singh and Nayak, 2016; Cheol-Ho Yoon and Dong-Sub Lim, 2018; Novita A. Napitupulu and Z. Hidayat, 2020; Kemal Budi Mulyono and Rusdarti, 2020; Arnold Japutra, Zening Song, 2020), started the research through online databases like Scopus, Google Scholar, Mendeley, PubMed to find research articles published on the online compulsive buying behavior and online compulsive shopping. The review was collected from 1998 to 2022 in the Scopus database.

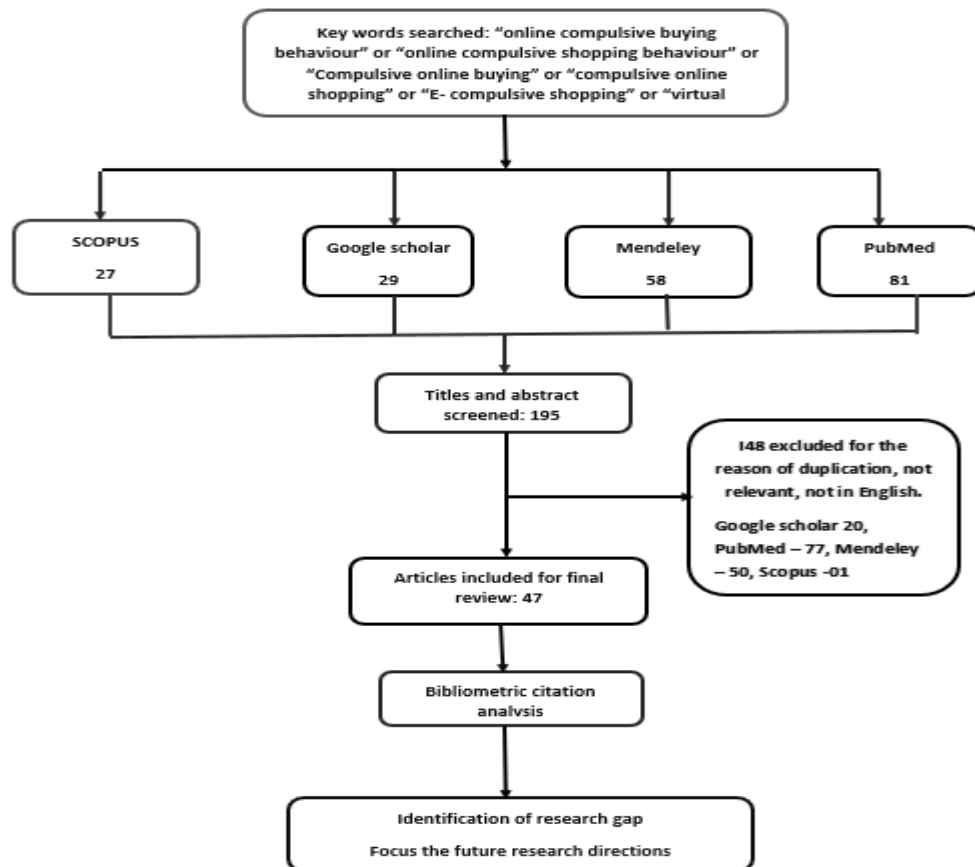


Figure 1 Literature review based on PRISMA format

Totally 195 articles identified in 115 articles focused on compulsive buying, and 47 articles focused on online compulsive buying. The keywords used are “compulsive online buying behavior”, and “compulsive online shopping”. “Online compulsive shopping,” “virtual compulsive shopping”, and “e- compulsiveshopping”. Within the Scopus database, 27 articles had downloaded, 26 of which were taken for review as conference papers (2), notes (1), reviews (1), book chapters (1), and articles (21). The time horizon of the articles is 2008 to 2022, and the articles are in the journals Addictive Behavior, Young Consumers,

International Journal of Mental Health and Addiction, and Journal of Marketing and Practice. A Google Scholar analysis of 29 articles found eight duplicates, four related to compulsive buying, eight related to languages other than English, and nine taken for review. In PubMed, there are 81 articles, five duplicates, 72 under addictive behavior, and four belong to review. In Mendeley, there are 58 articles, 11 duplicates, 39 unrelated, and eight for final review.

Methods

To analyze the data, qualitative and quantitative methods were used, as well as bibliometric analysis. The articles were chosen from 2008 to 2022. This study covered qualitative and empirical analysis in the English version. The literature was analyzed based on the model, framework, sample size, theory, and geographical location. Furthermore, the study used open-source software VOS viewer and MS Excel and Scopus databases.

Scoping review, systematic literature review, and bibliometric review were used in this study. The scoping review, according to Grant and Booth (2009), is a preliminary assessment of the size and scope of the available research literature. These reviews summarize the nature and extent of existing research evidence (generally including ongoing research).

Result

This paper shows which factors influence online compulsive buying behavior. We reviewed 47 articles between 2008 and 2022, with the majority published between 2017 and 2021. Further, article reviews picked from journals like addiction behavior, young consumers, and advances in consumer behavior fall under the category of article, conference proceeding, review, and note. For bibliometric review 942 documents were taken for analysis from the Scopus database total of 227 items and 8 clusters of 8546 links and link strength are 35991 found from bibliometric analysis. Cluster 1 (49 items) Cluster 2 (39 items) Cluster 3 (37 items) Cluster 4 (29 items) Cluster 5 (27 items), Cluster 6 (24 items) Cluster 7 (21 items). Cluster 8 (1 item). Highly occurrence words compulsive buying, online compulsive buying, adult, and human, internet addiction, and exclusion of psychological keywords.

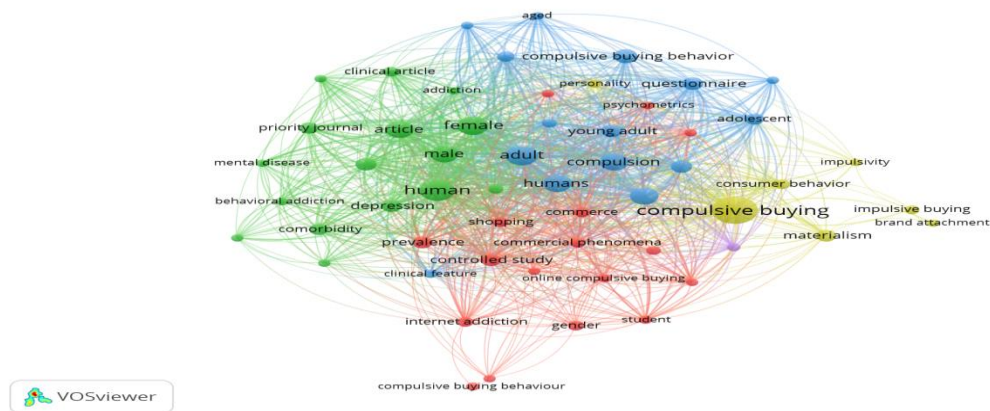


Figure 2 Network Analysis Visualization

Compulsive online shopping had influenced by anxiety, money attitude (Pahlevan Sharif, S. and Yeoh, K.K., 2021), self-esteem, impulsiveness (Olsen So et.al. 2022), and materialism (Bhatia, V.2019). Self-control, (Luo, S., et.al.2018) online shopping (Savci, M., et.al. 2021) personality (Yoon, et.al.2018) mindfulness, social networking sites, harmony in life, life satisfaction, (Caroline Brunelle and Hanna Grossman, 2022). In previous studies, the most commonly used S-R, S-O-R, cognitive approach and learning theory, Theory of attitude, and reasoned action.

Discussion

According to this study, self-esteem, self-uncertainty, social network sites, and personality traits all directly contribute to compulsive buying behavior online (Olsen So et.al.2022; Liu, et.al.2021; Yoon, et.al.2018). Online compulsive buying had mediated by financial, social comparison, materialism, and anxiety (Bhatia, 2019). A maximum of research focused on gender, especially in the women's category. Gender act as a control and moderating variable on online compulsive buying (Yanan Liu et.al.2021; Wang, X., et.al.2021; Bhatia, V.2019; Pandey, S.K.2016). The generation gap plays an essential role in online compulsive buying. Most studies focused on young adults, young consumers, and millennials.

conclusion

Throughout the review, we concluded that self-esteem, anxiety, self-control, materialism, and social network usage, emotions, excessive shopping habits strongly influence compulsive buying behavior. (She.L.et.al, 2021;Zheng et.al.2020; Luo, et.al 2018;Sharif& Khanekharab,2017; Muller, et.al.2022;Wang.Y,et.al,2016;Hudson, A. H.2016;Edith Kiss, O., & Veres, Z.2017) online shopping influence(E-commerce sites social media),peer communication, self-belongingness, family income, and marketing factors(7 Ps)are focused limitedly on compulsive buying. Moreover,someone limitedly applied a few theories in compulsive buying behavior, such as attitude change, trying behavior, and cognitive learning theories. Focus on multigenerational and the variables of family income, visual assets, emotional word of mouth, and social media. These are research gaps previously addressed. Since then, the factors have been further explored.

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