How do online shopping platforms shape compulsive buying? A case study of university student

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Abstract. The purpose of this study is to understand the antecedents of consumer compulsive buying behavior. This study is carried out using the variable of hedonistic shopping experience, emotional shopping behavior, and heavy social networking to predict compulsive buying. This study is carried out using quantitative approach in 125 students of Widyatama University. The data is collected using survey method by distributing questionnaires through online platforms to the respondents. The data is then processed using regression method with SPSS 25 software. The results of this study indicate that hedonistic shopping experience, emotional shopping behavior, and heavy social networking has a positive and significant influence on consumer compulsive buying.

Keywords: Compulsive Buying, Hedonistic Shopping Experience, Emotional Shopping Behavior, Heavy Social Networking

1. Introduction

The use of social media or social networks has increased substantially over the last decade [1]. Uses such as Facebook, Instagram, YouTube and other applications have become the main media for maintaining and developing interpersonal relationships [2]. In addition, conditions during the pandemic have also become one of the triggers for the high use of social media to offer various options for sharing social information, posting and other needs [3]. The widespread use of social media in recent years is dominated by young people's perception that these platforms offer the most convenient, cost-effective, always available, stress relief, loneliness, or depression [4]. The fact that many young people spend a lot of time every day on their online social networking accounts is claimed to be a normative part of growing up in the digital age.

Although the use of social media is mostly used for social purposes, there is some evidence to suggest that individuals may feel compelled to spend a lot of time making a purchase [1]. Excessive use of social media can lead to addiction to the site [5]. The potential for misuse of social media by young people is a continuing problem such as compulsive buying online [6]. Although the impact of internet use on

compulsive buying has been studied [3], few studies have linked compulsive buying to excessive internet use.

With the rapid growth of online shopping services, investigating the factors that contribute to compulsive online buying has become very important. It is as stated by [7] that those who overuse the platform have been shown to engage in compulsive buying. [8] stated that compulsive buying is a phenomenon where consumers make purchases not based on needs, but on emotional impulses. Previous studies have shown that young people have a tendency to compulsive buying online, especially when they see promotions and celebrities that can trigger a purchase.

The use of social media is a community where users can create public profiles of individuals to interact in maintaining and expanding their social networks. Heavy social networking is defined as individuals who spend a lot of time on online platforms to show symptoms of addiction [9]. Empirical evidence states that addiction to using social media can affect consumers' compulsive attitudes. In addition, this study also relates individual emotional and hedonistic shopping experiences to see how much influence they have on online buying behavior, especially on compulsive behavior on online media platforms such as shoppe, tokopedia, and lazada.com. This research is divided into four parts, where in the first part is presented about the background of the research along with relevant theories, the second part is presented about research methods, the third part is presented about the results and discussion, and the last part is presented about the conclusions.

2. Method

This study was carried out using quantitative approach with the object of research containing the main points of concern attached to the research subject. This point of concern can be assigned a value and the value will vary from one individual to another. In this study, the research focused on variables consisting of hedonistic shopping experience, emotional shopping experience, and heavy social networking on compulsive buying. Figure 1 describes the conceptual research. The population of this study was the student of Widyatama University, Bandung. The number of samples were determined using purposive sampling, with the criteria that the student have minimum expenditure per month. The questionnaires were distributed through online platforms. The number of questionnaires returned and can be used for further data processing were 125 questionnaires. The variables were measured using 5-point Likert scale. The data is analyzed using regression method, with SPSS 25 software.
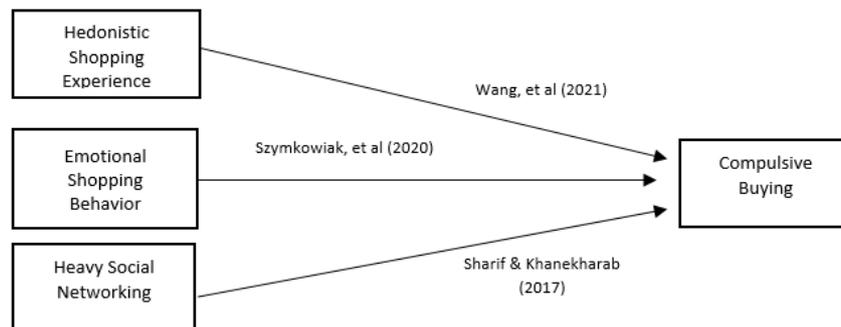

Figure 1. Conceptual Framework

The measurement of the variables in this study are as follows:

- Hedonistic Shopping Experience is defined as consumers' personalized ways of deriving pleasure from shopping activities, including desirable affect and emotional arousal [10]. Hedonistic shopping experience is measured using items adopted from [11].

- Emotional Shopping Behaviour is defined as individual's reaction toward risk which involve cognitive assessment and emotional reaction [12]. Emotional shopping behaviour is measured using three items adopted from [13].
- Heavy Social Networking is defined as the excessive use of social media. This study uses the adapted version (perfected by [14]) of 8 item scale developed by [15].
- Compulsive buying is defined as buying with a weak, excessive control, or as an urge in harmful purchases. Compulsive buying is measured using six items adopted from [16].

3. Results and Discussion

Based on the results of data acquisition in this study, the respondents' descriptions were obtained as follows:

Table. 1. Respondent profile

Respondent Profile		Percentage
Gender	Male	46%
	Female	54%
Age	17 – 22 year	68%
	23 - 28 year	22%
	29 - 34 year	10%
Expenditure per month	< Rp 2.000.000	34%
	Rp 2.000.000 s/d 5.000.000	52%
	Rp 5.000.000 s/d Rp 8.000.000	14%

Source: Data in process (2022)

Data from the responses of 125 respondents showed that 54% were women and 46% were men. This shows that the majority of respondents are female. The largest number of respondents in this study were respondents aged 17 - 22 years and the least respondents were aged 35 - 40 years. The level of expenditure per month is dominated by respondents who have an expenditure of IDR 2,000,000 to 5,000,000. The results of the descriptive analysis test of respondents' responses to the variables Hedonistic shopping experience, emotional shopping behavior, heavy social networking and compulsive buying can be seen in the table below:

Table 2. Descriptive analysis

No	Variable	Average Score	Standard Deviation	Interpretation
1	HSE	3,9	0,2603	Good
2	ESB	4,0	0,1992	Good
3	HSN	3,7	0,2193	Good
4	CB	3,9	0,3851	Good

Source: Processed Data (2022)

In table 2, the results show that the respondents' responses to each research variable are in the good category. This means that consumers provide a fairly good response to each question item.

Validity and Reliability

Based on a questionnaire consisting of hedonistic, emotional, heavy social networking and compulsive buying, the average value on validity testing is above 0.3. If the standard value of validity is obtained more than 0.3, then the question can be said to be valid. The reliability testing is as follows:

Table 3. Reliability Test

Variable	Reliability value	r-critical	Information
HSE	0,647	0,6	Reliable
ESB	0,741	0,6	Reliable
HSN	0,784	0,6	Reliable
CB	0,629	0,6	Reliable

Source: Data in process (2022)

Based on the recapitulation results presented in the table above, it can be seen that all variables show reliable results, where the reliability coefficient value of each variable is greater than the critical r of 0.6. Thus, all research variables have good reliability and can be used for further analysis.

Normality Test

Normality test is a test carried out with the aim of assessing the distribution of data on a group of variables whether the distribution of the data is normally distributed or not. The results of the normality test are as follows:

Table 4. Normality test

		Unstandardiz ed Residual
N		125
Normal Parameters [a,b]	Mean	0,0000000
	Std. Deviation	1,95572908
Most Extreme	Absolute	0,059
Differences	Positive	0,059
	Negative	-0,058
Test Statistic		0,059
Asymp. Sig (2-tailed)		0,200

a. Test distribution is Normal

b. Calculated from data

Based on the table above, it can be seen that the value of Asymp. Sig (2-tailed) is 0.200. Due to the Asymp value. Sig (2-tailed) is greater than the specified significance level (0.200 > 0.05), it can be concluded that the unstandardized residual data has a normal distribution.

Multicolinearity test

According to [17] multicollinearity testing aims to find out whether the regression model found any intercorrelation or collinearity between variables. The tests are as follows:

Table 5. Multicolinearity test

		Collinearity Statistics	
Model		Tolerance	VIF
1	HSE	.541	1,848
	ESB	.594	1,683
	HSN	.807	1,239

coefficients[a]

a. Dependent Variable : CB

From the table above, the results of each variable, namely Hedonistic shopping experience (HSE), Emotional shopping behavior (ESB) and Heavy social networking (HSN) have a tolerance value of 0.541; 0.594 and 0.807 with a VIF value of 1.848, respectively; 1,683 and 1,239. These results can be interpreted that there is no multicollinearity between these variables and meets the requirements of the classical assumption of multicollinearity because the tolerance is greater than 0.10, while the VIF is less than 10.00.

Regresion test

Multiple regression analysis was used to determine how much influence Hedonistic shopping experience, Emotional shopping behavior, Heavy social networking had on Compulsive buying. The processing results are as follows:

Tabel 6. Regresion test

Model		Unstandardized Coefficients		Standardized Coefficients	T	sig.
		B	Std. Error	Beta		
1	(Constant)	7,118	1,838		3,873	0,000
	HSE	0,201	0,087	0,238	2,307	0,023
	ESB	0,129	0,094	0,113	2,153	0,001
	HSN	0,251	0,064	0,329	3,898	0,000

a. Dependent Variable : CB

Based on the results of the regression test, it is known that the intercept and regression coefficient values can be formed so that a multiple linear regression equation can be formed as follows:

$Y = 7.118 + 0.201 X_1 + 0.129 X_2 + 0.251 X_3 + e$

The above equation can be interpreted as follows:

$a = 7.118$ means that if the variables HSE, ESB and HSN are zero, the Compulsive buying (CB) variable will be worth 7.118 units, thus it can be seen that the regression lines intersect the Y axis at the point 7.118.

$b_1 = 0.201$ means that if the HSE increases by one unit while the other variables are constant, then the CB variable will increase by 0.201 units.

$b_2 = 0.129$ means that if the ESB variable increases by one unit while the other variables are constant, then the CB variable will increase by 0.129 units.

$B_3 = 0.251$ means that if the HSN variable increases by one unit while the other variables are constant, then the CB variable will increase by 0.251 units.

Simultaneous test

Table 7. Simultaneous tes

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	207,507	3	69,169	17,646	0,000[b]
	Residual	474,285	121	3,920		
	Total	681,792	124			

Source:

Predictor: (Constant), HSN, ESB, HSE

Dependent Variable: CB

As the table above shows. Based on the ANOVA test, the calculated F value is 17.646 with a significant value of 0.000. From the calculation of the F table, namely at the level of = 0.05, df1 = k ‑ 1 = 4 ‑ 1 = 3, and df2 = n - k = 125 - 4 = 121 then the F table is 2.68. So when compared, F count > F table, which is 17.646 > 2.68, so it can be concluded that Hedonistic shopping experience (HSE), Emotional Shopping Behavior and Heavy Social Networking simultaneously affect the Compulsive Buying variable on online business platforms, especially among Widyatama university students in Bandung.

Partial Test

The t-test was conducted to show how far the influence of one explanatory or independent variable individually in explaining the variation of the dependent variable. The results of the test are as follows:

Table 8. Partial test

Model		Unstandardized Coefficients		Standardized Coefficients	T	sig.
		B	Std. Error	Beta		
1	(Constant)	7,118	1,838		3,873	0,000
	HSE	0,201	0,087	0,238	2,307	0,023
	ESB	0,129	0,094	0,113	2,153	0,001
	HSN	0,251	0,064	0,329	3,898	0,000

b. Dependent Variable: CB

From the values above, it can be seen that the t-count value obtained by the HSE variable is 2.307 > t table (1.97928), in accordance with the hypothesis testing criteria that Ho is rejected and Ha is accepted. This means that partially, the HSE (Hedonistic shopping experience) variable has a significant effect on the Compulsive Buying variable at Widyatama University students in Bandung. Variable ESB (Emotional shopping experience) obtained 2.153 > t table (1.97928), according to the criteria for testing the hypothesis that Ho is rejected and Ha is accepted. This means that partially, the ESB variable has a significant effect on compulsive buying at Widyatama University students in Bandung. Heavy social networking (HSN) was obtained at 3.898 > t table (1.97928), in accordance with the criteria for testing the hypothesis that Ho was rejected and Ha was accepted. This means that partially, the HSN variable has a significant effect on compulsive buying at Widyatama University students.

Test the coefficient of determination

According to [18], the determinant coefficient (R^2) is a tool to measure how far the model's ability to explain the variation of the dependent variable.

Tabel 9. Coefficient of determination test

Model	R	R Square
1	.784[a]	.615

Predictors: (Constant), HSN, ESB, HSE

Dependent Variable: CB

From the results of the table above, the coefficient of determination is 0.615, which means that the effect of the three independent variables on the dependent variable is 61.5%. Meanwhile, 38.5% or the rest is influenced by other variables not examined.

Discussion

The Effect of Hedonistic Shopping Experience on Compulsive Buying among Widyatama University Students in Bandung City

In this study, responses to questions regarding HSE were in the good category. This shows that consumers or respondents have a hedonic experience when making a purchase where this can encourage their shopping experience. In addition, it can be seen from the results of the calculation of respondents' responses that have been described previously, each of the indicators proposed is included in the good category. Based on the results of partial hypothesis testing or t-test that has been done, it can be concluded that the Hedonistic shopping experience variable shows that H0 is rejected and H1 is accepted, meaning that the HSN

variable has an influence on the compulsive buying behavior of Widyatama University students in Bandung.

The Effect of Emotional Shopping Behavior on Compulsive Purchasing among Widyatama University Students in Bandung City

In this study, responses regarding Emotional shopping behavior were included in the good category. These results indicate that the emotional factor is an important factor in compulsive buying. It can be seen from the results of the calculation of respondents' responses that have been described previously, each of the indicators proposed is included in the very good category. Based on the results of partial hypothesis testing or the t-test that has been carried out, it can be concluded that the Emotional shopping variable shows that H0 is rejected and H1 is accepted. This shows that emotional shopping experience has an influence in explaining compulsive buying.

Effect of Heavy Social Networking on Compulsive Buying among Widyatama University Students in Bandung City

In this study, the responses regarding Heavy social networking are in the good category. This indicates that respondents are aware that excessive use of social media can lead to compulsive buying. It can also be seen from the results of the calculation of respondents' responses that have been described previously, each of the indicators proposed is included in the good category. Based on the results of partial hypothesis testing or the t-test that has been done, it can be concluded that the emotional shopping experience variable shows that H0 is rejected and H1 is accepted.

The Influence of Hedonistic Shopping Experience, Emotional Shopping Behavior and Heavy Social Networking on Compulsive Buying among Widyatama University Students in Bandung City

Based on the results of simultaneous hypothesis testing or the f-test that has been carried out, it can be concluded that the three independent variables, namely Hedonistic shopping experience, Emotional shopping behavior and Heavy social networking simultaneously affect compulsive buying. In the ANOVA analysis, the conclusions that can be obtained are that these three variables have a positive effect on Re-Order Desire. So it can be concluded that the results show that there is a match between the results obtained with the theory that has been put forward in the literature review and previous research that the variables Hedonistic Shopping Experience, Emotional Shopping Behavior and Heavy Social Networking have an effect on Compulsive Purchasing among Widyatama University Students in Bandung City.

4. Conclusion

The results of this study reveal that in the current digital era, compulsive buying is an interesting topic to study, especially on the factors that influence it. In this study, it can be seen that the Hedonistic Shopping Experience, Emotional Shopping Behavior and Heavy Social Networking variables can affect the compulsive behavior of Widyatama University students in Bandung. The findings of this study are also very useful implications for understanding consumer behavior. Understanding the behavior of purchasing decisions is a challenge for academics and practitioners to better understand how consumers make purchases and this research provides an overview of the factors that can influence buying behavior. This research is only limited to Hedonistic Shopping Experience, Emotional Shopping Behavior and Heavy

Social Networking variables, it is possible that there are other variables that can influence compulsive buying, such as the influence of celebrity support or promotion. The limitations of this study are the relatively small number of samples due to the limitations of the researcher. For further research, it is hoped that additional samples will be added, or even provide moderating variables that can influence compulsive buying behavior.

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