

pISSN: 1906 - 3296 © 2020 AU-GSB e-Journal.
eISSN: 2773 - 868x © 2020 AU-GSB e-Journal.
<http://www.assumptionjournal.au.edu/index.php/AU-GSB>

Influencing of Online Compulsive Buying and Materialism in Health and Beauty Consequence New Normal Shopping

Chompu Nuangjamnong*

Received: May 25, 2022. Revised: July 5, 2022. Accepted: September 9, 2022.

Abstract

The major purpose of this study was to determine the impact of online compulsive buying and materialism on new normal shopping in the health and beauty industry. Depression, anxiety, stress, self-esteem, social media advertising, celebrity endorsement, consumerism, and compulsive shopping were all examined in this study. The samples of 415 respondents were drawn from an online questionnaire using probability-sampling procedures that included stratified and basic random sampling. After collecting the data, it was analyzed using simple and multiple linear regression to confirm and demonstrate the hypotheses' relevance. Multiple and simple linear regression analyses, as well as a five-point Likert scale analysis, were used to analyze the data. This study discovered that social media advertising and celebrity endorsement had a substantial effect on materialism, whereas stress, depression, low self-esteem, and anxiety have a significant effect on online compulsive buying. According to simple linear regression, materialism has a large impact on obsessive online shopping for health and beauty products in the new normal. Additionally, this study proposes that in order to acquire a better knowledge of compulsive buying behavior on online shopping platforms, researchers should examine a diverse group of respondents, such as elderly buyers, as well as other service industries. Attaining these objectives is highly likely to maintain compulsive online shopping behavior in a new typical scenario. The research paper's weaknesses include its narrow emphasis on Thailand and Thai customers. As a result, the conclusions from this research may not be applicable to other nations and will solely reflect the situation in Thailand.

Keywords : Health and Beauty Industry, Materialism, Online Compulsive Buying, Social Media Advertisement, Celebrity endorsement

JEL Classification Code: A23, B55, C83, D12, D40, D50

1. Introduction

This research is based on a psychological understanding of how human behavior influences purchasing decisions. There is no difference in managing people's behavior because humans are anticipated to become increasingly machine-like. Behavior methods that establish an emotional

state in which humans respond to inputs are used to control machines (DiClemente & Hantula, 2000). Feelings, moods, reasons, attitudes, and sentiments, as well as the influence of society and family, all influence consumer decisions (Traut-Mattausch et al., 2008). Compulsive buying, as defined by O'Guinn and Faber (1989), is a psycho-economic phenomenon that commonly affects people's lives as the

¹ * Chompu Nuangjamnong, Lecturer, Department of Innovative Technology Management, Graduate School of Business and Advanced Technology Management, Assumption University of Thailand. Email: chompunng@au.edu

© Copyright: The Author(s)
This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/4.0/>) which permits unrestricted noncommercial use, distribution, and reproduction in any medium, provided the original work is properly cited.