



COGNITIVE PROCESS AND DIGITALIZATION IMPACT ON ONLINE COMPULSIVE BUYING WITH MAPPING REVIEW

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ABSTRACT

This paper is focused on the negative and sunny sides of digital shopping behavior. The consumer has gained many advantages through digital shopping, while some have fallen into deviant acquisition behavior. Discounts, offers, on-time delivery, easy return policy, and easy payment methods trigger online shopping. Shoppers are more than joyful to employ money on something that will save them; sometimes, an "efficiency-driven lifestyle" benefits virtual shopping. At the same time, it creates some consequences for the deviant acquisition shoppers, i.e., compulsive buying behavior: debt, post-purchase regret, emotional lift, Guilt, and relationship problem. This paper helps the marketer frame marketing strategies based on the triggers identified from the different types of shoppers' wants and needs. Social policymakers can create awareness about the deviant acquisition behavior of the consumer. Moreover, future researchers get new directions.

Keywords: cognitive process, compulsive buying behavior, Emotional influence, online shopping, Sensory marketing.

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1. INTRODUCTION

As per Statista data, in the year 2020, there are around 700 million online users across India. It will increase to over 974 million users in 2025, representing a sizeable budding marketplace in digital services. According to Statista data, India was the second-largest online market globally in 2019. The number of internet users has been projected to rise in urban and rural regions, representing dynamic progress in online access. The E-Commerce sector is predicted to grow 1200% in the future. Lingying et al. (2013). Statistics show that more than 2 billion people use the net in the modern world. These persons employ nearly 5% of their period doing online

shopping, which reveals a vital adoption of e-commerce worldwide. Online shoppers gain benefits more than offline shoppers' convenience, better information, time-saving, and price saving. The researchers found factors influencing online shopping behavior. (e.g., Swapana, Padmavathy, 2017; Foroudi, Gupta, Sivarajah, & Broderick, 2018; Heather Abrafi Agyapong, 2018; Syed Far Abid Hossain, Zhao Xi, 2020). The researchers (M. Prasanna Mohanraj, 2017; Suresh & Biswas, 2019; Vinita Bhatia, 2019; Yueli Zheng et al., 2020) initiated to investigate the various negative consequences. The related research was providing the basis for the development of this study's theoretical framework.



India's online journey is an ebullience because internet usage increased year over year from 4% in 2007 to 54.29% in 2019, and internet users are 718.74 million in 2019 to 829 million in 2021. Consumers are interested in the purchase in a virtual way; consumers want to get digital and physical shopping experiences. Some retailers create the new term "phygital" to fulfill consumer expectations towards online and physical shopping experiences. In 2018, 120 million online shoppers in India had to increase by 220 million in 2025 based that one in every three Indians shopped via a smartphone. Online shopping behavior increases, but it has both pros and cons for the customer. The theoretical framework constructs through journals, information from websites, books, and previous research and articles.

From the theoretical perspective, the study provides an outlook from marketing, finance, sociology, Technology, and psychology toward a general understanding of virtual consumer behavior's dark and bright side.

2. LITERATURE REVIEW

Those who are buying goods and service through the digital or online mode is known as an online shopper or digital shopper. "Any shopper is better than no shopper" based on that, Kirsten Burkard divides the online shoppers into five categories, such as 1. Discount seekers, 2. Wandering customers, 3. Impulse buyers, 4. Need-based shopper, 5. Loyal customers.

2.1. Discount Seekers;

Those were searching for multiple sites trying to find the best price or deals related to the products. These types of people giving importance to saving money do not have loyalty towards the brand. 67% of customers buy this way. The marketer was interested in building an emotional relationship between the brand and customers.

2.2. Wandering Shoppers

The shoppers have no idea what they want to purchase but want to make purchases quickly; these customers are easily lost because they enjoy the experience of shopping. These customers are creating the largest percentage

of website traffic but spend the least amount of money. The marketers create convenience shopping, slow load times, and simple check-out process-oriented digital platforms to attract wandering shoppers.

2.3. Impulse Shoppers

Impulse shoppers do not have a specific product in mind when they buy. Instead, they make purchases when it sounds or feels like a good idea. With this mentality, impulse shoppers are often compulsive with having the latest product. They are the ones that will replace an excellent product with another simply because it is more up-to-date or trendier. It makes impulse shoppers particularly prone to shopping in rapidly changing markets, such as fashion, beauty, and technology.

2.4. Need-Based Shoppers

Need-based shoppers do not want to make the wrong decision. These shoppers are on the hunt for something peculiar. Since need-based shoppers want to ensure they are shopping only for the best-suited product for their needs, they will undertake extensive research missions searching for expert advice. They will compare spectacles, comb through feature lists, and look for every possible piece of information. Value-added marketing like free door delivery and delivery in a day is the perfect tool for turning one purchase into repeat purchases.

2.5. Loyal Shoppers

Loyal shoppers are more likely to make repeat purchases because they genuinely care about the brand. These shoppers are more likely to recommend the product to other people. Because they want to be involved with you outside of merely making purchases. These shoppers are familiar with industries where high value is on feeling exclusive and unique, such as fashion, beauty, and luxury goods. Make every loyal customer feel unique with a VIP program. These are the benefits that can include things like free products, special discounts, or even invitations to exclusive events.

Consumers were triggered by some factors identified through previous research papers. The latest survey result shows that word of mouth increases marketing effectiveness by



more than 50%. The marketer can use excellent and unfavorable emotions. The best favorable emotions are happiness and delight but can also use anger and gloom the marketer ignites the emotional triggers within customers. Motivated by an aesthetic experience, the shopper is triggered by a mixture of emotional, relational, and interactive experiences in fashion social commerce. (DeliaVazquezet.al, 2020). Two different communication strategies are followed by online businesses in managing digital shopper reviews. One is the star rating and another online review. (R. Venkatesakumar, 2020) The intrinsic stimulus worked very effectively when a shopper shares M-coupons in SNSs.(Sharma, A. and Joshi, R.M, 2020) Numerous images designed for identifying the eye-tracking test simulate an online spending web page on Taobao. Moreover, compared to the fixation time spent by the participants on the areas of interest (AOIs) that consumers' online reviews search behavior is significantly affected by human contact degrees with recycled products. While Consumers depend on safety perception reviews when buying high contact goods, (Hanliang Fu et al.,2020) Female shoppers show a more decisive outcome of EWOM on trust and attitudes toward online shopping (Chetioui, Y, et.al.2020) Reverse logistics, social media, and Payment on delivery had a favorable influence on shopper satisfaction (Tandon, U, 2020).

2.6. Sunnyside of Virtual Consumer Behavior

A virtual shopping platform is a medium that has allowed shoppers to gain shopping benefits such as time-saving, product selection, Convenience, better information, and price savings. Reviews related to sunny side, such as Ease of use (Bilal Eneizan et al.2020) Life happiness(MonaMrad and Charles chi cui, 2017)Day dreaming,Immediate positive feeling,Joy of shopping(Heping He et.al, 2019; M Prasanna Mohanraj,2017)Website, Convenience, and Service quality (M. Swapna, C. Padmavathy, 2017; UmairAkram et al.,2018; TingtingZou, 2018) Convenience (Jayendra Sinha and Jiyeon Kim, 2012) Online information search (Devinder Pal Singh, 2014) Availability of a

variety of products (Kaur Mandeep et al., 2019) Access to shop (Varsha Jain et al., 2018) Buying any time / anywhere (Heping He et al., 2019) Product types (Kaur Mandeep et al., 2019) Joy of shopping (M. Prasanna Mohanraj,2017) Online shopping promotions (Novita A. Napitupulu and Z. Hidayat, 2020) Product knowledge; Word of mouth, Social norms(TingtingZou, 2018) Product preferences (Maccarrone-Eaglen and Schofield,2019, Suresh& Biswas, 2019, YueliZheng et al,2020) Discount Size, Coupons Sold (Kukar-Kinney,Scheinbaum&Schaefer,2016) Credit card usage (Khare, A, 2016; UmairAkram et al.,2018; Hassad Hassan,2020; Maccarrone-Eaglen and Schofield,2019, Suresh& Biswas, 2019, YueliZheng et al,2020) EWOM (Chetioui, Y, et.al.2020; Bilal Eneizan, et al.2020) Sales promotion (UmairAkram et al.,2018; Hassad Hassan,2020).

2.7. The Gloomy Side of Virtual Consumer Behavior

Sometimes the consumer is deviant from their normal behavior, such as compulsive, or impulsive. These are the behaviors that come under the dark side of virtual consumer behavior. Those who continuously window-shop or browse internet shopping sites, even without buying, are taken into account as compulsive shopper. (Donald.W. Black, 2007) A compulsive shopper has to avoid or relieve uncomfortable internal feelings and anxiety in the shopping experience. Compulsive shoppers have negative consequences due to their shopping compared to impulse buyers, such as having arguments with family members, running into financial difficulties, and experiencing problems with work life. (Müller A, Brand M, Claes L, et al. 2019). Impulsive buying is the tendency of a customer to shop for goods and services without planning. When a customer takes such buying decisions on the spur of the instant, it has usually triggered by emotions and feelings. Marketers attempt to tap this behavior of consumers to spice up sales. There is an excellent likelihood that customers find themselves making a sale of products after entering the hypermarket with no actual intention. Many mobile phone-



makers use this trait in customers by introducing products that will be an add-on gadget for their mobiles, like fitness bands and watches. (The economic times, 2021) Moreover, the following variables are influencing compulsive and impulsive buying, Online shopping applications, and hedonist habits (Novita A. Napitupulu and Z. Hidayat, 2020) unplanned buying, and post-purchase regret (Saleh, 2012; M.Prasanna Mohanraj,2017) anxiety, feelings, and attitudes (Maccarrone-Eaglen and Peter Schofield,2019, Saeed Pahlevan Sharih and Ken kyidYeoh, 2018; Samuel R.Chamberlain and Jon E.Grant,2019; S. Suresh, Anindya Biswas, 2019, YueliZheng et al.,2020). Emotional response to receiving online purchase (Heping He et al., 2019) Internet addiction (A. Suresh, Anindya Biswas, 2019) Social network site usage (Saeed Pahlevan Sharih and Ken kyidYeoh, 2018; Hassad Hassan,2020; YueliZheng et al.,2020) Recently UmairAkram et al.,2018; TingtingZou, 2018; Suresh&Biswas, 2019; Heping He et al., 2019; Kaur Mandeep et al., 2019; Vinita Bhatia, 2019; YueliZheng et al.,2020, these researchers focused on Online impulsive and compulsive buying behavior.

2.8 Virtual technology and sensory marketing Marketing that uses sensory elements seeks to understand and illustrate consumer perceptions through the five human senses of vision, taste, touch, and smell (Petit, et.al, 2019).It increases the expectation of user convenience and willingness to buy when the product is virtually touched.(Pino.et.al, 2020). Visitors' emotional states and their sense of

presence are positively influenced by multisensory cues (visual and auditory), thus enriching their digital museum experience. Visual and auditory cues together provide the most effective visitor experience.(Guo. et.al, 2021).A core aspect of cognitive functioning is information processing, and virtual reality would make it easier and cheaper to process information. The naturalistic virtual environment has many advantages for cognitive interventions including memory, attention, executive functioning, and general cognition.(Gamito.et.al, 2020).Consumers are more frequently shopping and consuming over the internet, where the sensory interaction has traditionally been dominated by visual, in relation to auditory input, less so.(Petit, et.al, 2019)

3.METHODOLOGY

Previous studies focused on the sunny and gloomy sides of virtual consumer behavior separately, so this paper addresses this gap by focusing on online consumer behavior's negative and positive sides. This study aims to examine the online shopper's group with the help of antecedents of online shopping behavior, and compulsive buying behavior and analyze the reaction after purchasing the product. Figure 1 is the conceptual model reinforced by numerous literature streams formerly discussed. This paper belongs to qualitative research design; the variables focus on motivational, psychological, technology, and learning theories. The proposed model has been developed with cognitive psychological theory (Stimuli, Response, and outcome)



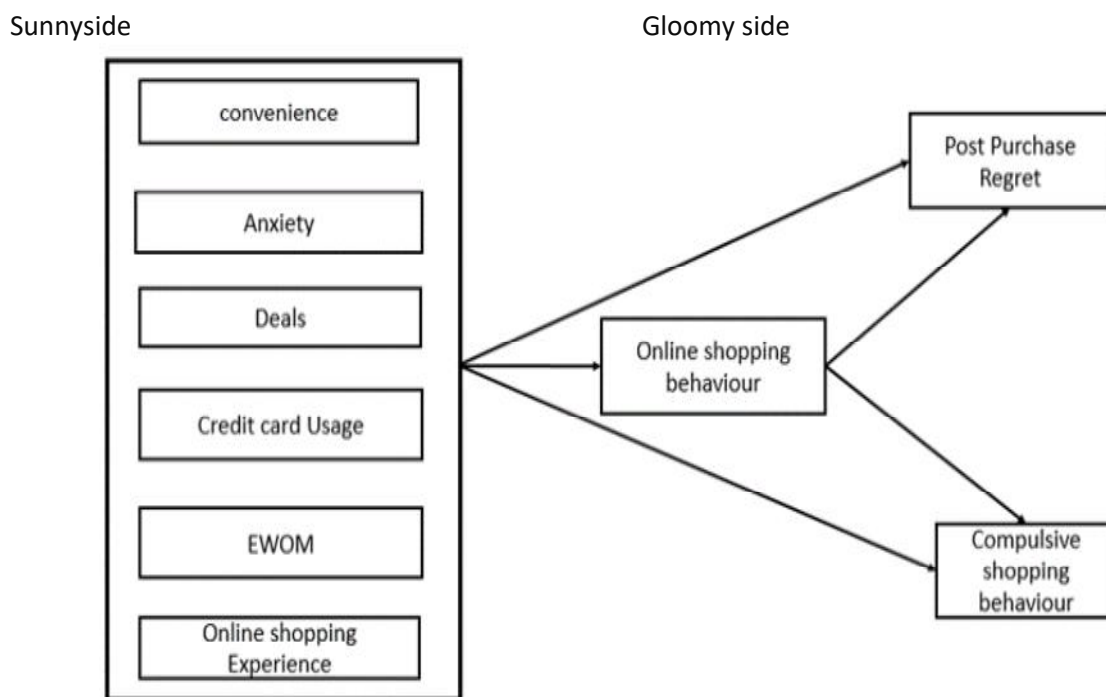


Figure 1 Conceptual Model

4. DISCUSSION AND IMPLICATIONS

This literature review provided a piece of knowledge regarding the opposing and sunny sides of virtual consumer behavior. A conceptual model is developed from this literature review. Simultaneously, previous research and popular literature showed more attention to the bright side of virtual consumer behavior, likely Ease of use was associated with purchase intention. (Bilal Eneizan et al.2020) convenience and Ease of use convenience have a strong association with online shopping (Navneet Gera,2020). Website, Convenience, and Service quality influence in the online shopping experience. (M. Swapna, C. Padmavathy, 2017; UmairAkram et al.,2018; TingtingZou, 2018) Convenience factors positively influence the Indian shopper's online buying (Jayendra Sinha and Jiyeon Kim, 2012), information and product quality leadto customer satisfaction

during the online shopping holidays(Tzeng et al. 2021). The dark side of women's digital shopping Compulsive behavior is stimulated by Online shop promotions, Online shopping applications, and hedonist habits (Novita A. Napatipulu and Z. Hidayat, 2020). Product usage context encourages purchase intentions among female shoppers (Eva M. González,2021). A positive association between unplanned buying and post-purchase regret (Saleh, 2012) product preferences, anxiety, credit card, feelings, and attitudes influence shopping behavior. They show within-group variability in day-to-day compulsive patterns. (Maccarrone-Eaglen and Schofield, 2019, S. Suresh, Anindya Biswas, 2019, YueliZheng et al., 2020). An emotional response is an influence on online purchases (Heping He et al., 2019). Price changes and credit cards directly influenced compulsive and impulsive buying. Moreover, credit card



use increased the needless and imprudent buying propensity (Khare, A. 2016). Excessive use of social media has a positive relationship with online compulsive buying. (Saeed Pahlevan Sharif and Ken Kyid Yeoh, 2017) It increases the attention of researchers. Moreover, essential gaps in the literature had better explored to understand these shoppers' propensities to behave. Given the significant differences between the shopper's gloomy and sunny side in virtual retail format, how can we better predict the differential impact of global innovations such as EWOM, Social Media communication, and Excessive social network site usage? As this population segment continues to grow, the question becomes increasingly important in the interest of better understanding consumer behavior in general and building improved retail strategies toward addressing and avoiding the corresponding negative consequences for these individuals and society.

5.CONCLUSION

The present study has offered an integrated framework by bringing together diverse construct data themes from previous research in psychology, sociology, technology, and marketing. The framework will serve a useful purpose in improving the virtual platform's gloomy and sunny side and directing future research. Consumers will experience a multi-sensory experience with virtual technologies in the future rather than a single-sensory stimulus when they use conventional online services. The senses primarily influence consumer choices; virtual technologies offer more significant opportunities for consumer decisions than in the current digital era. As the research increases in the bright and dark side of digital shopping in the future, performing a quantitative study based on a positivist research paradigm becomes more meaningful and relevant. Based on the literature review, we can develop different structural measurement models for a future quantitative study of digital shopping and the marketers analyze digital marketing data enables businesses to take action based on customer behavior. In order to develop

effective digital marketing campaigns, companies must understand what their customers are doing online, why they are doing it, and how to convert that behavior into campaigns.

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