

**The influence of attention seeking and image management on online shopper's compulsive buying with the reference to Bangalore.**

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**ABSTRACT**

**Purpose:** The main aim of this paper is to find the relation among attention seeking and image management on online shopper's compulsive buying.

**Methodology:** The study conducted among online shopper's from Bangalore city in India by using structure questionnaire. The data have been collected by adopting a convenient sampling technique.

**Results:** Based on the study it is clear that the attention seeking and image management effects on online shopper's compulsive buying. It also shows that attention seeking and image management are positively affecting the online compulsive buying but, compared to attention seeking, image management is affecting more is proved form this study

**Implications:** The result of the relationship between attention seeking and image management with the online compulsive buying will help the marketers and policy makers to better understand these consumer buying behavior. Through this marketers can identify new market opportunities and they can form marketing strategies to target the online shopping at Bangalore in India.

**Originally value:** The study provides an in-depth overview of how online compulsive buying affects the attention seeking and image management.

**Key words:** Attention seeking, Image management, Online compulsive buying, Online shopper's

**Paper type:** Research paper

## 1. INTRODUCTION

Online shopping is a budding aspect in the modern world, especially among well developed and developing countries. Internet marketing is upcoming and developing in the high-tech environment. The social explosion makes online shoppers to concentrate on attention seeking and image management. In order to look so attractive and luxury before the society online shoppers focused on these factors. This study will indeed about the influences on this factor with online compulsive buying. Hence at this point it is required to understand this real fact on these factors with online compulsive buying. **James A. Roberts (1998)** investigate about the incidence, antecedents, consequences and public policy implications of compulsive buying among college students. A total of 300 college students by applying systematic sampling and through it is concluded that gender, self-esteem, perceived social status influenced by buying. Similarly, shopping frequency and television viewing which also linked with compulsive buying. While compulsive buying is an addiction in the contemporary society. **Julie Z. Sneath (1996)** in his article studies the impact of life event-induced stress in coping outcomes is well documented in the social science. From the consumer behavior point of view, it is to find the evidence that individuals frequently use shopping and consumption-related behavior as stress-reduction mechanisms. The main intend of this study is to understand the relationship between life events, stress, and buying behaviors. Similarly, it is to increase the understanding of the impulsive and compulsive manifestations. To test the conceptual model based on life event theory and the attributional literature is proposed and empirically tested via qualitative and quantitative analyses. The research synthesizes and extends the life event theory into marketing. **Michael Neuner et al (2005)** noticed on the growing consumer culture in the societies and it creates an environment which supports the increase of compensatory and compulsive buying. It is argued that developments characterizing mature which is postmodern consumer societies. The study is analyzed from the point of an acculturation process which has been activated by the reunification of East Germany and West Germany in the period of 1989. Through this two national representative survey investigating compulsive buying which were conducted in Germany in 1991 and 2001, which is concluded that there is a increase in compulsive buying is examined. Hence, previous studies support with these factors on compulsive buying, but only few with online compulsive buying. In a recent study, **George P. Moschis et al (2013)** focused on the parent-child communication styles which are promoted in disrupted families because of depletion of tangible and intangible are the causes for material possessions. Similarly, peer group influencing positively on impulsive as well as compulsive buying among early adulthood. In addition to that young people are

surrounded by television viewing, and it relates with compulsive consumption tendencies among early adulthood.

Through the literature, research question and objectives for this study has been framed. The main focus in this study is to understand the relation between attention seeking and image management on online compulsive buying.

## **2. RESEARCH QUESTION**

- 1. Is there any relation between attention seeking and image management with online shopper's compulsive buying**

## **3. FORMULATION OF NULL HYPOTHESIS**

**H1:** Attention seeking has significant influence on online shopper's compulsive buying

**H2:** Image management has significant influence on online shopper's compulsive buying

## **4. INSTRUMENTATION**

A scale has been developed especially through the literature review and it is found that which having high reliability and validity. The questionnaire consists of four sections and which is about socio-demographic background, online compulsive buying, attention seeking and image management. As a result, the questionnaire was developed to evaluate on online compulsive buying behavior.

## **5. SAMPLE**

The sample used for this study was simple random technique. Online shoppers were targeted in Bangalore for this study. The data has been collected from 310 respondents, but after scrutinizing 268 respondents were participated in this study.

## **6. ANALYSIS OF DATA**

The collected data were subjected to statistical analysis. The relations are identified by using regression and correlation and it is conducted to find the score of online compulsive buying among the attention seeking and image management on online shoppers was examined below.

**Table: 1 Linear regression analysis among attention seeking, image management and online compulsive buying**

Model	Dependent Variable	Independent Variable	p-value	t-value	R <sup>2</sup>
1	Online compulsive buying	Attention seeking	0.000***	1.945	0.094
2	Online compulsive buying	Image management	0.000***	8.871	0.240

Note:\*p<0.05; \*\*p<0.05; \*\*\*p<0.001

#### Interpretation

From this table 1 it represents the *t* value is 1.945 for attention seeking and 8.871 for image management at this level *p*-value is 0.000 for both, which shows that it is significant. Hence the *r*<sup>2</sup> is 0.094 for attention seeking and 0.240 for image management. Therefore, all these make clear that online shopper's attention seeking and image management significantly affects their online compulsive buying behavior. In addition to that image management contributes a little bit more than attention seeking.

**Table : 2 Pearson Correlation between attention seeking and online compulsive buying**

FACTORS	OCB	PEM
Pearson Correlation	1	.307**
OCB		
Sig. (2-tailed)		.000
N	268	268
Pearson Correlation	.307**	1
PEM		
Sig. (2-tailed)	.000	
N	268	268

\*\* . Correlation is significant at the 0.01 level (2-tailed).

*Interpretation*

From this Table:2 it can be clear that the correlation coefficient between attention seeking and online compulsive buying is 0.307 and the p value is 0, which is less than 0.05. Hence, these two variables have significant correlation at a significant level of 0.01. We can conclude with the 95% of confidence level that there is moderately positive relationship between attention seeking and online compulsive buying. Therefore online buyer's attention seeking would increase their online compulsive buying behavior.

**Table : 3 Pearson Correlation between image management and online compulsive buying**

FACTORS		OCB	NEM
OCB	Pearson Correlation	1	.490**
	Sig. (2-tailed)		.000
	N	268	268
Image Management	Pearson Correlation	.490**	1
	Sig. (2-tailed)	.000	
	N	268	268

\*\* . Correlation is significant at the 0.01 level (2-tailed).

*Interpretation*

From this Table:3 it can be observed that the correlation coefficient between image management and online compulsive buying is 0.490 and the p value is 0, which is less than 0.05. Hence, these two variables have significant correlation at a significant level of 0.01. We can conclude with the 95% of confidence level that there is moderately positive relationship between image management and online compulsive buying. In addition to that, when compared to attention seeking, the image management scores more. Therefore image management of the online shopper's would increase more online compulsive buying behavior. Hence, this information can be useful to the marketers and look into it in this issue broadly.

**CONCLUSION**

The major findings indicate that the online compulsive buyers are more concern about attention seeking and image management. In addition to that, it also shows that image management is influencing more than the attention seeking. The study concludes that the online compulsive shoppers are giving more concentration for attention seeking and image management in the society. Hence this will provide an insight into the e marketer's point of view and through this e retailer will get more opportunities and growth by targeting this behavior.

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