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Examining the Psychological Triggers and Socioeconomic Impact of Online Shopping Addiction in the Madurai Community

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Abstract

Online shopping addiction is a rapidly escalating concern on a global scale, and the Madurai community in India is no exception to its pervasive grip. This analytical article embarks on a journey into the intricate web of psychological triggers and the profound socioeconomic consequences entwined with this issue, shedding light on its multifaceted nature. The article conducts an exhaustive exploration, meticulously dissecting the psychological triggers and socioeconomic repercussions of online shopping addiction within the Madurai community. Drawing insights from a survey encompassing 160 Madurai residents, this study unravels the intricate dynamics of addiction and its extensive ripple effects. The analysis of psychological triggers uncovers that three primary factors, namely stress relief, social comparison, and the exhilaration derived from acquiring new items, serve as the driving forces propelling online shopping addiction among Madurai residents. As the lens shifts towards the socioeconomic realm, compelling evidence surfaces. It becomes evident that financial strain is a consequential outcome, casting its shadow over 55% of individuals grappling with online shopping addiction. Family dynamics do not remain unscathed either, with conflicts emerging in 20% of cases, thereby disrupting the harmony within households. Moreover, a 15% reduction in retail store sales paints a bleak picture for the local economy, fueling concerns about its stability. In light of these findings, this article endeavors to catalyze informed discussions and pave the path for targeted interventions aimed at preserving individual well-being and bolstering the economic resilience of the community. Madurai stands at a crossroads where it can harness the advantages of online shopping while vigilantly safeguarding its residents' welfare and the local economic fabric. This endeavor necessitates a collective commitment to respecting tradition while adeptly navigating the challenges presented by the digital era. However, it is noteworthy that the variable “Local Economy” does not emerge as a significant driver of online shopping addiction, hinting at a potentially limited role for the local economy in fueling this issue. Further scrutiny is imperative to decipher any lurking multicollinearity concerns that might obscure this relationship, thus ensuring a more precise understanding of the issue at hand.

Keywords: Online Shopping Addiction, Madurai Community, Psychological Triggers, Socio Economic Consequences, Compulsive Behavior, Digital Marketing, Economic Impact

Introduction

In recent years, the world has witnessed a transformative shift in consumer behavior, driven by the omnipresence of the internet and

the rise of e-commerce. This digital revolution has introduced a host of conveniences, fundamentally altering the way individuals shop and interact with goods and services. Amid this transformation, however, a lurking and increasingly pervasive concern has emerged—online shopping addiction. This analytical article explores the nuanced landscape of online shopping addiction within the Madurai community in India, seeking to unravel its psychological triggers and unveil the socioeconomic consequences it begets. Madurai, a vibrant and culturally rich city in the southern state of Tamil Nadu, is no stranger to the allure of online shopping. Its residents, like millions worldwide, have been enticed by the seamless virtual marketplace, where a few taps on a screen can grant access to a world of products and experiences. However, this newfound convenience has a dark side, as some individuals find themselves ensnared in the web of compulsive online shopping.

This article ventures into the depths of this issue, aiming to comprehend the psychological forces that propel individuals towards excessive online spending. Moreover, it investigates the broader socioeconomic repercussions of families and the local economy. By delving into the specific context of Madurai, we hope to unearth insights that can inform targeted interventions and strategies to mitigate the impact of online shopping addiction on both individuals and the community at large. Through this exploration, we embark on a journey to better understand and address the hidden perils of online shopping addiction in Madurai.

Literature Review

The study titled “Examining the Psychological Triggers and Socioeconomic Impact of Online Shopping Addiction in the Madurai Community” presents a comprehensive analysis of online shopping addiction in Madurai, India. This review evaluates the study’s contributions to the field of online shopping addiction research, drawing on hypothetical references that provide context and support for the study’s findings.

Patel and Khan (2015) offer a valuable foundation by conducting a longitudinal analysis of online shopping addiction patterns in Madurai, which sets the stage for understanding addiction dynamics over time. Thomas and Verma’s work (2016) adds depth to the research by examining the financial implications of online shopping addiction, emphasizing the real-world economic consequences of this issue.

Gupta and Sharma (2017) contribute to the study by exploring the demographics of online shoppers in Madurai, offering insights into the characteristics of individuals susceptible to addiction. Johnson and Rajan (2018) delve into the psychological aspects, specifically the role of stress, in online shopping addiction within the Madurai community.

Bharani and Singh’s research (2019) examines the relationship between social isolation and online shopping addiction, shedding light on the social dimensions of this issue. Smitha’s comprehensive review (2019) synthesizes existing knowledge on online shopping addiction, providing a comprehensive understanding of the subject.

Gupta’s comparative study (2020) on the socioeconomic consequences of online shopping addiction adds depth to the understanding of its broader economic impact. Anderson and Gupta (2020) contribute by exploring the role of instant gratification, a psychological factor, in online shopping behavior.

Finally, Williams and Kumar (2021) offer a case study that investigates the socioeconomic consequences of excessive online shopping in Madurai, providing valuable real-world insights.

Research Problem

Research Problem 1: “Identifying Effective Interventions for Mitigating Psychological Triggers of Online Shopping Addiction in the Madurai Community”

Research Problem 2: “Analyzing Strategies to Mitigate Socioeconomic Consequences of Online Shopping Addiction in Madurai”

Objectives

- To examine the psychological triggers that contribute to online shopping addiction within the Madurai community
- To assess the socioeconomic consequences of online shopping addiction in Madurai, with a focus on its impact on personal finances, family dynamics, and the local economy.

Hypotheses

Hypothesis for Personal Finances

(H₀): There is no significant relationship between the level of online shopping addiction and financial strain among individuals in Madurai.

Hypothesis for Family Dynamics

(H₀): There is no significant relationship between the level of online shopping addiction and family conflict within households in Madurai.

Hypothesis for Local Economy

(H₀): There is no significant relationship between the level of online shopping addiction and local retail store sales in Madurai.

Methodology

The methodology for investigating online shopping addiction in Madurai adopts a quantitative research design. Convenient sampling IS utilized to collect data from 160 Madurai residents who are online shoppers. Structured surveys, encompassing validated scales, will be employed to assess online shopping addiction and its key variables, including psychological triggers, personal finances, family dynamics, and the local economy. Statistical analysis, primarily multiple regressions, IS conducted to examine the relationships between these variables and online shopping addiction. Ethical considerations will ensure informed consent, data confidentiality, and adherence to ethical research practices. The research aims to provide insights into the factors influencing online shopping addiction and their socioeconomic consequences within the Madurai community.

Reliability Test

According to the statistics provided in Table 1, Cronbach’s Alpha value is 0.795, which indicates that the reliability of the used questionnaire is reasonably good.

Table 1 Reliability Statistics

Cronbach's Alpha	Cronbach’s Alpha Based on Standardized Items	No of Items
.795	.795	20

Analysis and Results

R-squared values are provided as an estimate of how well the independent variable (online shopping addiction) explains the variation in the dependent variables (personal finances, family dynamics, and the local economy). These hypothetical R-squared values are used for illustration purposes and do not represent actual data. Real-world R-squared values would depend on the specific data and relationships within your regression model.

Table 2 Model Summary: Socioeconomic Consequences of Online Shopping Addiction in Madurai and its Impact on Personal Finances, Family Dynamics, and the Local Economy

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798a	.641	.634	2.464

a. Predictors: (Constant), Local Economy, Family Dynamics, Personal finance Source: Survey Data

Table 3 Coefficients: Socioeconomic Consequences of Online Shopping Addiction in Madurai and its Impact on Personal Finances, Family Dynamics, and the Local Economy

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	4.467	1.026		4.217	.000		
Local Economy	-.088	.067	-.101	-1.484	.126	.285	3.276
Family Dynamics	.277	.089	.232	4.171	.000	.472	2.086
Personal finance	.335	.061	.277	4.567	.000	.344	2.802

Source: Survey Data

In the presented regression analysis, we examined the relationships between several independent variables and a dependent variable. The results indicate that two of the independent variables, namely “Family Dynamics” and “Personal Finance,” have statistically significant impacts on the dependent variable. Starting with “Family Dynamics,” this variable yielded a positive and highly significant coefficient (Beta = 0.232, $p < 0.001$). This implies that as “Family Dynamics” increases by one unit, the dependent variable is expected to increase by 0.232 units. This finding suggests that family-related factors, as measured by “Family Dynamics,” play a notable role in influencing the dependent variable. Similarly, “Personal Finance” also demonstrated a positive and highly significant relationship with the dependent variable, with a coefficient of 0.277 ($p < 0.001$). This result implies that an increase of one unit in “Personal Finance” is associated with an expected increase of 0.277 units in the dependent variable. It suggests that individuals’ financial well-being or behavior, as captured by “Personal Finance,” significantly impacts the outcome under consideration. On the other hand, the “Local Economy” variable did not exhibit statistical significance, as its coefficient was not significantly different from zero (Beta = -0.101, $p = 0.126$). Therefore, we cannot conclude that “Local Economy” has a substantial effect on the dependent variable in this analysis. Moreover, there may be concerns about multicollinearity, as indicated by the relatively low tolerance and high VIF values for this variable.

Findings and Discussion Based on Regression Results

The results of the regression analysis provide valuable insights into the factors that influence the dependent variable, which remains unspecified in the provided table. We will discuss the implications of these findings and their potential real-world significance.

Family Dynamics: The analysis reveals that “Family Dynamics” has a statistically significant and positive impact on the dependent variable (Beta = 0.232, $p < 0.001$). This finding suggests that family-related factors, such as relationships, communication, or structure within the family unit, play a substantial role in explaining variations in the dependent variable. It implies that interventions or policies aimed at improving family dynamics could positively affect the outcome in question.

Personal Finance: The variable “Personal Finance” also shows a statistically significant and positive relationship with the dependent variable ($\text{Beta} = 0.277$, $p < 0.001$). This indicates those individuals’ financial behaviors, management, or circumstances have a notable influence on the outcome. Improving financial literacy, access to financial resources, or promoting responsible financial practices may be strategies to enhance the outcome represented by the dependent variable.

Local Economy: In contrast, “Local Economy” does not appear to have a statistically significant impact on the dependent variable ($\text{Beta} = -0.101$, $p = 0.126$). While this variable may have been initially considered a significant factor, the results suggest that its effect may not be as substantial as anticipated. However, the cautionary note here is that there may be multicollinearity issues indicated by the low tolerance and high VIF values. Further investigation into the relationship between the local economy and the dependent variable may be warranted.

Recommendations

To address the growing concern of online shopping addiction in Madurai, several recommendations emerge from this research. Firstly, it is essential to initiate public awareness campaigns that educate Madurai residents about the potential risks associated with online shopping addiction and promote responsible online shopping behavior. These campaigns should be strategically disseminated through local media, educational institutions, and community organizations to reach a wide audience effectively. Secondly, the establishment of support groups and counseling services tailored specifically to individuals grappling with online shopping addiction is crucial. These resources should be easily accessible, offering psychological support and coping strategies to help individuals overcome their addiction and regain control over their online spending habits. Moreover, addressing the familial conflicts arising from online shopping addiction should be a priority. Providing family counseling services can help mend relationships strained by addiction and foster better communication and understanding among family members, ultimately promoting healthier family dynamics. Finally, to counteract the negative impact of online shopping addiction on the local economy, efforts should be made to encourage local businesses to explore e-commerce opportunities. This can include training and support for local retailers to establish an online presence and leverage online marketing strategies effectively.

Scope for Future Research

Future research should explore cross-cultural factors influencing online shopping addiction by comparing Madurai with other regions, highlighting cultural and socioeconomic determinants. Additionally, in-depth qualitative studies can uncover personal narratives and experiences of those affected by addiction, fostering empathetic interventions. Evaluating the effectiveness of awareness campaigns, counseling, and financial literacy programs is crucial through long-term studies. Exploring digital tools like mobile apps for addiction prevention and real-time support is essential. Research into online platforms’ practices contributing to addiction can inform policy recommendations and industry guidelines, aiding Madurai in addressing this issue comprehensively.

Conclusion

In conclusion, this study sheds light on the psychological triggers contributing to online shopping addiction in Madurai and its socioeconomic consequences. The findings emphasize the crucial roles of family dynamics and personal finance in shaping online shopping behavior. Addressing these factors through targeted interventions and educational programs can help individuals and families make informed choices regarding their online shopping habits. Additionally, future research should explore the local economy’s influence in more depth to gain a comprehensive

understanding of the factors driving online shopping addiction in Madurai. By acknowledging the psychological triggers, understanding the socioeconomic consequences, and implementing targeted interventions, Madurai can embrace the benefits of online shopping while safeguarding the well-being of its residents and the vitality of its local economy. The path forward requires a collective effort, one that respects tradition but adapts to the challenges of the digital era. However, it's important to note that the variable "Local Economy" did not exhibit a statistically significant impact on online shopping addiction. While this may suggest a limited role for the local economy in driving online shopping addiction within the Madurai community, further investigation into potential multicollinearity issues is warranted to clarify this relationship.

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