



Oniomania: A Phenomenological Study on Online Shopping Addiction

Angelica D. Acerit

angelicaacerit6@gmail.com

Nimfa Joy B. Bau

nimfajoybau@gmail.com

Jovilyn S. Daliri

dalirijovilyn@gmail.com

Aiko S. de Guzman

deguzmanaiko93@gmail.com

Sonia Claire C. Lazatin

soniaclairelazatin@gmail.com

Pio N. Porto Jr.

pauloport847@gmail.com

Zyrieshane M. Rabago

zyzyrabago@gmail.com

Grashella Mae B. Rodriguez

grashellamaerodriguez@gmail.com

Hazel Mae P. Valdez

hazelmaesales27@gmail.com

Isabela State University San Mariano Campus

ABSTRACT: This study aimed to determine the factors that drives participants to use online shopping applications and the impacts of online shopping addiction on participant's health and well-being, financial status, and relation to others. Semi structured open-ended questions were conducted used to gather data from the 15 participants. Based on the data collected, this study generated two sets of themes. Four themes in factors that drives participants to use online shopping applications/websites: (1) convenience; (2) boredom; (3) entertainment; (4) trendiness. Three themes in the impacts of online shopping addiction: (1) coping mechanism with stress and motivation to study (2) financial trouble and strained relationship and (3) impulsive and compulsive buying. Through a thorough analysis, it was found out that online shopping helps the participants to make shopping convenient, deal with boredom, spend leisure time (entertainment),

and go with the trend induced by pandemic. While online shopping addiction serves as coping mechanism with stress and motivation to study. However, the results revealed that online shopping leads financial trouble, strained relationship and leads to impulsive and conclusive buying behavior.

Keywords: *Online shopping, Oniomania, Impulsive buying, Compulsive buying*

INTRODUCTION

For billions of people all around the world, technological advancements have transformed their way of life. Furthermore, with the emergence of the internet, technology has improved and become more readily available in many facets of our everyday lives. Practically every aspect of how people live, particularly in the twenty-first century, is influenced by technology, from transportation efficiency and safety, to access to food and healthcare, sociability and productivity (Tuner, 2021). Even the process of purchasing goods and services has become more instantaneous and sophisticated as a result of technological advancements and the internet. In January 2021, there were 73.91 million internet users in the Philippines (between 2020 and 2021, the number of internet users in the Philippines increased by 4.2 million). Whereas the Philippines had 89.00 million social media users in the same year, the United States had only 79.9 million. (The number of Filipinos who use social media climbed by 16 million between 2020 and 2021, according to the Bureau of Statistics). Social networking sites such as Twitter, Facebook, Instagram, LinkedIn, and YouTube, among others, have risen in popularity, and as a result of this development, accessing these social networking sites has become more convenient. Thus, commercial organizations such as merchants and retailers are encouraged to communicate with their customers using these platforms, resulting in what we refer to as online shopping (Singh & Singh, 2018).

Online shopping is a type of E-commerce that allows customers to directly visit and purchase products or services from a specific seller over the internet using a browser or a mobile application, rather of visiting the merchant's physical location. On-line shopping facilitates the decision-making process for consumers by providing benefits such as the ability to search for and compare prices, as well as the ability to find the best price for the desired goods. For the majority of individuals nowadays, purchasing is a regular and normal aspect of their everyday lives; online shopping is regarded as both a utilitarian and a leisure activity with hedonistic characteristics. According to a poll conducted by Rappler (2017), Lazada and Shopee have recently emerged as the most popular online shopping destinations. These stores have good quality and feedback from the seller; consumers also appreciate being able to examine products and easily click on the ones they want to purchase without having to leave their house or office. As an additional benefit to participating, participants gained points or earned coins, which they could then use to purchase another product. Correa, on the other hand (2020) It is the compulsive and excessive spending of money on online shopping that results in the development of an online shopping addiction, which will introduce the notion of Oniomania, which is defined as the obsessive or uncontrollable impulse to purchase. Overspending and over purchasing are things that can happen to anyone.

Recent years have seen an increase in the amount of attention paid to shopping addiction (also known as compulsive buying disorder or Oniomania). An individual's personal, social, and professional lives can be negatively impacted by their fixation with shopping and purchase activity, which can manifest itself as a shopping addiction (Najiya, 2018). Moreover, Online Shopping Addiction (OSA) is a term used to describe the tendency of an individual to be unable to control their online shopping (Jiang Z. et. al., 2014). Additionally, persons with OSA are tempted to buy a lot of things that they don't really need. They, on the other hand, have a difficult time regulating themselves in online. This could indicate that they are used to living and working under duress and that they use this as a technique of relieving stress. People who shop online usually lack basic emotional needs, such as love and acceptance from others, according to a number of studies. They also report difficulty in building relationships with others, and they are frequently lonely and have low levels of life satisfaction (Miller, 2007; Roberts et al., 2014; Bani-Rshaid and Alghraibeh, 2017).

In a study conducted by Gallagher et al. (2017), they discovered that students who engage in excessive internet shopping experience post-purchase remorse (shame, anxiety, and guilt), which can lead to depression. Moreover, spending an excessive amount of time and money on online shopping can lead to persons experiencing academic and financial hardship, both of which are associated with depression (Liu et al., 2017; Wright, 2017).

Hartney (2019) stated that a slang term for a person who is a jerk. A psychiatric disease, internet shopping addiction is described as a roller coaster ride of emotions, and it has been classified as such. Online shopping addiction leads to mental disease, which presents itself in a variety of behavioral, financial, emotional, and psychological issues as well as disorders, making life more difficult and contentious overall. As a result, it causes long-term depressive symptoms such as weariness, irritation, a sense of hopelessness, insomnia, and even suicidal thoughts. This research study looked into the similarities and differences in the experiences of Filipino college students who became addicted to online shopping applications and websites in order to find commonalities. The researcher found the elements that motivate participants to use online shopping applications, as well as the consequences of Oniomania (online shopping addiction) on Filipino college students who participated in the study. Furthermore, the study's objectives are to (1) understand what motivates Filipino college students to use online shopping applications/websites and (2) examine and identify the effects of online shopping addiction on students' financial well-being, health and well-being, and relationships with others, among other things.

RESEARCH METHODOLOGY

The research design employed in this study was qualitative-phenomenological in nature. Phenomenological research is a method of inquiry derived from philosophy and psychology in which the researcher describes the participants' lived experiences with a phenomenon (Qutoshi,2018). This design typically collected data through interviews, reading documents or records, and analyzing recorded materials. Moreover, this research design is suitable to identify the factors that drives participants to engage in online shopping applications and specially to assess compulsive buying behavior and online shopping addiction among 15 Filipino college students.

Participants

This study was conducted through online interview using free conference application, with 15 Filipino college students from different universities. These 15 participants are all classified themselves as addicted to online shopping by showing their impulsiveness and excessive spending of money in purchasing online products.

Instruments

The participants were asked to answer open-ended semi- structured questions as an approach to collect information and evaluate the same question responses for each participant. The researchers also used consent forms to inform participants about the details of the study, as well as the confidentiality of the interview.

Procedures

This research study involves three steps: (1) distribution of consent forms, (2) actual online interview, and (3) creating a thematic map. The first step, was the distribution of consent forms, a day before the actual interview, to certify that the researchers and the participants agreed that they both understand the rights and confidentiality, as well as the terms of the Study and interview that will be performed. Second, the actual online interview. Participants will be interviewed separately, through free conference call application provided by the researchers. The interview will run for about 20 to 30 minutes, and a structured interview method will be applied. But before the questions, the researchers will exchange greetings and pleasantries that will establish rapport among their relationship. Lastly, after the interview, researchers proceed to transcribe what has been discussed along with their observations regarding the behavior of the participants during the interview session. Thus, giving the researchers data that can be analyzed and create themes for the thematic map.

RESULTS

This study aimed to determine the factors that drives participants to use online shopping applications/ websites. And also identify the impacts of online shopping addiction on participant's mental health, financial status, and relation to others.

Q1. What are the factors that drive participants to use online shopping applications/ websites?

Following a thorough analysis of the given answers of the participants, it was discovered that they contain different factors that drive them to use online shopping applications/websites. Four themes were identified during the online interview, including convenience, boredom, entertainment, and trendiness.



Figure 1: Thematic Map

Theme 1: Convenience

The participants emphasized that online shopping gives them convenience, where product/services can be delivered to them without having to leave their home.

Convenience is one of the major factors that drives participant to shop online. Online shopping applications makes life easier; it saves time and effort, simple, quick, multiple stores can be reached by a click and even comparison between different products with different prices are available at the fingertips. **Wang et. al., (2005)** described online shopping application as a shop that online any hour of the day compared to traditional store. As one of the participants stated, *"It's very convenient in a way, that you can purchase items that you want & need with lower prices compared to traditional store. And it's very easy, check out then place order, and after 3-5 days, you can already receive your order"*.

Theme 2: Boredom

The participants described “boredom” as online shopping motivation that drives them to use online shopping applications.

In this pandemic, many people engage in online shopping and impulsive purchase because of boredom. **Hjelm-Lidholm et al., (2017)** indicate that boredom might affect impulsive behavior online. Boredom becomes a motivation to shop on impulse, as one of the surveys of **Bethiaume (2020)** stated about 26% of internet buyers said they made an additional purchase because they were bored. Moreover, participants boredom can be altered to happiness when shopping. As one of the participants explained, *“When pandemic happens, that’s the time I used online shopping applications, because I have nothing to do, since it’s lockdown, so I tried using Lazada and Shopee.”*

Theme 3: Entertainment

Online shopping becoming a part of people's daily lives, where scrolling through online shopping applications become a form of entertainment.

Chan (2020) stated, when sellers use video instead of images to market things, and buyers browse seller videos as if they were changing TV stations in search of enjoyment, shopping becomes entertainment. In addition, Live selling through live streaming on sites like Facebook and Instagram has become a popular way to showcase and sell products. As one of the participants described, *“When live selling become one of the new forms of online shopping, I get addicted. It’s like you’re watching television and assessing if that particular product is suit/ fit in you, Until now, I am a fan of purchasing online products by watching live selling in Facebook.”*

Theme 4: Trendiness

Trendiness is one of the factors that drives them to use online shopping applications/websites. It is the term used to describe the state of following latest changing in the environment.

According to survey conducted by Statista Research Department, as of the third quarter of 2020, 89.3 percent of internet users in the Philippines said they searched online for a product or service to buy. Furthermore, the poll indicated that internet users have purchased a product or service via the internet. Moreover, Filipino internet users are increasingly interested in browsing and buying for goods and services in online shopping applications, as they’ve noticed it becomes the new trend/concept in purchasing products. As one of the participants emphasized, *“I always see a lot of memes and post about Lazada and Shopee in my social media accounts, even some of my friends captured their parcel and post it online, that gave me curiosity and because it’s trending so I downloaded those online shopping application”.*

Q2: What are the impacts of online shopping addiction on participants' health and well-being, financial status, and relation to others?

Following a thorough analysis, it was discovered that Oniomanias contains different impacts to student lives. Three themes were identified during the online interview, including coping mechanism with stress and motivation to study, financial trouble & strained relationship, and impulsive and compulsive buying.



Figure 2: Thematic Map

Theme 1: Coping mechanism with stress and motivation to study

The participant described Oniomania (online shopping addiction) as a coping method for regulating emotions by obtaining pleasure, respite, or motivation through purchasing.

When someone is stressed, they have a distinct reaction to shopping. People tend to feel larger inclinations to purchase oneself goodies for a mood boost when they are anxious. As one participant explained, *"If I'm having a bad day, my mood turns to a calm soul whenever I scroll and purchased items"*. As one of the studies conducted by a researcher in Penn State, conclude 62 % of those purchases were made in an effort to raise mood, according to a group of regular

consumers who had all bought themselves a treat in the previous week (**Scott, 2020**). Additionally, Oniomania tends to be a factor in motivating student to study. As one of the students expressed, *“My addiction on online shopping give me strength and motivation to study hard whenever I buy products like laptop accessories, computer parts and many more. And use them, it feels like I’m proud of my self because I buy the things that I need in my study”*.

Theme 2: Financial trouble & strained relationships

The participant believed that Oniomania (online shopping addiction) create serious problem, like financial trouble and strained or broken relationships. People with addiction on shopping spend beyond their needs.

The most evident consequence of compulsive purchasing is financial difficulties. People who have this problem typically spend till they can no longer afford to buy new stuff because there is nothing, they can do to stop it. This could indicate that they’ve ran out of cash, have maxed out their credit cards, and are unable to borrow money to feed their addiction. If persons who suffer from shopping addiction are unable to meet their other financial commitments as a result of their addiction, they may face financial and even legal troubles. As one of the students explained, *“I experience having no money to buy the things that I need because I already spend it buying online products. As I estimated, I spend 5,000-6000 buying k-pop merchandise”*.

Moreover, to feed their addiction, people with compulsive shopping behavior may borrow money from family and friends. Relationships with loved ones may become strained over time because of persons with shopping addictions’ proclivity to borrow repeatedly, even if they lack the financial means to repay their debt. As one of the students stated, *“Because of my addiction to online shopping, I ordered an item that costs 1,000 pesos, but I don’t have money in hand. So, I panicked and think a way, I come up with the idea to borrow money from my friend. And promise to pay back immediately, but it didn’t happen. It took almost a year before I pay him. That leads to a cleft in our relationship as a friend. In that circumstance, he mistrusts me”*.

Theme 3: Impulsive and compulsive buying

The participant emphasized that Oniomania (shopping addiction) can involve impulsive and compulsive buying and spending on unnecessary products.

When people who are hooked to shopping return home, they typically feel empty and disappointed with their purchases. Items bought on a shopping binge are frequently hoarded and never used. As one of the participants described, *“I consider myself as impulsive buyer, where 75% of my online shopping purchased are all not necessary and worthless. After days using them, they become useless because of the low quality of the product”*. In addition, impulsive buying is one of the factors to consider if one person have a Compulsive buying behavior/addiction on shopping. Wherein, they are characterized by the persistent, excessive, impulsive, and

uncontrollable purchase of products despite severe psychological, social, occupational, financial consequences.

DISCUSSION

The study sought to identify the reasons that motivate participants to use online shopping applications and websites, as well as the consequences of online shopping addiction on the participant's health and well-being, financial situation, and interpersonal relationships with other people. Four themes emerged from this research, which were then measured through questionnaire methodologies. There are four of these: (1) convenience, (2) boredom, (3) entertainment, and (4) trendiness (in that order). According to the findings of the investigation: For starters, students who utilize internet shopping programs do so because they are more convenient than those who do not. For many individuals, the most important reason for the popularity of internet shopping is the ease with which it may be accomplished. According to Koyuncu and Battachanza (2017), when people purchase online, they may buy faster, have more options, and get a variety of products or services at a lower price. As Tarhini and colleagues (2021) pointed out, internet shopping is becoming increasingly popular because of the potential to save time and effort. It is time-saving in the sense that it reduces the amount of physical, emotional, and cognitive activity that customers must undertake in order to purchase goods and services online (Berry, 2002).

Second, participants' ennui serves as a motivator for them to engage in online purchasing. Strong emotions, in particular, might have a negative impact on impulsive consumption (Aruna & Santhi, 2015; Baun & Groeppelklein, 2003). Because most people are bored at home, they are compelled to buy more and more, which leads to increased usage of the internet for shopping. Impulsive purchasing can be used to alleviate negative emotions such as boredom, as well as to increase mood and alleviate despair (Glen & DeMoss, 1990). For example, when people are anxious or depressed, they are more likely to purchase things such as clothing on a more frequent basis than when they are not. For the most part, it is recognized that consumption behaviors can be used for therapeutic objectives (Luomala, 2002) or to manage bad moods (Luomala, 2002). (Luomala, 1998).

People's daily lives are becoming more and more integrated with online purchasing applications and websites, which is the third point to mention. According to (Rahamin, 2021), online shopping has evolved into a form of entertainment (retailtainment), with consumers scrolling through brand feeds on social media or on their websites. Retailtainment, according to Hjalms (2021), is a term that refers to a combination of retail and entertainment activities. Customers should be able to enjoy a satisfying, engaging and rewarding experience that goes beyond simple transactional buying, which is the goal of this concept. If everything is done right, customers will find the purchasing experience to be wonderful and enjoyable. Increased time spent on the site, greater transaction amounts, and increased long-term client loyalty and retention are all desirable results that can be achieved through SEO. The study also revealed a prevalent sort of retailtainment, which is Facebook live selling, based on the responses of the participants. In order to sell items in real

time, contact with viewers directly, and gain new customers, Live Shopping on Facebook is a highly participatory technique.

Finally, participants are motivated to utilize an online shopping application because it is fashionable. The broad availability of the internet has resulted in students preferring to purchase items online rather than visiting a physical store in order to keep up with the latest notion or trend in today's modern society. The rise of Shopee and Lazada in Southeast Asia is the result of the company's dynamic work module and strategic expansion plan. Its popularity among clients has increased as a result of its social media presence and the fact that it speaks in simple and straightforward languages. The platform's ease of use is enticing more and more dealers and users to use it on a consistent basis. As of the third quarter of 2021, Shopee was the most popular B2C e-commerce site in the Philippines, attracting over 73.65 million monthly web visitors on average. With around 39.43 million monthly visitors, Lazada landed in second place (Digital in the Philippines: All statistics you need in 2021, 2021 January, <https://data.portal.com>).

The findings of this study also revealed three major topics about the consequences of internet shopping addiction. Among these are (1) stress management and motivation to study, (2) financial difficulties and strained relationships, and (3) excessive and obsessive shopping. The findings of the study revealed that, first, Filipino college students who are stressed are more likely to indulge in internet shopping addiction in order to prevent stress responses (e.g conflict, anxiety, depression, and headaches). Several authors, like Silver (2018), have suggested that internet purchasing is founded on the new and improved mentality that many individuals use as a coping technique. Furthermore, adding products to a shopping cart, whether online or in person, can improve someone's mood or allow them to spend a few hours at a favorite boutique. Moreover, even casual web browsing can provide a cognitive boost (Scott, 2020). Shopping addiction, like other addictions, is frequently used by people to cope with the emotional misery and hardship of life, according to Hartney (2020).

Second, the study discovered that online shopping addiction might have negative consequences such as financial difficulties and damaged relationships, among other things. Online addicts may have financial issues and even get into debt as a result of their addiction. As stated by Hartney (2020), shopping addicts frequently spend more time and money on shopping than they are able to afford, and many of them end up in debt as a result of their excessive spending habits. People who suffer from this type of addiction wind up borrowing money from family and friends in order to fund their internet shopping habit. The inclination to borrow money from family and friends, even when one does not have the financial means to pay back the debt, leads to strained and broken relationships.

Finally, Oniomania, also known as shopping addiction, is characterized by impulsive and compulsive buying. It is often seen to be irrational and a negative type of purchasing, and it is

frequently followed with regret. Individuals who shop impulsively or compulsively are those who use shopping as a means of regulating their emotions on a regular basis. People buy to ease negative emotions or to magnify and prolong pleasant ones, depending on their needs. Compulsive shoppers may experience feelings of exhilaration during the search for and purchase of a particular item. They do, however, commonly suffer guilt as a result of their purchases, which causes them to become anxious. Both impulsive and compulsive spending might result in a temporary high as a result of a shopping obsession. People who are addicted to shopping, on the other hand, are more likely to return home empty-handed and disappointed with the products they purchase (Hartney 2020).

These findings are consistent with the claims made by (Lejoyeux & Weinstein, 2010; O'Guinn & Faber 1989) that shopping addiction has negative consequences such as high debt levels, unpleasant emotions such as shame, guilt, and alienation, legal troubles, and relationship breakdown. This study also indicated that gender is a significant predictor of online shopping addiction, which was previously unknown. Ladies were shown to be (60 percent) more shopaholics than males (40 percent) in this study, which was supported by Sharma (2015), who found that females shop more than males (94 percent) of the time. It is important for persons who suffer from internet shopping addiction to maintain self-control when purchasing things, especially those that are detrimental to their mental health.

EDUCATIONAL IMPLICATION

The internet is increasingly becoming a frequent part of people's everyday lives all over the world, where online shopping becomes the new norm in purchasing goods and services. Online shopping is virtually limitless, and they have altered the culture and behaviors of customers all over the world. In this case, consumers like students must be guided to understand the concept of (1) financial literacy, (2) media literacy, and (3) digital literacy in online shopping. (1) Financial literacy is the knowledge necessary to make smart financial decisions. Students must equipped knowledge and skills to manage their own money effectively and prioritize their needs before their wants in purchasing any items in online shopping applications to secure financial stability. (2) Media literacy is essential skill in today's digital age. Students must equip this skill to evaluate the various sellers around online shopping applications to avoid being scammed online. And last, digital literacy skills allow students to find, use & create info online in a productive & useful way. Students can examine how to read product reviews, how to read and comprehend buy terms and conditions, and how to add additional fees to purchases. Encourage them to post a review if they are dissatisfied with a product or service they have purchased.

CONCLUSION

The purpose of this study was to determine the characteristics that motivate participants to utilize online shopping applications and websites. A conclusion may be drawn from the findings that individuals engage in online shopping for the convenience of having products and services

delivered to them without the necessity of leaving home. Boredom is also a factor that can influence impulsive purchases, particularly when it serves as a motivator for purchasing. And the majority of participants said that they do their shopping online on a regular basis. Watching Facebook live selling has become a sort of fun for many people who shop online using scrolling online purchasing software. Finally, participants' need to keep up with the newest changes in the environment when purchasing products and services is a common factor that motivates people to download and utilize online shopping applications such as Lazada and Shopee. With the participants' personal experiences with online shopping addiction, the researchers have concluded that online shopping applications or websites assist our participants in dealing with the ennui brought on by the pandemic in recent years. Being hooked to internet shopping has a positive impact on one's stress-coping mechanisms and drive to study because it allows one to release unpleasant feelings and brighten one's mood. However, some participants report that their online shopping addiction is a cause of financial difficulties (they spend beyond their means) and that it has resulted in the breakdown or strain of their relationships. Moreover, it demonstrates that having an online shopping addiction, also known as Oniomania, results in impulsive and compulsive purchasing behavior.

The researchers also discovered that the majority of subjects are more forthcoming with their friends about their addiction to online shopping/having Oniomania than they are with their families. Addiction to internet buying brings with it a slew of problems and difficulties that cannot be avoided. According to them, the most effective way to overcome an addiction to internet shopping is to give people time to think about what they want to buy, assess the benefits and drawbacks, and consider other aspects of their lives that need to be handled.

REFERENCES

- Aruna, S., & Santhi, P. (2015). Impulse purchase behavior among generation-Y. *Journal of Marketing Management*, 14(1), 21-38, <https://ssrn.com/abstract=2805619>. Retrieved from <https://www.koreascience.or.kr/article/JAKO202020952022574.page>
- Bankole A. Johnson DSc, MD, MB, ChB, MPhil, DFAPA, FRCPsych, FACFEI, ABDA, in *Addiction Medicine: Science and Practice*. (2020) Retrieved from <https://www.sciencedirect.com/topics/neuroscience/compulsive-buying>
- Baun, D., & Groeppel-Klein, A. (2003). Joy and surprise as guides to a better understanding of impulse buying behaviour. *European Advances in Consumer Research*, 6, 290-299. Retrieved from <https://www.koreascience.or.kr/article/JAKO202020952022574.page>
- Compulsive Buying Disorder: When Shopping Addiction Becomes Problem. Retrieved from <https://blackbearrehab.com/mental-health/behavioral-process-addictions/compulsive-buying-disorder/>
- Correa G. (2020). Shopping Addiction Fueled By Online Shopping. Retrieved from <https://www.addictioncenter.com/news/2020/01/shopping-addiction-online-shopping/>

Digital in the Philippines: All Statistics you need in (2021). Retrieved from <https://www.oracle.com/content-management/webcenter-portal/>

Gallagher, C. E., Watt, M. C. Weaver, A. D.. & Murphy, K. A. (2017). "I fear, therefore, I shop!" exploring anxiety sensitivity in relation to compulsive buying. *Pers. Individual Dif.* 104, 37-42. Doi: 10.1016/j.paid.2016.07.023. Retrieved from https://www.researchgate.net/publication/326330639_Association_Between_Specific_Internet_Activities_and_Life_Satisfaction_The_Mediating_Effects_of_Loneliness_and_Depression

Glen M. D. & DeMoss M. (1990). Self-gifts: Phenomenological insights from four contexts. *Journal of Consumer Research*, 17(December), 322-322, <https://doi.org/10.1086/208560>. Retrieved from <https://www.koreascience.or.kr/article/JAKO202020952022574.page>

Hjalm M. (2021). Digital Commerce: Shopping As Entertainment. Retrieved from <https://www.vaimo.com/digital-commerce-shopping-as-entertainment/>

Hartney E. (2019). Director of the Centre for Health Leadership and Research at Royal Roads University, Canada. Effect of Online Shopping Addiction on Mental Illness among Youth. Retrieved from <http://ignited.in/I/a/89567>

Hartney E. (2020). BSc, MSc, MA, PhD. An Overview of Shopping Addiction. Retrieved from <https://www.verywellmind.com/shopping-addiction-4157288>

Internet users in the Philippines (2020 and 2021). Retrieved from <https://datareportal.com/reports/digital-2021-philippines>

Jiang Z. Zhao X.. Li C. (2017). Self-control predicts attentional bias assessed by online shopping-related Stroop in high online shopping addiction tendency college students. *Comprehensive Psychiatry*, 75, 14-21. <https://doi.org/10.1016/j.comppsy.2017.02.007>. Retrieved from https://www.researchgate.net/publication/333404022_The_Status_Quo_of_College_Students'_Online_Shopping_Addiction_and_Its_Coping_Strategies

Kuyucu, M. (2017). Use of smart phone and problematic of smart phone addiction in young people: "Smart phone (colic)" university youth. *Global Media Journal TR Edition*, 7(14), 328-359. Retrieved from <https://www.koreascience.or.kr/article/JAKO202020952022574.page>

Lejoyeux M., Weinstein A. (2010). Compulsive buying. *Am. J. Drug Alcohol Abuse* 36, 248-253. 10.3109/00952990.2010.493590. Compulsive Buying Behaviour : Clinical Comparison With Other Behaviour Addictions. Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4908125/>

Liu, J., Bullock, A., Coplan, R. J., Chen, X., Li, D., and Zhou, Y. (2017). Developmental cascade models linking peer victimization, depression, and Academic achievement in Chinese children. *Br. J. Dev. Psychol.* 5, 89-96. Doi: 10.1111/bjdp.12212. Retrieved from https://www.researchgate.net/publication/326330639_Association_Between_Specific_Internet_Activities_and_Life_Satisfaction_The_Mediating_Effects_of_Loneliness_and_Depression

- Luomala, H. T. (1998). A mood-alleviative perspective on self-gift behaviours: Stimulating consumer behaviour theory development. *Journal of Marketing Management*, 14(1-3), 109-132, <https://doi.org/10.1362/026725798784959318>. Retrieved from <https://www.koreascience.or.kr/article/JAKO202020952022574.page>
- Luomala, H. T. (2002). An empirical analysis of the practices and therapeutic power of mood-alleviative consumption in Finland. *Psychology & Marketing*, 19(10), 813-836, <https://doi.org/10.1002/mar.10039>. Retrieved from <https://www.koreascience.or.kr/article/JAKO202020952022574.page>
- Miller, M. C. (2007). Commentary: Compulsive Buying. *Harvard Mental Health Letter*. Available at: http://www.health.harvard.edu/newsletter_article/Commentary_Compulsive_buying. Retrieved from https://www.researchgate.net/publication/326330639_Association_Between_Specific_Internet_Activities_and_Life_Satisfaction_The_Mediating_Effects_of_Loneliness_and_Depression
- Qutoshi S. B (2021). Phenomology: A Philosophy and Method of Inquiry. Retrieved from https://www.researchgate.net/publication/326268113_Phenomenology_A_Philosophy_and_Meth od_of_Inquiry
- Rahamim M.R. (2021) Retailtainment: How Online Shopping Became an Extension of Customers' Lifestyle and Entertainment. Retrieved from <https://www.syte.ai/blog/consumer-behavior/retailtainment-online-shopping/>
- Rappler N. (2017) Stats on holiday shopping in the PH. And why the 'ber' season is a myth. DOI: <https://www.rappler.com/business/184055-statistics-holiday-christmas-shopping-philippines/>. Retrieved from <https://www.moneymax.ph/lifestyle/articles/online-shopping-sites>
- Scott E. PhD. (2020). Using Shopping as a Stress Reliever. Retrieved from <https://www.verywellmind.com/retail-therapy-and-stress-3145259>
- Sharma G. & Lijuan W. (2025). The effects of online service quality of e-commerce websites on our satisfaction *Electron. Libr.* 33 (3), 468-485
- Silver, C. (2018). Licensed clinical social worker and psychotherapist, explains. "Many people turn to shopping as a coping skill because shopping is based on the 'new and improved' mentality." Retrieved from <https://stylecaster.com/beauty/shopping-when-stressed/>
- Tarhini, A., Alalwan, A. A., Al-Qirim, N., and Algharabat, R. (2021). "An analysis of the factors influencing the adoption of online shopping," in *Research Anthology on E-Commerce Adoption, Models, and Applications for Modern Business* (Pennsylvania: IGI Global), 363–384. Retrieved from <https://www.frontiersin.org/articles/10.3389/fpsyg.2021.751854/full>
- Timothy J. Legg, PhD, PsyD-Written by Crystal Raypole (2020). Retail Therapy: Bad habit or Mood Booster? Retrieved from <https://www.healthline.com/health/retail-therapy>



Tuner J. (2021). The 7 Main Ways Technology Impacts Your Daily Life. Retrieved from <https://tech.co/vpn/main-ways-technology-impacts-daily-life>