



Exploring psychological triggers of screen shopping among female adults

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Abstract

This qualitative research focuses on exploring the psychological triggers of screen-shopping among female adults. The Data was taken from females aged 18-25 with a sample size of (N=12). There was one questionnaire designed for measuring psychological triggers behind screen-s hopping. Interview survey research design was used. The interview was of 15 minutes followed by ethical considerations of APA. Data was collected through a purposive sampling technique and audio recorded as per the consent of participants. It was analyzed by reflexive thematic analysis Braun, et al., (2023). Collected data was then transcribed and translated and themes were generated on the basis of codes. The results reveal that emotional states play a fundamental role in screen shopping behavior. Opinionated behaviour was also observed, indicating occasional, leisure time, trend-following, addictive, and anxiety-driven scrolling. Self-soothing and seeking instant gratification were found to influence behavioral responses. Participants reported that reviews and price influenced their shopping decisions, while a sense of unease in online purchases was also observed. It was observed that online shopping has a negative impact on adult females' shopping behavior. Retail therapy effects among participants.

Keywords: psychological triggers, emotional stability, retail therapy, instant gratification, social comparison, thematic analysis, scrolling motives, Self-esteem.

Introduction:

When we step into this appealing world of screen shopping, where everything transforms itself into the ground of desires and decisions. This is defined only by click of a button, the act of browsing online stores without immediate purchase internet has become a fascinating pursuit. Our research focuses on understanding how adult females navigate virtual shopping experiences. What compels these women to screen shop? Is it a whimsical escape, or perhaps a ballet with the subconscious? This study will decode the psychological triggers, the emotions, Understanding the unique nuances that determine screen-shopping behavior is crucial. By understanding the distinctive shades that define screen-shopping behavior is vital. From social comparisons to pandemic, Welcoming to the period of screen-shopping, where every click narrates a tale, and every scroll uncovers the complexities of modern consumption.

In this digital epoch, online shopping can occur when a consumer catches a desired item and can purchase it without any barriers or delays. Yet, what fuels this Screen-shopping spree? Is it simply an approach to be sluggish, or is there a more profound motivation at play? Enter screen shopping, a modern form of window shopping where online stores transform into virtual showcases. It's an ever-increasing trend among females, drawn by the ease of online shopping and the dizzying array of choices that await with each swipe and scroll. So, join the journey through pixels and possibilities, where the thrill is in the hunt, and every click opens a door to discovery The purpose of this article is to examine the impact of sales promotions on customers' purchase and repurchase intentions, with a focus on the moderating role of perceived product quality and fair pricing. Gorji, M., & Siami, S. (2020). Women may engage in screen shopping as a form of entertainment and to satisfy their immediate desire for pleasure. Here are some psychological triggers that may contribute to this **while binge buying has progressively been incorporated into** the behavioral addiction paradigm in recent years. Andreassen, et., (2015)

Background of the problem

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Social comparison refers to the process of evaluating oneself in comparison to others, typically in terms of abilities, qualities, or achievements. Social comparison can have both positive and negative effects on an individual's self-esteem and can either motivate or demotivate them depending on the outcome of the comparison. Women may engage in screen shopping as a way to compare themselves to others. However, social comparison can also lead to negative feelings of inadequacy or low self-esteem if women feel that they do not measure up to the models or influencers they see online.

FOMO, or the Fear of Missing Out, is a phenomenon that describes the feeling of anxiety or unease that arises when one believes they are missing out on social experiences or opportunities that others are enjoying. "Moreover, screen shopping may be driven by a range of factors, such as instant gratification, social comparison, and fear of missing out (FOMO), which can have important implications for consumer behavior and well-being (Kuss & Griffiths, 2017; Van, 2013). The fear of missing out on a good deal or a popular item can also trigger screen shopping behavior.

Self-expression is also the very component in screen shopping behavior Women may engage in screen shopping as a way to express their individuality and personal style. Online stores often offer a wide range of options that allow women to curate their unique looks. It can also become problematic if it leads to excessive spending or financial difficulties. Individuals need to be mindful of their shopping habits and make sure they are spending within their means

The pandemic refers to the global outbreak of COVID-19, caused by the novel coronavirus. The COVID-19 pandemic has accelerated the trend toward screen shopping, as many consumers have turned to online shopping as a way to avoid physical stores and minimize contact with others (Deloitte, 2020). Screen shopping, or the practice of browsing and purchasing products online, has become increasingly popular in recent years, with some estimates suggesting that e-commerce sales will surpass \$6 trillion globally by 2022 (Statista, 2021).

Self-esteem refers to an individual's overall subjective evaluation of their worth or value as a person. Women who experience feelings of inadequacy or low self-esteem may turn to screen shopping as a way to boost their confidence and self-worth. Found that low self-esteem was associated with higher levels of compulsive buying behavior in online shopping. One study suggests that social pressure and social comparison may influence women's screen shopping behavior, as they may feel pressure to keep up with their peers and social media influencers in terms of fashion and product trends (Kaur & Gupta, 2020).

Emotional instability refers to the tendency of a person to experience frequent and intense mood swings, emotional outbursts, and difficulty regulating their emotions. The study found that emotional stability had a significant negative effect on online impulsive buying behavior, and this relationship was moderated by consumer expertise. Liu, teal., (2020). . A study by So et al. (2019) found that individuals with high levels of emotional instability were more likely to engage in impulsive online shopping behavior.

The term retail therapy is used to describe the act of shopping as a way to improve one's mood or emotional state. A recent study by Liu and Li (2020) reported that emotional distress, such as anxiety and depression, was positively related to compulsive online buying behavior. According to a study by Yurchisin et al. (2005), retail therapy is a common motivation for engaging in screen shopping, as it allows individuals to experience a sense of control and pleasure in the act of browsing and purchasing products. Retail therapy is a common behavior in response to negative emotions or stress and has been linked to increased happiness and well-being (Yurchisin, Watchravesringkan, & McCabe, 2005).

Research has shown that people tend to engage in more screen shopping as a form of retail therapy when experiencing negative emotions (Dittmar, Long, & Bond, 2007; Verplanken & Herabadi, 2001). The pleasure derived from making a purchase can provide a temporary escape from negative emotions and offer a sense of control and empowerment (Hirschman & Holbrook, 1982).

Overall, while retail therapy can be a short-term way to boost one's mood, it's important to approach shopping mindfully and to consider the long-term consequences of our spending habits. If retail therapy becomes a problematic behavior, it may be helpful to seek professional help to address underlying emotional issues and to develop healthier coping mechanisms. Retail therapy can certainly be linked to screen shopping, as online shopping has made it easier than ever to purchase products from the comfort of one's own home. Screen shopping provides a convenient and accessible way to browse products, compare prices, and make purchases, all without leaving the house. Research has shown that people tend to engage in more screen

shopping as a form of retail therapy when experiencing negative emotions (Dittmar, Long, & Bond, 2007; Verplanken & Herabadi, 2001).

Objectives

The statement of the problem and project's objectives. This research will shed light on the motivations, emotional responses, and behavioral patterns that characterize screen shopping behavior in this group. This research has implications for marketing strategies and consumer well-being, contributing to the field of online consumer behavior. The phenomenon of screen shopping has gained attention in recent years, but there is a research gap in understanding the psychological triggers specific to adult female shoppers. This study was conducted with the objective to, to explore the psychological causes and triggers behind screen shopping among females. There are two main research questions listed below:

1. What are the common psychological triggers that lead to screen shopping behavior in female adults?
2. What are the causes of screen shopping, how screen shopping triggers females psychologically?

Online shopping pleasure was also inquired in previous research and article. On March 2020, the COVID-19 epidemic was declared a pandemic by the WHO (Cucinotta and Vanelli, 2020). Because of these barriers to in-store visits, many consumers have switched to online shopping. This shift in purchasing has fueled a 26-year surge in global online retail. 4% of \$4.248 billion in 2020 r. (Cramer & Flood, 2022). – MW Marston, *The Rotarian*, September 1938 this group of online consumers is referred to as "e-store consumers" because they are mainly driven by stimulants and are only motivated to surf the Internet by visiting interesting shopping sites.

A study by Youn et al. (2014) found that consumers who engage in online browsing and purchasing have a higher level of impulse buying behavior due to the availability of immediate satisfaction. A study by Dittmar et al. (2014) found that people who compare themselves to others on social media are more likely to engage in compulsive buying behavior.

A study by Wolniczak et al. (2013) found that excessive use of the internet and screen shopping is associated with higher levels of depression and anxiety. A study by Yurchisin et al. (2005) found that screen shopping can provide a sense of control and pleasure, which can be used to improve mood and alleviate stress. A study by Kim and Forsythe (2008) found that female consumers are more likely to engage in online browsing and purchasing due to convenience, while male consumers are more likely to engage in online purchasing for savings and efficiency.

A study by Liao et al. (2019) found that certain personality traits, such as impulsiveness and materialism, are positively associated with screen shopping behavior. A study by Shin and Chung (2016) found that consumers engage in screen shopping behavior for a variety of reasons, including entertainment, information seeking, and online community interaction. This study was conducted with the objective to

To explore the psychological causes and triggers behind screen shopping among females. . Unraveling the causes of screen shopping entails understanding how females are psychologically prompted to engage in this activity. By examining these triggers, we aim to illuminate the intricate motivations and psychological dynamics that underpin screen shopping behavior among women. This exploration seeks to unveil not only the surface-level reasons behind this trend but also the deeper, subconscious drivers that make screen shopping a compelling and, at times, habitual pursuit for female adults.

METHODOLOGY

In this study, we opted for Qualitative Research Design to explore the impact of screen shopping on individuals' psychological state. A reflexive thematic analysis technique was used. Data analysis was done manually. Themes were made by using Reflexive Thematic analysis by Braun, V., & Clarke, V. (2019). Females of young adults aged 18 to 25 were selected for data sampling. Participants belong to different areas of Bahawalpur. People from other cities also participated in my research study to increase accountability. In this research study, the sampling method used was purposive sampling. Purposive sampling was chosen because it allows for the selection of participants who have a piece of specific knowledge or experience related to the research question.

The duration of the interview was about 15 min. The duration was appropriate and allowed participants to share their experiences without becoming tired or disengaged.

The venue of the research was Different for each respondent some interviews were taken in the Islamia University of Bahawalpur Demographic information typically includes characteristics such as age, gender, race/ethnicity, education level, occupation, income, marital status, and geographic location.

Thematic analysis

The Role of Emotional State in Screen Shopping Behaviour: This theme could explore the emotional factors that contribute to the behaviour of screen shopping. The Role of Emotional State in Screen Shopping Behaviour: This theme could explore the emotional factors that contribute to the behavior of screen shopping. Scrolling Motivation and Behavioural Responses in Online Shopping: This theme could focus on the motivation for scrolling and its impact on online shopping behavior

Product Categories and Shopping Factors in Screen Shopping: This theme could explore the impact of product categories and shopping factors on screen shopping behavior. It could investigate how different product categories, such as attractive products, fashion products, and festive collections, impact the motivation for screen shopping and the subsequent behavioural responses of individuals.

Conclusion

In conclusion, this study aimed to investigate the role of emotional state, scrolling motivations, and product categories in screen shopping behavior. The findings suggest that emotional responses such as satisfaction, happiness, guilt of wasting time, and opinionated behavior are associated with screen shopping. The study also identified various scrolling motivations such as need-based, occasional, leisure time, trend-following, addictive, and irritated behavior/anxiety scrolling.

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