

## **LITERATURE REVIEW: FACTORS INFLUENCING ONLINE COMPULSIVE BUYING**

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**Abstract:** The purpose of this study is to find out what factors influence online compulsive buying. Online compulsive buying is an important issue nowadays. It is because the rapid growth of the internet, followed by social media and e-commerce, has changed consumer buying behavior. The concept of buying before was to come to the store, choose, and pay with physical money; now, just press the smartphone, and it arrives at home. This convenience can satisfy consumers so that they will use it continuously. Online buying behavior will worsen if the consumer's psychological condition is not good. It is called online compulsive buying. Then, this study was conducted to find. This study uses a literature review method with a systematic approach to explain the factors that influence and create online compulsive buying behavior. Several factors influence online compulsive buying: hypersensitive narcissism, anxiety sensitivity, social networking type, urge of online buying shopping and using social networks after viewing posts of influencers, material values scale (MVS), trier inventory for chronic stress (TICS), Barratt impulsiveness scale-15 (BIS-15), performance expectancy, effort expectancy, social influence, facilitating condition, stimulus - online platform characteristics, scarcity, online buying intention, online impulsive buying behavior, upward social comparison on social network sites, materialism, envy, gender, age, smartphone addiction, mood regulation, smartphone use, flow experience, online compulsive buying, online and offline compulsive buying behavior, distress, economic position, and income. Understanding online compulsive buying is important to understand factors that influence online compulsive buying, and to help consumers make effective interventions to prevent this negative behavior.

**Keywords:** *Online Compulsive Buying, Materialism, E-commerce*

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### **1. Introduction**

In the last decade, e-commerce transactions have increased significantly worldwide. Statistics show that worldwide retail e-commerce sales are \$5,784 in 2023. It is projected to increase by 39 percent in 2027 (Statista, 2022). The increase in transactions is due to the proliferation of e-commerce, social media, and the internet. The Internet changes consumer buying behavior (Jie et al., 2022). The internet offers easiness, interaction, information access, and consumer security (Prebreza & Shala, 2021). This convenience often leads to an increase in uncontrolled behavior. Not only supported by the internet but also by smartphone technology, fintech, social media, and mobile applications that are a means of consumer interaction with products and

sales platforms (Cahyopramono & Khuntari, 2024). This phenomenon raises a new challenge, which is online compulsive buying (OCB). It is proven by the phenomenon in the world where almost every country has compulsive consumers, even in many countries showing large numbers ((Brian, 2023). OCB is defined as chronic and repeated online buying due to the need to reduce anxiety or stress which have negative impact (Huang, 2022).

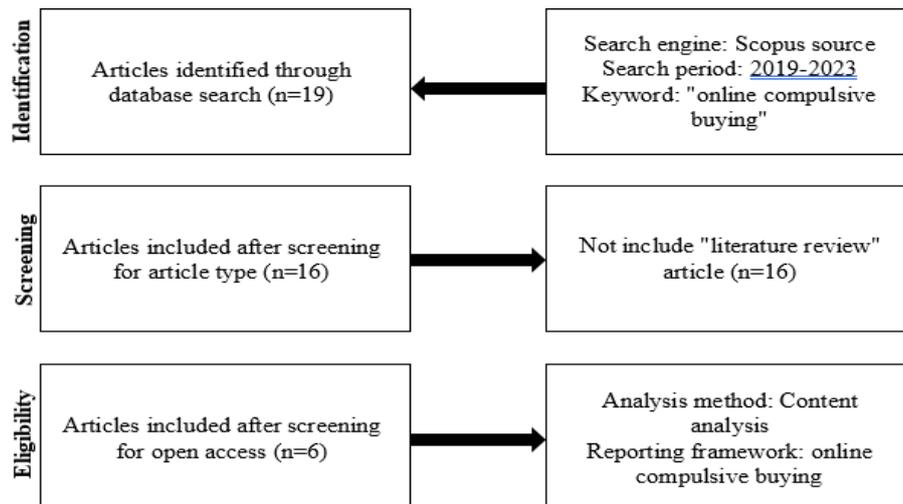
The compulsive buying phenomenon has existed since the early 20th century (Black, 2007). However, OCB has characteristics such as being unrestricted by time and place (Sapitri et al., 2024). Digital technology and e-commerce advances have enabled consumers to make purchases anytime and anywhere, which has exacerbated this phenomenon.

OCB is a severe issue in the modern consumer landscape, exacerbated by the development of digital technology. This behavior is characterized by an uncontrollable urge to purchase products online, often leading to financial problems, psychological stress, and disruption in social relationships (Japutra et al., 2024). The advancement of e-commerce platforms and social media has exacerbated this problem, providing consumers constant access to buying and viewing advertisements tailored to their preferences. While online buying offers convenience and accessibility, it also contributes to impulsive and compulsive buying behaviors driven by various psychological and environmental factors.

Previous literature has highlighted the factors that cause OCB. However, more needs to be understood about how these factors interact in the digital environment. This literature review aims to inventory these studies to gain a comprehensive and up-to-date knowledge of the factors influencing OCB behavior. By synthesizing the findings from recent studies, this review will provide an overview of the mechanisms underlying compulsive buying behavior and offer recommendations to reduce its negative impacts.

## **2. Research Method**

This study uses a systematic review method, where the research orientation is to collect and evaluate past research related to a research topic (Phillips & Barker, 2021). This study was conducted to answer the research question, "What factors cause online compulsive buying behavior?" The researcher conducted a literature search through the Scopus recorded data set. The researcher took English journal articles published from 2019-2023. It means that other types are not being taken. Furthermore, the findings are categorized into tables to make them easier to read. The resulting graph will be in the form of journal category information based on the place of research, field of research, and factors that influence OCB.



**Figure 1.** Article Selection Process

Since 2019, during the COVID-19 pandemic, scientific research on OCB has increased significantly. The process of identifying and filtering articles on OCB was carried out by searching the Scopus database with the keyword "Online Compulsive Buying" in the period 2019 to 2023. From this search, 19 articles were identified. After the screening stage, 16 articles were selected based on the relevant article type. However, articles included in the "literature review" category were removed from the list, so that the number of remaining articles was still 16. Furthermore, screening was carried out to ensure open access to the articles, which resulted in 6 articles that met these criteria.

**Table 1.** Criterion of the Inclusion and Exclusion

Criteria	Inclusion	Exclusion
Type	Indexed journal in Scopus	Non-indexed journal in Scopus
Keyword	Online Compulsive Buying	Not mentioned
Language	English	Non-English
Years	2019-2023	Prior 2019
Access status	Open access	Closed access

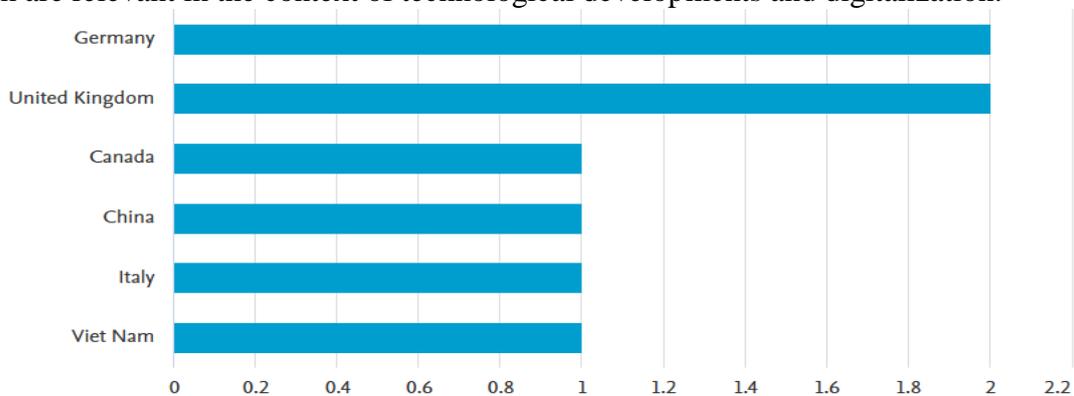
Based on this study's inclusion and exclusion criteria, the article selection process was done to ensure that the researchers took relevant and high-quality literature. The articles in this study were indexed journals in Scopus, focusing on the keyword "online compulsive buying." This ensured that all articles analyzed were directly related to the phenomenon being studied. In addition, only English articles were considered to avoid barriers to understanding and ensure wide accessibility.

**Table 2.** Summary of Journals by Year

No	Journal	2019	2020	2021	2022	2023	Total
1	Telematics and Informatics Reports					✓	1

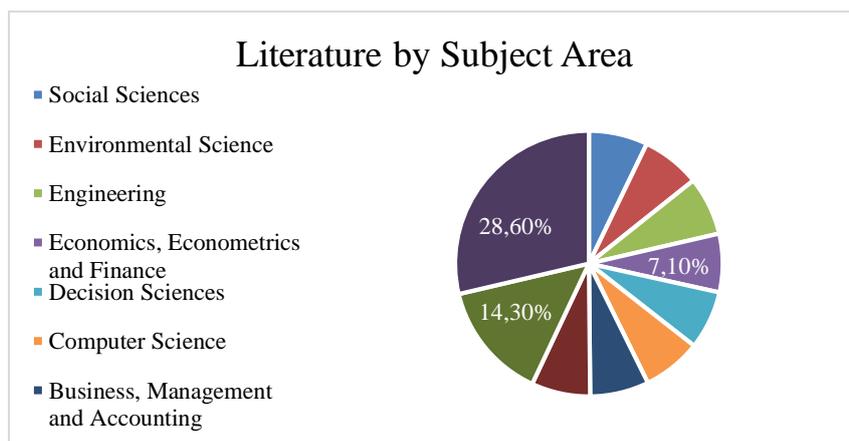
2	Comprehensive Psychiatry					✓	1
3	International Journal of Management and Sustainability					✓	1
4	Frontiers in Psychology					✓	1
5	Computers in Human Behavior				✓		1
6	Journal of Behavioral Addictions				✓		1

These six journals on “online compulsive buying” in the period 2019 - 2023 show that the distribution of publication time is spread across 2022 and 2023. These journals cover various fields, such as psychology, human behavior, psychiatry, management, and addiction, indicating that this topic has a multidisciplinary approach. In total, these six journals provide comprehensive insights into the factors that influence online compulsive buying behavior, which are relevant in the context of technological developments and digitalization.



**Figure 2. Geographic Scope**

Figure 2 shows that the research was conducted in six countries. The research was conducted in Germany and the United Kingdom at the most. There are 2 research are in Germany and the UK. It is followed by Canada, China, Italy, and Viet Nam which have only one research in each.



**Figure 3. Literature by Subject Area**

The diversity of the subject area is shown in figure 3, which shows the journals that publish them. The research fields are in social sciences (7,1%), environment science (7,1%), engineering (7,1%), economics and finance (7,1%), decision science (7,1%), computer science (7,1%), business and management (7,1%), arts and humanities (7,1%), medicine (14,3%), and psychology with a huge number (28,6%).

### **3. Results and Discussion**

#### **3.1. Results**

##### **Research Context**

The first finding is a study by Neale and Reed (2023) with the title “Role of visual social networking, hypersensitive narcissism, and anxiety sensitivity in online compulsive buying” explores the role of visual social networking, hypersensitive narcissism, and anxiety sensitivity in online compulsive buying using a quantitative method. The findings are (1) Hypersensitive Narcissism positive relates to the Online Compulsive Buying (2) Anxiety Sensitivity positive relates to the Online Compulsive Buying (3) Anxiety sensitivity mediates the relationship between Hypersensitive Narcissism and Online Compulsive Buying (4) Social Networking Type moderates the relationship between Hypersensitive Narcissism and Online Compulsive Buying.

The second study is by Wegmann et al (2023) with the title “Online compulsive buying-shopping disorder and social networks-use disorder: More similarities than differences?” found that urge of online buying shopping and using social networks after viewing posts of influencers, material values scale (MVS), trier inventory for chronic stress (TICS), and Barratt impulsiveness scale-15 (BIS-15) influence OCB. This research found that (1) Influencer content has a moderate influence on online compulsive buying impulses, (2) Materialism values have a significant influence as a predisposing factor in online compulsive buying, (3) Chronic stress has no direct influence on online compulsive buying, but rather is influenced by situational stress, and (4) Impulsivity has a significant effect as a predisposing factor in online compulsive buying.

The third study conducted by Luong et al. (2023) titled “Online impulsive and compulsive buying behavior in Vietnam.” This study found that 8 factors influencing OCB, which are Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Stimulus - Online Platform Characteristics, Scarcity, Online Buying Intention, and Online Impulsive Buying Behavior. Then, the results are (1) Performance Expectancy positively impact online buying intention, (2) Effort Expectancy positively impact online buying intention, (3) Social Influence positively impact online buying intention, (4) Facilitating Condition positively impact online buying intention, (5) Stimulus - Online Platform Characteristics positively impact online buying intention, (6) Scarcity does not impact online buying intention, (7)

Scarcity positively impact online impulsive buying behavior, (8) Scarcity positively impact online compulsive buying behavior, (9) Online buying intention positively impact online impulsive buying behavior, (10) Online buying intention positively impact online compulsive buying behavior, and (11) Online impulsive buying behavior positively impact online compulsive buying behavior.

The fourth study is by Ling et al. (2023) with the title “Materialism and envy as mediators between upward social comparison on social network sites and online compulsive buying among college students.” This study shows that upward social comparison on social network sites, materialism, envy, gender, and age are the factors that influence OCB. This study found that (1) Upward Social Comparison positively associates with Materialism, (2) Upward Social

Comparison positively associates with Envy, (3) Materialism associates with Envy, (4) Upward Social Comparison positively associates with Online Compulsive Buying, (5) Materialism associates with Online Compulsive Buying, (6) Envy associates with Online Compulsive Buying, (7) Materialism mediates the relation between Upward Social Comparison and Online Compulsive Buying, (8) Envy mediates the relationship between Upward Social Comparison and Online Compulsive Buying, and (9) Materialism and Envy sequentially mediates the relationship between Upward Social Comparison and Online Compulsive Buying.

The fifth study is by Mason et al (2022) with the title “Glued to Your Phone? Generation Z’s Smartphone Addiction and Online Compulsive Buying.” This study reports that factors influencing OCB are Smartphone Addiction, Mood Regulation, and Smartphone Use. The findings of this study are (1) Smartphone Use positively mediates the influence of Smartphone Addiction on Online Compulsive Buying, (2) Mood Regulation positively influences Online Compulsive Buying, (3) Mood Regulation through Smartphone Use positively mediates the influence of Smartphone Addiction on Online Compulsive Buying, (4) Smartphone Use mediates the influence of Mood Regulation on Flow Experience and triggered by Smartphone Use, (5) Smartphone Use triggers the influence of Smartphone Addiction on Flow Experience, (6) Smartphone Use mediates the influence of Flow Experience on Online Compulsive Buying, (7) Smartphone Use mediates the influence of Smartphone Addiction on Online Compulsive Buying, (8) Smartphone Addiction positively influences Online Compulsive Buying, and (9) Flow Experience and Mood Regulation mediates the influence of Smartphone Addiction on Online Compulsive Buying triggered by Smartphone Use.

The sixth study is by Maraz & Yi (2022) with the title “Compulsive buying gradually increased during the first six months of the Covid-19 outbreak.” Based on this study, factors influencing OCB are (1) Online and offline compulsive buying behavior affects Online Compulsive Buying, (2) Distress affects Online Compulsive Buying, (3) Economic position affects Online Compulsive Buying, and (4) Income affects Online Compulsive Buying

To clarify what factors influence online compulsive buying, table 2 below is a collection of research models based on journal research findings. The model framework below makes it easier for readers to imagine how these factors influence online compulsive buying.

**Table 2. Framework Used**

No	Title and Author	Framework
1.	Role of visual social networking, hypersensitive narcissism, and anxiety sensitivity in online compulsive buying  Neale & Reed (2023)	<pre> graph TD     AS[Anxiety Sensitivity] --&gt; OCB[Online Compulsive Buying]     SNT[Social Networking Type] --&gt; AS     SNT --&gt; OCB     HN[Hypersensitive Narcissism] --&gt; AS     HN --&gt; OCB         </pre>

<p>2</p> <p>Online impulsive and compulsive buying behavior in Vietnam</p> <p>Luong et al. (2023)</p>		
<p>3</p> <p>Materialism and envy as mediators between upward social comparison on social network sites and online compulsive buying among college students</p> <p>Ling et al. (2023)</p>		
<p>4</p> <p>Glued to Your Phone? Generation Z's Smartphone Addiction and Online Compulsive Buying</p> <p>Mason et al. (2022)</p>		

**Theories**

**Table 3.** Theory in research

Theory	Studies
Social Comparison	Neale & Reed (2023) & Ling et al. (2023)
Behavioral Addiction	Wegmann et al. (2023)
Social and Psychological Risk	
Influencer and Social Media Impact Model	
UTAUT	Luong et al. (2023)
Scarcity	

SOR Model	Luong et al. (2023) & Mason et al. (2022)
I-PACE Model	Ling et al. (2023)
Griffiths' Components Model of Addiction	Maraz & Yi (2022)
Economic and Psychological	

In understanding the factors that cause online compulsive buying, previous studies have adopted various theories. Table 4 illustrates the theoretical basis for these studies. The table shows that Social Comparison Theory and the Stimulus-Organism-Response (SOR) Model are the most widely adopted theoretical perspectives in the literature (at least two articles for each theoretical perspective). Upon further review, we noted that the selected studies had several theoretical emphases in addressing online compulsive buying behavior. These emphases are described below.

First, there is interest in investigating the psychological aspects and addictive behaviors of consumers in this context. Behavioral Addiction Theory categorizes uncontrolled use of online shopping platforms as problematic internet activity in the context of behavioral addiction (Wegmann et al., 2023). The I-PACE Model provides an understanding of how upward social comparison can trigger emotional responses such as envy that can potentially lead to non-adaptive purchasing behavior (Ling et al., 2023). This theory explains that the tension and stress of social comparison can drive individuals to make online compulsive purchases as a response. This theory is reinforced by Griffiths' Components Model of Addiction which suggests that Online Compulsive Buying-Shopping Disorder (OCBSD) shares similar characteristics with other behavioral addictions, characterized primarily by loss of control and significant functional impairment as key diagnostic indicators (Maraz & Yi, 2022)

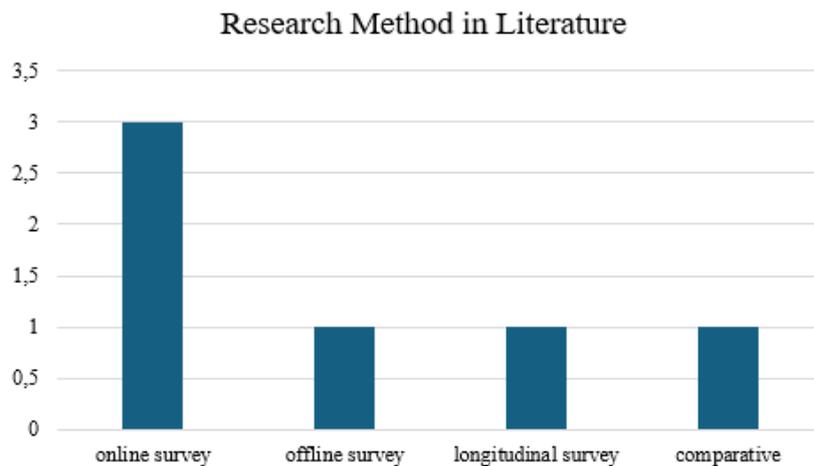
Second, social aspects and external influences are an important focus, where Social Comparison Theory suggests that upward social comparison can influence materialism and inappropriate purchasing behavior, where individuals tend to want to narrow the gap with others through the accumulation of material wealth, which can then lead to online compulsive buying (Ling et al., 2023; Neale & Reed, 2023). The Influencer and Social Media Impact Model reveals that online compulsive buying exhibits common characteristics in terms of symptom severity, functional impairment in daily life, level of trait impulsivity, perceived chronic stress, as well as similar urges to shop online and use social networks after viewing influencer posts, although there are specific differences in terms of individual materialistic values and frequency of viewing influencer posts (Wegmann et al., 2023).

Third, theories that focus on the decision-making process and consumer response such as the UTAUT Model explain that technology adoption in online purchasing behavior is influenced by four main factors, namely Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions, which affect behavioral intentions and user behavior directly. The SOR Model demonstrates how a stimulus from the environment (S) can influence a subject's internal cognitive processes (O) and lead to a behavioral response (R) in an online shopping environment (Luong et al., 2023; Mason et al., 2022). Scarcity theory shows how scarcity as a FOMO (Fear of Missing Out) marketing tool can stimulate online consumption progressively through different seller perspectives of factors generated by online platforms, society, and consumers in UTAUT and SOR models (Luong et al., 2023).

Fourth, research also considers aspects of economic-psychological risk and impact, which are explained through Social and Psychological Risk Theory as well as Economic and Psychological perspectives. Social and Psychological Risk Theory explains that individuals with OCBSD (Online Compulsive Buying-Shopping Disorder) and SNUD (Social Network Use Disorder) show similar vulnerability factors, where the use of social networks and increasingly related online shopping activities may contribute to the relationship between the two disorders (Wegmann et al., 2023). Economic and Psychological perspectives suggest that economic status plays an important role in compulsive buying tendencies, where people with high incomes are more prone to compulsive buying than low-income individuals, especially when experiencing distress, while economic position becomes a more important predictor of psychological distress during certain periods (Maraz & Yi, 2022).

Finally, this literature review demonstrates that online compulsive buying has been examined through various theoretical lenses across the literature. Research shows that behavioral addiction perspectives, particularly through Behavioral Addiction Theory and I-PACE Model, explain how uncontrolled use of online shopping platforms can be categorized as problematic internet activity, characterized by loss of control and significant functional disturbance (Maraz & Yi, 2022; Wegmann et al., 2023). Social influence theories, notably Social Comparison Theory, reveal how upward social comparison can affect materialism and inappropriate buying behavior, where individuals tend to narrow the gap with others through material wealth accumulation (Ling et al., 2023; Neale & Reed, 2023). The decision-making process is explained through the UTAUT Model, which identifies four key factors: Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Condition, directly influencing behavioral intentions. This is complemented by the SOR Model, which demonstrates how environmental stimuli can trigger internal cognitive processes leading to behavioral responses in online shopping environments (Luong et al., 2023; Mason et al., 2022). Additionally, Scarcity Theory provides insights into how FOMO-based marketing tools can progressively stimulate online consumption (Luong et al., 2023). From an economic-psychological perspective, research indicates that individuals with higher income are more susceptible to compulsive buying, particularly under stress, with economic position being a more significant predictor than psychological pressure during certain periods (Maraz & Yi, 2022).

### Research Method Used in Literature



**Figure 4.** Research Method in Literature

Research on online compulsive buying has used various methodological approaches to comprehensively understand this phenomenon. Based on the literature review conducted, the research methods used can be grouped into four main categories: online surveys, offline surveys, longitudinal surveys, and comparative studies. Each method provides a unique perspective in understanding the complexity of compulsive buying behavior in the digital era, with each having its own advantages and challenges in implementation.

Online surveys are the most dominant method in online compulsive buying research, as shown in several recent studies. Neale & Reed (2023) used social media platforms to recruit respondents with the criteria of native English speakers and certain age restrictions. This method allows for more comprehensive data collection through screenshots of respondents' social media activities, providing a real picture of social media usage patterns and online purchasing behavior. Meanwhile, Neale and Reed (2023) adopted a different approach by using a popular online survey platform in China, Wenjuanxing, to collect data from university students during the Covid-19 pandemic period. This study applied a rigorous methodology by validating through post-hoc statistical test power calculations. Luong et al. (2023) took a more sophisticated approach by integrating the UTAUT and SOR models, using a combination of comprehensive measurement scales and PLS-SEM analysis to evaluate the causal relationships in their theoretical model.

Offline survey methodology provides distinct advantages in terms of data quality control and direct interaction with respondents. Mason et al. (2022) conducted a face-to-face survey over an extended period in Italy, focusing on a population of university and high school students. The study applied careful procedures including pre-testing to ensure clarity of the research instrument and reduce ambiguity in data collection. The face-to-face approach allowed the researcher to provide immediate clarifications to questions that respondents may not have understood, while ensuring the quality of responses received.

The longitudinal approach applied by Maraz and Yi (2022). provides a unique perspective in understanding the dynamics of compulsive buying behavior during the pandemic. This study utilized the Amazon MTurk platform for periodic data collection, with strict quality control measures in place including attention checking and social desirability bias evaluation. This longitudinal method allows researchers to observe changes in compulsive buying behavior patterns over time, providing a deeper understanding of how situational factors may influence such behavior.

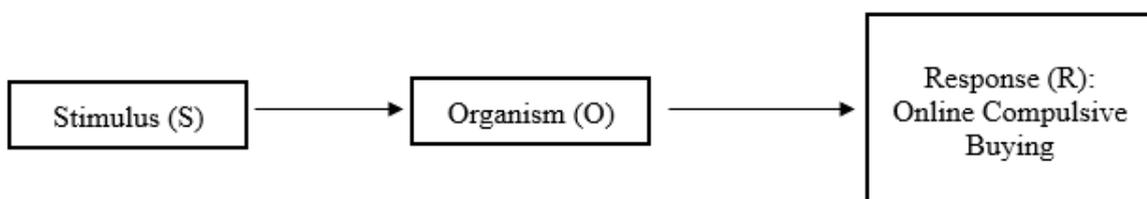
Wegman et al. (2023) applied an in-depth comparative approach by comparing the characteristics of OCBSD (Online Compulsive Buying-Shopping Disorder) and SNUD (Social Networks Use Disorder) patients through a series of standardized clinical interviews. The methodology includes a comprehensive recruitment procedure, from telephone screening to face-to-face assessment. This approach allows for a more in-depth understanding of the characteristic differences between groups experiencing online compulsive buying disorder and social media use disorder.

The methodological diversity in online compulsive buying research reflects the complexity of this phenomenon and the importance of a multi-method approach to comprehensively understand it. Online surveys offer advantages in terms of data collection reach and efficiency, while offline methods provide more controlled data quality through in-person interactions. Longitudinal studies provide an understanding of patterns of behavior change over time, and comparative approaches allow in-depth analysis of specific group characteristics. While each method has its limitations, the combination of these approaches has contributed to a more holistic understanding of compulsive buying behavior in the modern digital context.

The development of research methodologies in the field of online compulsive buying continues along with the evolution of technology and changes in consumer behavior. This diversity of methodological approaches not only enriches the understanding of the phenomenon but also paves the way for the development of more effective interventions to address the issue of compulsive buying in the digital age.

### 3.2. Discussion

Overall, in this literature, online compulsive buying is explained by the stimulus-organism-response (S-O-R) theoretical framework or S-O-R model. The model used is created by Mehrabian and Russell in 1974. Mehrabian and Russell’s (1974) model explains how environmental stimuli influence emotions—pleasure, arousal, and dominance (PAD)—which mediate approach or avoidance behaviors. Applied to OCB, the model highlights how online environments evoke emotions that drive compulsive purchases. For example, pleasure arises from browsing appealing products, arousal from limited-time offers, and dominance from a sense of control (or lack thereof) in online interactions, making the model highly relevant for understanding OCB. Figure 5 below visually represents the S-O-R model as it applies to online compulsive buying, illustrating the intricate relationships between stimuli, the organism’s internal states, and the resulting behavioral responses.



**Figure 5.** Framework for Online Compulsive Buying in S-O-R Model

This S-O-R scheme explains the linear flow that starts from Stimulus (S) as the first and main stimulus, then through Organism (O) which represents the consumer’s internal process, and ends at Response (R) which is formed as online compulsive buying. This model illustrates how external stimuli can affect a person’s internal condition which then produces a response in the form of an urge to make excessive purchases through online platforms. This simple yet comprehensive scheme helps understand how psychological processes occur in the context of compulsive buying behavior in the digital era.

**Table 4.** Antecedents of the Online Compulsive Buying Factors

Category	Component	Construct	Studies
Stimulus (S)	Social	Social Networking Type	Neale & Reed (2023)
		Social Influence	Luong et al. (2023)
		Facilitating Condition	
	Smartphone	Upward Social Comparison on Social Network Sites	Ling et al. (2023)
		Smartphone Used	Mason et al. (2022)
Organism (O)	Psychological Factor	Online Platform Characteristics	Luong et al. (2023)
		Performance Expetancy	
		Effort Expetancy	Maraz
Distress			

			& Yi (2022)
		Scarcity	Luong et al. (2023)
	Demographic Factor	Gender	Ling et al. (2023)
		Age	
		Economic Position	Maraz & Yi (2022)
		Income	
	Negative Emotion	Envy	Ling et al. (2023)
		Hypersensitive Narcissism	Neale & Reed (2023)
		Anxiety Sensitivity	
	Behavior	Online Buying Intention	Luong et al. (2023)
		Online Impulsive Buying Behavior	
		Online and offline compulsive buying behavior	
	Other Aspects	Materialism	Ling et al. (2023)
		Flow experience	Mason et al. (2022)
Mood regulation			
Response (R)		Online Compulsive Buying	

Based on the collected literature, stimuli or external factors that cause online compulsive buying are social and smartphone factors. Then, these external factors stimulate a person's internal, especially stimulating psychology, emotions, behavior, while demographics are internal conditions that determine the response to the stimulus received. In the end, all external factors that influence these internal conditions create online compulsive buying. Internal conditions that are influenced by stimuli are the psychological, emotional, behavioral, and demographic aspects. For example, smartphone content influences a person's attitude or emotions. The users receive many notifications of flash sales that only for an hour. They feel pressured to make a purchase decision immediately, fear of missing out. This time pressure makes them anxious and ends up making an unplanned purchase. Moreover, flash sales usually happen every day so it creates online compulsive buying, not only online impulsive buying. E-commerce factors can also make consumers feel deprived, namely with the tag "limited stock" or "only a few items left." feeling anxious that the product will run out soon, even though they don't really need it. This fear of missing out (FOMO) drives them to buy immediately. In addition, both offline and online social factors encourage them to compare themselves to others, especially influencers or friends who show off their lifestyles. All these factors ultimately create online compulsive buying.

The purpose of this study is to review the literature, particularly to identify the factors influencing online compulsive buying. An interesting trend in this research is that online compulsive buying was not extensively studied during COVID-19 but rather after the pandemic. This shift occurred because the phenomenon represents a long-term impact that emerged as the pandemic subsided. The pandemic situation influenced consumers to use e-commerce to avoid unfavorable situations, which contributed to the evolution of online compulsive buying behaviors (Rahman & Salam, 2023). This study also examines the theories and methods employed in the reviewed literature and how they were adopted. The S-O-R framework proposed by the researcher aims to explain how various factors interact to create online compulsive buying, illustrating these relationships with specific examples. The benefit

of this framework is to clarify how these factors influence online compulsive buying within the context of the selected literature.

#### **4. Conclusion**

The studies discussed show that compulsive online buying behavior (OCB) is a complex Based on the Stimulus-Organism-Response (S-O-R) framework of online compulsive buying, it is triggered by the interaction between external factors as stimuli, the internal condition of the individual (organism), and the resulting response. External factors that can influence are social and smartphone, such as social networking type, social influence, facilitating condition, upward social comparison on social network sites, smartphone used, and online platform characteristics. All of that triggers the internal user. They will have performance expectancy, and effort expectancy, and can feel distress, scarcity, envy, hypersensitive narcissism, materialism, and flow experience. In the end, all driving factors create online compulsive buying.

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