

Exploring the Non-Linear Impact of Hedonic Motivations on Online Shopping Addiction: The Salient Role of Marketing Stimuli

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ABSTRACT

The rise of online commerce and the trend towards increased consumer exposure to digital content have brought about an emerging phenomenon – particularly among younger consumers–: online shopping addiction. While it has been studied from a psychological perspective, the influence of online marketing strategies in addiction remains underexplored. Grounded in the uses and gratifications theory, this study examines how hedonic motivations increase exposure to marketing stimuli, resulting in online shopping addiction. The findings reveal that, although the consumption of marketing stimuli and online shopping may function as a form of retail therapy, individuals with heightened levels of hedonic gratifications are prone to developing online shopping addiction. This study provides empirical evidence that marketing stimuli play a limited role in driving addiction, as individuals strongly driven by hedonic motivations are inherently more susceptible to developing addictive shopping behaviors.

Keywords:

Online shopping addiction, retail therapy, marketing stimuli.

Track:

Consumer behavior.