

The Relationship Between Compulsive Buying and Internet Addiction in the Context of Consumer Behavior

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Abstract:

Compulsive buying and internet addiction represent significant phenomena in contemporary consumer society, potentially leading to negative consequences on both individual and societal levels. The aim of this study is to examine the relationship between these two phenomena and analyze their impact on consumer behavior. The research is based on a questionnaire survey, the results of which provide insights into respondents' behavioral patterns, shopping habits, and intensity of internet use. The study focuses on identifying potential factors contributing to the development of compulsive buying in connection with excessive use of digital technologies. The findings suggest that a higher degree of internet addiction may correlate with compulsive purchasing decisions and an increased tendency toward excessive shopping. Additionally, the research highlights the need for further investigation into the mechanisms through which the digital environment influences consumer behavior, as well as the potential for preventive measures.

Keywords:

Compulsive buying, internet addiction, consumer behavior, digital technologies, impulsive decision-making.