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Influencing of Online Compulsive Buying and Materialism in Health and Beauty Consequence New Normal Shopping

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Abstract

The major purpose of this study was to determine the impact of online compulsive buying and materialism on new normal shopping in the health and beauty industry. Depression, anxiety, stress, self-esteem, social media advertising, celebrity endorsement, consumerism, and compulsive shopping were all examined in this study. The samples of 415 respondents were drawn from an online questionnaire using probability-sampling procedures that included stratified and basic random sampling. After collecting the data, it was analyzed using simple and multiple linear regression to confirm and demonstrate the hypotheses' relevance. Multiple and simple linear regression analyses, as well as a five-point Likert scale analysis, were used to analyze the data. This study discovered that social media advertising and celebrity endorsement had a substantial effect on materialism, whereas stress, depression, low self-esteem, and anxiety have a significant effect on online compulsive buying. According to simple linear regression, materialism has a large impact on obsessive online shopping for health and beauty products in the new normal. Additionally, this study proposes that in order to acquire a better knowledge of compulsive buying behavior on online shopping platforms, researchers should examine a diverse group of respondents, such as elderly buyers, as well as other service industries. Attaining these objectives is highly likely to maintain compulsive online shopping behavior in a new typical scenario. The research paper's weaknesses include its narrow emphasis on Thailand and Thai customers. As a result, the conclusions from this research may not be applicable to other nations and will solely reflect the situation in Thailand.

Keywords : Health and Beauty Industry, Materialism, Online Compulsive Buying, Social Media Advertisement, Celebrity endorsement

JEL Classification Code: A23, B55, C83, D12, D40, D50

1. Introduction

This research is based on a psychological understanding of how human behavior influences purchasing decisions. There is no difference in managing people's behavior because humans are anticipated to become increasingly machine-like. Behavior methods that establish an emotional

state in which humans respond to inputs are used to control machines (DiClemente & Hantula, 2000). Feelings, moods, reasons, attitudes, and sentiments, as well as the influence of society and family, all influence consumer decisions (Traut-Mattausch et al., 2008). Compulsive buying, as defined by O'Guinn and Faber (1989), is a psycho-economic phenomenon that commonly affects people's lives as the

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consumer's behavior repeatedly purchases the cause of addictions, stress, or boredom. Young people in their early twenties are the most compulsive purchasers. Excessive personal debt, credit card debt, insufficient savings, feelings of inferiority, complicated legal concerns, melancholy, dissatisfaction, and the formation of interpersonal conflict are only a few of the financial and psychological effects of obsessive buying (Mangestuti, 2014). Compulsive behavior is defined as the continuance of activity despite unfavorable consequences. Compulsions are fed by obsessions (e.g., intrusive thoughts of contamination). Compulsive buying is defined by excessive concern or poor impulse control when it comes to shopping, as well as negative consequences such as marital problems and financial difficulties. In the United States, compulsive buying affects roughly 6% of the population, with women accounting for 80% of compulsive buyers. Since they were young, many women have been taught to enjoy shopping with their mothers and friends (Workman & Paper, 2010). The introduction of internet commerce, on the other hand, is projected to increase people's compulsive buying. Finding what customers want has never been easier or faster. Compulsive buying is linked to behavioral addictions such as binge eating and gambling (Lawrence et al., 2014). Depression, anxiety, and eating disorders are common co-occurring mental diseases with compulsive spending. Spending addictions occur in the late thirties when people have acquired financial independence, unlike other addictions that emerge in adolescence. There are five common qualities to consider:

Make an impulse purchase first. Compulsive shoppers frequently buy things they do not need on impulse. They also make an effort to hide their purchasing habits. While the shopping cycle continues, people who spend without thinking may wind up with a lot of unopened things (shoeboxes or clothing) in their closets. After acquiring a large number of stuff, compulsive buyers may grow into hoarders later in life (Mueller et al., 2007). Second, there are multiple buyers. Compulsive consumers get a burst of adrenaline when they shop. The joyful pleasure comes from the act of purchasing rather than from owning anything. They frequently receive a flush of exhilaration when they see something they want and consider purchasing.

Furthermore, this sensation has the potential to become addictive. Finally, shopping is a coping method for negative emotions. An attempt to fill an emotional gap created by loneliness, impotence, or low self-esteem is compulsive purchasing. A shopping expedition is frequently triggered by a foul attitude, such as anger or dissatisfaction. However, the reduction in unpleasant emotions is just brief, and fear or guilt quickly takes its place (Donnelly et al., 2016). The fourth and final feelings are shame and remorse. They might have second thoughts after making a purchase. They feel guilty and irresponsible about their excessive spending. Negative feelings may feed another "fix," which is buying

something else, perhaps creating a vicious cycle. The anguish of having to pay is the fifth and final point. Cash payment is more difficult than credit card payment (Ariely & Kreisler, 2017). Credit cards' main psychological function is to separate the pleasure of buying from the pain of paying. Credit cards encourage us to think about the advantages of buying something. A central business district is found only in industrialized countries with a financial system and a consumer culture (CBD).

Moreover, the COVID-19 pandemic has propelled Thailand's digital economy. This solid economic expansion has had unanticipated consequences, such as a rise in internet shopping addiction. Individuals who spend more than they can afford to acquire social prestige or satisfy unmet needs, such as love and affection, are susceptible to compulsive buying or shopping addiction. By comparing themselves to others, the younger generation can evaluate themselves and discover, express, and enhance their individuality. Social media allows young people to follow the lives of celebrities and well-known people in a variety of occupations, hence establishing aspirational standards for the formation of an ideal identity.

On the other hand, young people may develop unrealistic expectations by comparing themselves to unrealistically prepared photos and controlled lifestyles. This may result in a loss of self-esteem due to the notion that any really achievable lifestyle will fall short of idealized aspirations about social and financial standing. It is believed that excessive social media use exposes young people to several identities, which may lead to identity confusion. It is hardly surprising that consumers' purchasing habits have shifted throughout the COVID-19 pandemic as a result of their shifting lifestyles (Pantano et al., 2020). Due to the COVID-19 pandemic, consumers spend more impulsively than they did before the outbreak. Another study found that the more time individuals spend at home, the more compulsively and impulsively they shop (Klaviyo, 2020). It suggests that the "in-home-everything" lifestyle has had an effect on customers' impulsive purchasing behavior (Donthu & Gustafsson, 2020). Notably, the COVID-19 outbreak boosted e-commerce sales in multiple industries, including food and beverage, health and beauty, and fitness products (Klaviyo, 2020). As a result of the closure of all shopping malls and modern food market centers to prevent the spread of the COVID-19 virus, many individuals have turned to internet shopping for their needs. This has significantly increased the demand for healthier products. Even though the COVID-19 pandemic has disturbed people's life, the increase in demand for healthy products demonstrates that the majority of individuals recognize and value the necessity of these items.

This study's research may uncover various concerns related to customers' compulsive purchasing behaviour, including depression, anxiety, stress, low self-esteem, social

media advertising, materialism, and celebrity endorsement. This is the result of social factors, cognitive decision-making processes, and materialistic values (Quoquab et al., 2015). The study also lacks a quantitative explanation of the influence of consumers' materialistic ideals, such as social media advertising, materialism, and celebrity endorsement, on their compulsive buying behavior. It is vital to emphasize, however, that additional research is needed to better comprehend the consumer's obsessive purchasing behavior. Aside from the stated difficulty, it is evident that in the current business environment, consumer-purchasing patterns are continually evolving. According to Ismail et al. (2016), materialistic ideals indirectly affect consumer behavior. Consumer behavior, for instance, is influenced by internal and external cues (Ahmed et al., 2015). Theoretically, the difficulty is that reasons and values are interconnected constructions that influence the values and faith of persons beyond specific circumstances.

Consumption habits have shifted from traditional to trend-driven due to rapid globalization and the coronavirus pandemic (Sritanakorn & Nuangjamnong, 2021). Consumers' buying habits also portray a picture that has shifted consumer perception. They have evolved into a culture that seeks, uses, social media advertisement, celebrity endorsement, and desires products and services coveted for their lust. In addition, consumer culture, social media advertisement, and celebrity endorsement encourage the spread of materialistic values and trendy a new normal life in society (During the COVID-19). Because they often associate status consumption with their purchases, consumers have a compulsive buying behavior. Consumers often associate personal happiness products with materialistic values associated with capitalism. However, due to increased globalization amongst the COVID-19 and the widespread use of technology, Thais' compulsive buying behavior has expanded geographically. Badgaiyan and Verma (2015) pointed out that compulsive consumer buying is likely to increase in the coming decades in developing countries. In developing countries like Thailand, were highly valued interpersonal relationships and such concerns as a status display are valued highly. Many foreign brands in Thailand provide high quality, unique design, and an unparalleled shopping experience. Thus, this study sought to understand the influence of online compulsive buying and the materialism consequence of new normal shopping.

1.1 Research Questions

In line with the study's objectives, the main question is what are the influencing elements that influence compulsive buying and materialism's consequences on new normal shopping? The following is a list of element sub-questions to consider:

1. Does significant social media advertisement affect materialism in new normal shopping?
2. Does significant celebrity endorsement affect materialism in new normal shopping?
3. Does significant materialism affect compulsive buying in new normal shopping?
4. Does significant depression affect compulsive buying in new normal shopping?
5. Does significant anxiety affect compulsive buying in new normal shopping?
6. Does significant stress affect compulsive buying in new normal shopping?
7. Does significant self-esteem affect compulsive buying in new normal shopping?

1.2 Research Objectives

The study aims:

1. To explain social media advertisement and materialism in new normal shopping.
2. To describe celebrity endorsement and materialism in new normal shopping.
3. To enlighten materialism and compulsive buying in new normal shopping.
4. To explicate depression and compulsive buying in new normal shopping.
5. To explain anxiety and compulsive buying in new normal shopping.
6. To describe stress and compulsive buying in new normal shopping.
7. To explain self-esteem and compulsive buying in new normal shopping.

2. Literature Review

2.1 Social Media Advertisement, Celebrity Endorsement, Materialism and Compulsive Buying

Materialism has become a defining feature of contemporary societies, manifesting itself in a variety of ways, such as envy, selfishness, and possessiveness (Wang, 2016). Materialism is the belief that acquiring and possessing money and other material goods will lead to happiness and success (Belk, 1985; Richins & Dawson, 1992). Materialistic people frequently purchase goods in the hope that they will enhance their overall happiness and quality of life (Ahuvia & Wong, 1995). Yanti et al. (2019) and Davidson et al. (2019) found that materialistic consumers are more likely to purchase luxury and counterfeit goods to demonstrate their wealth, status, and uniqueness, and to impress others (Browne & Kaldenberg, 1997). Individuals, according to the social media advertisement comparison theory, compare their attitudes,

abilities, and characteristics to those of others (Festinger, 1954b). As social media advertisements allow users to portray their best selves, the widespread use of online social networking sites has increased the intensity of comparisons between users and their friends or celebrities (Verduyn et al., 2020). It has been demonstrated that comparing social media advertisements to those of media celebrities is positively associated with materialism, which leads to compulsive shopping (Islam et al., 2018). In an effort to close the gap between themselves and their idolized celebrity endorsements, followers are more likely to purchase based on celebrity endorsement products or brand recommendations (Chan & Prendergast, 2008; Ki & Kim, 2019). Celebrity endorsements are often viewed as role models by their fans and can elicit social comparisons, thus increasing their fans' desire for material possessions (Lou & Kim, 2019).

Celebrity adoration is a global phenomenon among adolescents and young consumers (Yue & Cheung, 2000), and it permeates youth cultures around the globe. A recent estimate indicates that celebrities serve as spokespersons for approximately 20% of all commercials worldwide. According to Shimp and Andrews (2013), celebrities frequently appear in television and print advertisements in the United States. Seventy percent of all advertisements in Japan feature local or foreign celebrities, making celebrity endorsements extremely prevalent (Praet, 2008). Consumers generally view celebrities as credible information sources (Atkin & Block, 1983), granting them influence as product spokespeople. Thus, celebrity endorsements in advertising attract new customers and promote consumerism (McCracken, 1989; Petty et al., 1983). Particularly appealing to young people are celebrity endorsements (Yue & Cheung, 2000). Young people prefer products endorsed by celebrities and professional athletes, according to Lafferty and Goldsmith (1999), Chan and Prendergast (2007), and Chan and Zhang (2007).

For example, celebrities' endorsements include photographs of themselves wearing the clothing they promote. As a result, followers may be enticed to purchase the same clothing in an attempt to emulate the celebrities endorsement's appearance (Ki & Kim, 2019). There is a positive correlation between materialism and individuals' attraction to celebrities and athletes, according to existing research (Green et al., 2014). Additionally, a study conducted by Lou and Kim (2019) discovered that materialism encourages social comparisons among followers, which results in purchase intention. As a result, we conclude that the influence of trustworthiness, attractiveness, and expertise on purchase intention is greater for materialistic followers because they are more likely to imitate the celebrities' endorsements. The following hypotheses are proposed in light of these findings:

Hypothesis 1 (H1): Social media advertisement has no statistically significant on materialism in health and beauty consequences of new normal shopping.

Hypothesis 2 (H2): Celebrity endorsement has no statistically significant on materialism in health and beauty consequences of new normal shopping.

Hypothesis 3 (H3): Materialism has no statistically significant on compulsive buying in health and beauty consequences of new normal shopping.

2.2 Anxiety, Depression, Stress, Self-Esteem and Compulsive Buying

Compulsive buying is a quick remedy for anxiety because it induces a natural action that causes the customer to release tension (Roberts & Jones, 2001). Weinstein et al. (2015) found a link between trait anxiety, depression, stress, and compulsive purchasing. The author hypothesizes that mall shoppers are more likely to engage in compulsive behavior as a means of stress relief. Obsessive purchasers' primary motivation is to escape anxiety and depression, and they do so through shopping and purchasing. Customers are able to forget about their troubles while shopping in shopping malls. Recent research indicates that anxiety, depression, and stress are positively associated with compulsive buying (He et al., 2018). Following the preceding discussion, the following hypotheses are advanced:

Hypothesis 4 (H4): Depression has no statistically significant on compulsive buying in health and beauty consequences of new normal shopping.

Hypothesis 5 (H5): Anxiety has no statistically significant on compulsive buying in health and beauty consequences of new normal shopping.

Hypothesis 6 (H6): Stress has no statistically significant on compulsive buying in health and beauty consequences of new normal shopping.

Social Comparison Theory asserts that people have an innate desire to evaluate themselves (Festinger, 1954). In the absence of objective comparison standards, individuals will compare on social grounds. Social comparison sensitivity (Bearden & Rose, 1990; Lennox & Wolfe, 1984) and attributional sensitivity refer to the degree to which an individual is sensitive to the responses of others (Bearden & Rose, 1990; Netemeyer et al., 1992). In two studies, Netemeyer et al. (1992) found that consumers who are overly concerned with what others think of them (attributional sensitivity) are also susceptible to external influence. In conclusion, the author discovers that consumers' decisions are significantly influenced when they are more receptive to the (real or imagined) attributions of others. In the contemporary American consumer culture,

people's concern about how others will perceive their purchasing behavior is a common source of social comparison data. The association between low self-esteem (trait) and compulsive shopping is well-established (Faber & O'Guinn, 2008; Kyrios et al., 2004; Roberts, 1998). Hirschman (1992) explained that feelings of inadequacy motivate compulsive and addictive shopping. She views compulsive purchasing as an addictive process in which individuals engage in unrestrained purchasing to escape negative emotions and stress (Manoli et al., 2007, 2021). Negative thoughts and feelings lead to a preoccupation with compulsive shopping as a coping mechanism. According to Dittmar (2005), a disconnect between one's actual and ideal selves motivates compulsive buying. Dittmar argues that the perception of flaws in one's desired image may motivate an individual to acquire and display material goods to bridge the gap between their actual and ideal selves. Based on the preceding, the following hypothesis is proposed:

Hypothesis 7 (H7): *Self-esteem has no statistically significant on compulsive buying in health and beauty consequences of new normal shopping.*

2.3 Conceptual Framework

This study's conceptual framework is an amalgamation of two theoretical frameworks. The first theoretical framework from Islam et al. (2017) "Determinants of compulsive buying behavior among young adults: The mediating role of materialism" consists of the role of materialism as a mediator. The second framework from Moon and Attiq (2018) "Compulsive Buying Behavior: Antecedents, Consequences, and Prevalence in Shopping Mall Consumers of Emerging Economies". Figure 1 depicts the conceptual framework for this investigation.

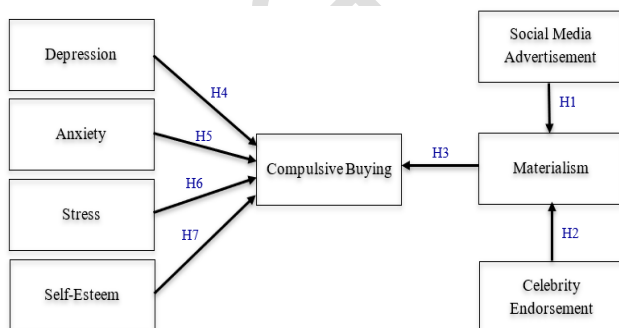


Figure 1: The research framework

3. Research Methodology

According to Hair et al. (2006), it is preferable to generalize a large sample size to avoid making an error, as a larger sample size yields more accurate results than a smaller sample size. In order to examine the influence of variables on online compulsive purchasing and materialism in health and beauty as a result of new normal shopping, the researcher employed a sample size of 384 respondents by using a table for determining the sample size for a finite population at 1,000,000 (Krejcie & Morgan, 1970). The researcher utilized both stratified and simple probability sampling. Using a 5-point Likert scale, questionnaire items were quantified. All items in this study were evaluated by three experts, with a rating for each item developed and derived for item-objective indexes. The approved item has a minimum value of 0.5. Therefore, items with a score below 0.5 must be reviewed or eliminated. In this study, the results of eight variables with twenty-eight scale items were at least 0.5, indicating that all items passed and were reserved.

Pilot testing is the preliminary rehearsal of a full survey conducted to determine the existence of a problem that must be addressed prior to the production of the survey in the research field. Using Cronbach's Alpha and a pilot test, the reliability of each item in a construct between compulsive buying, materialism, and baseline variables such as depression, anxiety, stress, self-esteem, celebrity endorsement, and social media advertising was determined. The alpha coefficient of each construct must be equal to or greater than 0.60, which is considered an acceptable value (Sekaran, 1992).

The values of the Cronbach's Alpha for variables which are anxiety, celebrity endorsement, compulsive buying, depression, materialism, social media advertisement, self-esteem, and stress from the pilot test of 50 sample size were obtained as anxiety ($\alpha=.924$), celebrity endorsement ($\alpha=.896$), compulsive buying ($\alpha=.788$), depression ($\alpha=.881$), materialism ($\alpha=.889$), social media advertisement ($\alpha=.866$), self-esteem ($\alpha=.859$), and stress ($\alpha=.911$) (Per shown in Table 1). The outcome confirmed the constructs had internal consistency and hence the questionnaire is reliable to be used further under the rules of thumb that the value must be 0.60 or above to represent as acceptable.

Table 1: Cronbach's Alpha from the pilot test of $n = 50$

Variables	Cronbach's Alpha (α)	No. of items
Anxiety	.924	4
Celebrity Endorsement	.896	4
Compulsive Buying	.788	5
Depression	.881	3
Materialism	.889	3
Social Media Advertisement	.866	3
Self-esteem	.859	3
Stress	.911	3

4. Results

4.1 Descriptive Analysis of Demographic data

The authors employed descriptive analysis in a statistical program to study demographic data on respondents who currently use and purchase health and beauty items online, emphasizing compulsive shopping and consumerism in 50 Bangkok districts. Demographic data such as gender, age, income, a district in Bangkok, shopping channel, frequency of shopping, and a primary reason for acquiring the products were analyzed to gain a better understanding of respondents' personal characteristics through descriptive analysis.

The gender of respondents is depicted in terms of frequency and percentage. Male respondents make up the majority (194) of the 415 respondents, while female respondents make up the remainder (221). Male respondents make up 46.7% of the sample, while female respondents make up 53.3%.

In the frequency and percentage of respondents by age group, 95 respondents are under the age of 17 or equal to 17 years old, constituting 23% of the total, while 118 respondents are between the ages of 18 and 30 years, constituting 28%. Following that, 101 respondents (24.5 percent) are between the ages of 31 and 50, and the remaining 101 respondents are between the ages of 51 and 51, with a percentage of 24.5 percent among the 415 respondents.

Most respondents participate in this survey have earned income lower than 10,000 to 10,000 Baht per month with 23 respondents with 5.5%, followed by 17 respondents with 4.1% have income per month between 10,001 to 20,000 Baht, 67 respondents with 16.1% have earned between 20,000 to 50,000 Baht per month, 126 respondents with 30.4% have earned between 50,000 to 100,000 Baht per month, and more than 100,001 or above 100,001 baht per month with 182 respondents 43.9% among the 415 respondents.

In terms of districts in Bangkok, there have been categorized into five areas, the first group (A) has consisted of Nong Chok, Nong Khaem, Pathum Wan districts 30 respondents with 6.7%. The second group (B) has consisted of Bang Khen, Bang Kho Laem, Bang Khun Thian, Bang Na, Bang Phlat, Bang Rak, Bang Sue, Bangkok Noi, Bangkok Yai, Bueng Kum, Chatuchak, Chom Thong, Din Daeng, Don Mueang, Dusit, Huai Khwang, Khan Na Yao, Khlong Sam Wa, Khlong San, Khlong Toei, Lak Si, Lat Krabang, Lat Phrao, Min Buri, Phasi Charoen, and Phaya Thai districts 258 respondents with 57.3%. The third group (C) has consisted of Bang Bon, Bang Kapi, Bang Khae, Phra Khanong, Phra Nakhon, Pom Prap Sattru Phai, Prawet, Rat Burana, Ratchathewi, Sai Mai, Samphanthawong, and Saphan Sung districts 99 respondents with 22%. Next, the fourth group (D) has only Sathon district 7 respondents with

1.6%. Lastly, the fifth group (E) has consisted of Suan Luang, Taling Chan, Thawi Watthana, Thon Buri, Thung Khru, Wang Thonglang, Watthana, and Yan Nawa districts 56 respondents with 12.4%.

When asking about shopping channels, the majority of respondents respond thru mobile (application) of 54.7% with 227 respondents while online (website) fall in 45.3% with 118 respondents.

Asking about how often do you shopping per week, 5 times or more than 5 times are 196 respondents with 47.2%, 4 times 108 respondents with 26%, followed by 3 times 74 respondents with 17.8%, then 2 times 15 respondents with 3.6%, lastly, 1-time 22 respondents with 5.3%.

The reason for considering first when buying the healthcare and beauty products online, the first reason is personal taste at 231 respondents with 55.7%, quantity of health care and beauty products at 120 respondents with 28.9%, brand of health care and beauty products at 35 respondents with 8.4%, then 18 respondents with 4.3% respond in quality of health care and beauty products, the last reason is the price of health care and beauty products at 11 respondents with 2.7%.

4.2 Descriptive analysis with mean and standard deviation

Table 2 depicts the mean and standard deviation of the survey instruments representing the overall items in each variable. The highest mean of depression was *"I often get a sort of frightened feeling during the new normal life period, buying the health care and beauty helps me to release depression and frightened."* which is equals 4.091. The highest mean of anxiety was *"During the new normal life period, I spend much of my time online shopping worrying about what is next to the health care and beauty products I should buy."* which is equals 4.614. The highest mean of stress was *"During the new normal life period, I felt difficulties were piling up so high that I could not overcome my eagerness to buy the health care and beauty products."* which is equals 3.961. The highest mean of self-esteem was *"During the new normal life period, I take a positive attitude toward myself health care, and beauty."* which is equals 4.333. The highest mean of social media advertisement was *"During the new normal life period, I desire to buy health care and beauty products that are promoted on social media."* which is equals 3.959. The highest mean of materialism was *"Some of the most important achievements in life during new normal life include acquiring health care and beauty products possessions and usefulness."* which is equals 3.906. The highest mean of celebrity endorsement was *"During the new normal life period, I prefer to buy health care and beauty products in which the presence of a celebrity helps me recognize a brand and product."* which is equals 4.308. The highest mean of compulsive buying was

“During the new normal life period, whenever I go online shopping, I always feel the urge to buy health care and beauty products for myself.” which is equals 4.092.

Table 2: Mean and standard deviation of each variable

Depression (DEP)	Mean	Std. Deviation
	3.943	.842
DEP1: I often get a sort of frightened feeling during the new normal life period, buying the health care and beauty helps me to release depression and frightened.	4.091*	1.095
DEP2: I am always restless during the new normal life period, as I have to be at home, hence, I buy health care and beauty products to take care of myself.	3.860	.967
DEP3: During the new normal life period, when I felt tense I buy health care and beauty products for my enjoyment.	3.879	.999
Anxiety (ANX)	4.372	.544
ANX1: I often care that the health care and beauty products are not as good as expected during the new normal life period.	4.416	.907
ANX2: During the new normal life period, I spend much of my time online shopping worrying about what is next to the health care and beauty products I should buy.	4.614*	.674
ANX3: I have a sense of dread when I am spending my time shopping the health care and beauty products during the new normal life period.	4.556	.834
ANX4: During the new normal life period, there are some things about enticing me to shop the health care and beauty products.	3.903	1.120
Stress (STR)	3.939	.808
STR1: I felt that I was unable to control myself to buy health care and beauty products during the new normal life period.	3.920	1.022
STR2: During the new normal life period, I felt that I was unable to control my occupied to buy health care and beauty products.	3.935	1.039
STR3: During the new normal life period, I felt difficulties were piling up so high that I could not overcome my eagerness to buy the health care and beauty products.	3.961*	1.160
Self-esteem (SEL)	4.112	.865
SEL1: During the new normal life period, I take a positive attitude toward myself health care, and beauty.	4.333*	.879
SEL2: I am able to buy things in health care, and beauty as well as most other people during new normal life period.	3.940	1.231
SEL3: During the new normal life period, I certainly feel usefulness at times of health care and beauty.	4.065	1.049
Social media advertisement (SMA)	3.910	.876
SMA1: During the new normal life period, I desire to buy health care and beauty products that are promoted on social media.	3.959*	.958
SMA2: Advertisements on social media have a positive influence on my buying health care and beauty products during the new normal life period.	3.913	1.078
SMA3: During the new normal life period, I plan to buy health care and beauty products that are advertised on social media.	3.858	1.057

Materialism (MAT)	3.884	.908
MAT1: During the new normal life period, I like to spend money on various different health care and beauty products.	3.880	.998
MAT2: I would be much happier if I could afford to buy more variety health care and beauty products during the new normal life period.	3.867	1.047
MAT3: Some of the most important achievements in life during new normal life include acquiring health care and beauty products possessions and usefulness.	3.906*	1.023
Celebrity endorsement (CE)	4.094	.831
CE1: During the new normal life period, I buy health care and beauty products, which are endorsed by a celebrity.	4.094	1.067
CE2: During the new normal life period, I prefer to buy health care and beauty products in which the presence of a celebrity helps me recognize a brand and product.	4.308*	.910
CE3: I find the health care and beauty products endorsed by celebrities are aroused my attention to buy during the new normal life period.	3.933	1.240
CE4: I find the health care and beauty products endorsed by celebrities are trustworthy and informative my attention to buy during the new normal life period.	4.041	1.079
Compulsive buying (CB)	3.975	.840
CB1: During the new normal life period, when I have money, I feel I have to spend all of the health care and beauty products.	3.901	1.048
CB2: During the new normal life period, I always want to buy health care and beauty products, which I did not plan on buying.	3.911	1.067
CB3: During the new normal life period, whenever I go online shopping, I always feel the urge to buy health care and beauty products for myself.	4.092*	.991
CB4: During the new normal life period, whenever I go online shopping, I often buy health care and beauty products that I do not need.	3.913	1.135
CB5: During the new normal life period, whenever I feel bad, I love shopping online, I like to show off health care and beauty products that I buy to people around me.	4.063	1.041

Note: *the highest mean

As shown in the bar chart in Figure 2, the mean and standard deviation of variables in online compulsive buying and materialism in health and beauty consequence of new normal shopping from the survey instruments. The highest mean among variables in online compulsive buying and materialism in health and beauty consequences of new normal shopping was anxiety (ANX) with an equal 4.372, meanwhile, the lowest mean was materialism (MAT) with an equal 3.884. When focusing on the standard deviation, the highest was materialism (MAT) with an equal .908, and the lowest was anxiety (ANX) with an equal .544.

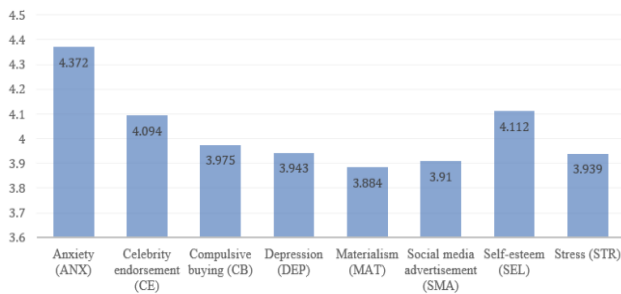


Figure 2: Mean in the Bar Chart of Online Compulsive Buying and Materialism in Health and Beauty Consequence of New Normal Shopping

4.3 Hypothesis Testing Results

The authors used multiple linear regression and simple linear regression to analyze data in order to determine the level of several factors that can influence online compulsive buying and materialism. Multicollinearity should be computed when using multiple linear regression to determine which variables to eliminate. Akinwande et al. (2015) also suggested using the variance inflation factor (VIF) when there are less than five overlapping variables. The R-square (R^2) value indicates how much variation in the dependent variable is explained by the independent variable. The results of structural model is shown in Figure 3.

4.3.1 Results of Multiple Linear Regression of H_1 , H_2

Statistical Hypothesis

H_0 : social media advertisement (H_1) and celebrity endorsement (H_2) have no statistically significant influence on materialism in health and beauty consequences of new normal shopping.

H_a : social media advertisement (H_1) and celebrity endorsement (H_2) have a statistically significant influence on materialism in health and beauty consequences of new normal shopping.

A multiple linear regression (Table 3) was carried out to test social media advertisement (H_1) and celebrity endorsement (H_2) significantly predicted materialism. Both H_1 and H_2 in null hypotheses are rejected between social media advertisement (H_1), celebrity endorsement (H_2) and materialism. The result of the regression indicated that the model explained 54.5% of the variance and that the model was significant, $F_{(2,414)} = 247.03$, $0.000 < .05$. It was found that social media advertisement (H_1) significantly predicted materialism ($B = 0.712$, $0.000 < 0.05$). In addition, celebrity endorsement (H_2) significantly predicted materialism ($B = 0.108$, $0.009 < 0.05$). Therefore, social media advertisement (H_1) and celebrity endorsement (H_2) have significant predicted materialism in health and beauty consequence new normal shopping. The result from hypotheses 1 and 2 showed that all independent variables

used to determine affects to materialism are not overlapping and it had no problem of multicollinearity due to the VIF being less than 5. The result of the VIF value of both social media advertisement (H_1) and celebrity endorsement (H_2) are 1.269.

The final predictive model was proportion of social media advertisement (H_1) and celebrity endorsement (H_2) on materialism = $.659 + (.721 * \text{Social media advertisement}) + (.108 * \text{Celebrity endorsement})$.

Table 3: Multiple Linear Regression of H_1 , H_2

Variables	B	SE B	β	t (> 1.96)	Sig.	VIF
(Constant)	.659	.169		3.904	.000	
H_1 : Social media advertisement (SMA)	.712	.039	.688	18.379	.000*	1.269
H_2 : Celebrity endorsement (CE)	.108	.041	.099	2.634	.009*	1.269
R^2	.545					
Adjusted R^2	.543					
ANOVA	$F(2, 414) = 247.03$, $0.000 < .05$					

Note: Dependent variable = Materialism (MAT), *Sig < .05

4.3.2 Results of Multiple Linear Regression of H_4 , H_5 , H_6 , H_7

Statistical Hypothesis

H_0 : Depression (H_4), anxiety (H_5), stress (H_6), and self-esteem (H_7) have no statistically significant influence on compulsive buying in health and beauty consequences of new normal shopping.

H_a : Depression (H_4), anxiety (H_5), stress (H_6), and self-esteem (H_7) have a statistically significant influence on compulsive buying in health and beauty consequences of new normal shopping.

A multiple linear regression (Table 4) was carried out to test depression (H_4), anxiety (H_5), stress (H_6) and self-esteem (H_7) significantly predicted compulsive buying. All hypotheses (H_4 , H_5 , H_6 , and H_7) in null hypotheses are rejected between depression (H_4), anxiety (H_5), stress (H_6) and self-esteem (H_7) and compulsive buying. The result of the regression indicated that the model explained 72.4% of the variance and that the model was significant, $F_{(4,414)} = 268.75$, $0.000 < .05$. It was found that depression (H_4) significantly predicted compulsive buying ($B = 0.243$, $0.000 < .05$). Anxiety (H_5) significantly predicted compulsive buying ($B = 0.148$, $0.001 < 0.05$). Next, stress (H_6) significantly predicted compulsive buying ($B = 0.524$, $0.000 < 0.05$). Then the last, self-esteem (H_7) significantly predicted compulsive buying ($B = 0.171$, $0.000 < 0.05$). Therefore, depression (H_4), anxiety (H_5), stress (H_6) and self-esteem (H_7) have significant predicted compulsive buying in health and beauty consequence new normal shopping. The result from hypotheses 4, 5, 6 and 7 showed that no independent variables used to determine affects to

compulsive buying are overlapping and it had no problem of multicollinearity due to the VIF being less than 5. The result of the VIF value of depression (H₄) of 1.849, anxiety (H₅) of 1.166, stress (H₆) of 1.996 and self-esteem (H₇) of 2.346.

The final predictive model was: proportion of depression (H₄), anxiety (H₅), stress (H₆) and self-esteem (H₇) on compulsive buying = $-.402 + (.243 * \text{Depression}) + (.148 * \text{Anxiety}) + (.524 * \text{Stress}) + (.171 * \text{Self-esteem})$.

Table 4: Multiple Linear Regression of H₄, H₅, H₆, H₇

Variables	B	SE B	β	t (> 1.96)	Sig.	VIF
(Constant)	-.402	.187		-2.145	.033	
H ₄ : Depression (DEP)	.243	.035	.244	6.912	.000*	1.849
H ₅ : Anxiety (ANX)	.148	.043	.096	3.432	.001*	1.166
H ₆ : Stress (STR)	.524	.038	.504	13.748	.000*	1.996
H ₇ : Self-esteem (SEL)	.171	.039	.176	4.431	.000*	2.346
R ²	.724					
Adjusted R ²	.721					
ANOVA	F(4, 414) = 268.75, 0.000 < .05					

Note: Dependent variable = Compulsive buying (CB), *Sig < .05

4.3.3 Results of Simple Linear Regression of H₃

Statistical Hypothesis

H₀: Materialism has no statistically significant influence on compulsive buying in health and beauty consequences of new normal shopping.

H_a: Materialism has a statistically significant influence on compulsive buying in health and beauty consequences of new normal shopping.

A simple linear regression (Table 5) was carried out to test significantly predicted materialism (H₃) on compulsive buying in health and beauty consequence new normal shopping. The null hypothesis is rejected. The result of the regression indicated that the model explained 22.6% of the variance and that the model was significant, $F_{(1,414)} = 120.91$, $0.000 < 0.05$. It was found that significantly predicted materialism (H₃) on compulsive buying ($B = 0.441$, $0.000 < 0.05$). The result of the VIF value of materialism (H₃) is 1.000.

The final predictive model was proportion of materialism (H₃) on compulsive buying = $2.264 + (0.441 * \text{Materialism})$.

Table 5: Simple Linear Regression of H₃

Variables	B	SE B	β	t (> 1.96)	Sig.	VIF
(Constant)	2.264	.160		14.160	.000	
H ₃ : Materialism (MAT)	.441	.040	.476	10.996	.000*	1.000
R ²	.226					
Adjusted R ²	.225					
ANOVA	F(1, 414) = 120.91, 0.000 < .05					

Note: Dependent variable = Compulsive buying (CB), *Sig < .05

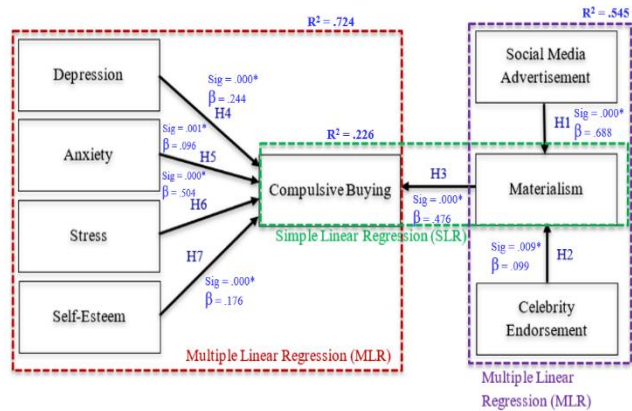


Figure 3: The results of structural model

5. Summary and Discussion

5.1 Summary of Findings

In order to explain the causal relationship in this study, the researcher applied multiple and simple linear regression for the testing of hypotheses. The simple linear regression (SLR) is used to determine the level of influence between materialism and compulsive buying. Meanwhile, multiple linear regression (MLR) is used to determine the level of influence of compulsive buying on depression, anxiety, stress, and self-esteem. Another MLR applied to materialism with social media advertisement and celebrity endorsement. The results of hypotheses testing show that all independent variables were rejected with a statistically significantly less than .05. The hypotheses testing results are summarized as shown in Table 6 below.

Table 6: Summary of the hypotheses testing results

Statement of Hypothesis	p-value	Decision results
H ₁ : Social media advertisement has no statistically significant on materialism in health and beauty consequences of new normal shopping.	.000*	Rejected
H ₂ : Celebrity endorsement has no statistically significant on materialism in health and beauty consequences of new normal shopping.	.009*	Rejected
H ₃ : Materialism has no statistically significant on compulsive buying in health and beauty consequences of new normal shopping.	.000*	Rejected
H ₄ : Depression has no statistically significant on compulsive buying in health and beauty consequences of new normal shopping.	.000*	Rejected
H ₅ : Anxiety has no statistically significant on compulsive buying in health and beauty consequences of new normal shopping.	.001*	Rejected
H ₆ : Stress has no statistically significant on compulsive buying in health and beauty consequences of new normal shopping.	.000*	Rejected

H7: Self-esteem has no statistically significant on compulsive buying in health and beauty consequences of new normal shopping.	.000*	Rejected
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Note: *p-value < .05

The results of using MLR and SLR for the hypotheses testing show the strengths of factors that influence online compulsive buying and materialism in health and beauty consequence new normal shopping. It shows that the first rank significant factor that influences compulsive buying is stress ($\beta = .504$), the second rank is depression ($\beta = .244$), the third rank is self-esteem ($\beta = .176$), and the fourth rank is anxiety ($\beta = .096$). For materialism, the results found that the first rank is social media advertisement ($\beta = .688$) and the second rank is celebrity endorsement ($\beta = .099$). Lastly, compulsive buying with materialism ($\beta = .476$). Rank summarized as presented in Table 7 below.

Table 7: Summary strengths of influence factors of each dependent variable

Dependent variables	Ranks	Independent variables	Standardized Coefficient
Compulsive buying (CB)	1 st	Stress (STR)	.504
	2 nd	Depression (DEP)	.244
	3 rd	Self-esteem (SEL)	.176
	4 th	Anxiety (ANX)	.096
Materialism (MAT)	1 st	Social media advertisement (SMA)	.688
	2 nd	Celebrity endorsement (CE)	.099
Compulsive buying (CB)	-	Materialism (MAT)	.476

5.2 Discussion

In this section, there are discussed how the present research meets the research objectives and correlate to research questions by making a comparison between the existing literature and the findings from the defined hypotheses testing. Seven research objectives were conducted and analyzed in order to perform the data testing from respondents, which are proposed in the conceptual framework can be met. The seven research objectives are:

- To explain social media advertisement and materialism in new normal shopping.
- To describe celebrity endorsement and materialism in new normal shopping.
- To enlighten materialism and compulsive buying in new normal shopping.
- To explicate depression and compulsive buying in new normal shopping.
- To explain anxiety and compulsive buying in new normal shopping.

- To describe stress and compulsive buying in new normal shopping.

- To explain self-esteem and compulsive buying in new normal shopping.

5.2.1 To explain social media advertisement and materialism in new normal shopping

The results are consistent with the research question and the hypothesis that are:

- Does significant social media advertisement affect materialism in new normal shopping?

- H_1 : Social media advertisement has no statistically significant on materialism in health and beauty consequences of new normal shopping.

The results revealed that social media advertisement has a significant effect on materialism in new normal shopping. The lowest mean score for social media advertisement was 3.858 towards the statement "During the new normal life period, I plan to buy health care and beauty products that are advertised on social media." with a standard deviation of 1.057. This concludes that consumers of health care and beauty products in new normal shopping has slightly attention on advertising in social media, this area of the questionnaire on materialism the most as a whole and these figures inform a great challenge to the success of these products.

Moreover, the hypothesis was "Social media advertisement (H_1) has no statistically significant on materialism in health and beauty consequences of new normal shopping." The p-value showed a result of less than 0.000 indicating statistically highly significant and strong evidence against the null hypothesis. Therefore, the null hypothesis was rejected that social media advertisement (H_1) has no influence on materialism in health and beauty consequence new normal shopping and supported the alternate hypothesis, which proves that social media advertisement (H_1) have an influence on materialism in health and beauty consequence new normal shopping. It is consistent with the research that supported this hypothesis such as for businesses, organizations, and institutions alike, social media has become a vital marketing and communications channel, according to Appel et al. (2020), Mitchev and Nuangjamnong (2021), Nitchote and Nuangjamnong, (2022). The current COVID-19 global epidemic with new normal life, contactless shopping, and the ongoing global economic downturn have made the trend of social e-commerce more obvious and inevitable, according to Ai et al. (2020). The COVID-19 pandemic's lockdown, social isolation, and shopping in new normal life changed consumer behavior, making consumption time-and place-bound. Because people could not buy in stores, stores had to "go-to" consumers. People who are placed under house arrest for an extended period of time are likely to adopt newer technologies and spend more money that makes

work, study, and consumption more convenient (Nitchote & Nuangjamnong, 2022; Sheth, 2020). Facebook, Messenger, Instagram, and YouTube are among the most used social media that attract both consumers and health and beauty products. Other media (networks, platforms, and apps) show very different results. To reach the greatest number of consumers or potential customers, the company, the retailer, should focus on these media. The use of social media and preference for shopping through e-shops promoted on social media, TV, radio, or the web were found to be weakly correlated. However, Poornima et al. (2019) found that most respondents were influenced by online advertisements, especially those on social media (65%). According to the authors, online advertising is the most important factor in predicting consumer-buying behavior. The study was conducted during the pandemic that changed people's preferences, attitudes, and behaviors and adopt lifestyles in a new normal way.

5.2.2 To describe celebrity endorsement and materialism in new normal shopping

The results are consistent with the research question and the hypothesis that are:

- *Does significant celebrity endorsement affect materialism in new normal shopping?*
- *H₂: Celebrity endorsement has no statistically significant on materialism in health and beauty consequences of new normal shopping.*

Results showed that celebrity endorsement has a significant impact on materialism in new normal shopping. For the statement “*I find the health care and beauty products endorsed by celebrities aroused my attention to buy during the new normal life period,*” the lowest mean score among celebrity endorsement was 3.933 with a standard deviation of 1.240. This concludes that consumers of health care and beauty products in new normal shopping pay little attention to celebrities on social media and that this area of the questionnaire reflects in lower mean among the most on materialism. In comparison to social media influencers, celebrity endorsements on trendy products influenced customer purchase intent. Comparison with others who are better off than oneself or with idealized media images can lead to a sense of celebrity endorsement. They fear missing out on endorsed products when they compare themselves to influencers. When people compare themselves to others, they become celebrities. People with low self-esteem have a high social comparison orientation, which can be seen as a way to reduce self-related uncertainty (Gibbons & Buunk, 1999). Even though some products may not be applicable to their daily life in the COVID-19 pandemic situation, consumers still continue to spend money on online compulsive buying of health and beauty products following influencers and celebrities in social media. People would buy products endorsed by celebrities because influencers

recommend them and because they are trendy, according to previous research. Materialism also plays a major role in the desire to purchase endorsed health and beauty products. Making social media comparisons leads to buying health and beauty products promoted by influencers, who think material values are a sign of success. Consumption increases as consumers' desire materialistic possessions. Thus, materialism predicts positive intentions for endorsed health and beauty products. Materialistic thinking affects consumers' desire to buy endorsed health and beauty products.

5.2.3 To enlighten materialism and compulsive buying in new normal shopping

The results are consistent with the research question and the hypothesis that are:

- *Does significant materialism affect compulsive buying in new normal shopping?*
- *H₃: Materialism has no statistically significant on compulsive buying in health and beauty consequences of new normal shopping.*

Materialism has a significant effect on compulsive buying in the new normal. The null hypothesis 3 (H₃) was rejected in this study. The lowest mean score for materialism was 3.867, with a standard deviation of 1.047. As a result, respondents of health and beauty products are willing to spend money on a wider range of products. This section of the questionnaire reflects the most compulsive buying.

The third hypothesis has been associated with identifying that there is an influence of materialistic values on the compulsive buying behavior of shoppers. The quantitative findings of the study have professed that certainly, materialism is related to wealth possession and material objects possession including health care and beauty products that are the major apprehension for people that display materialistic values in their shopping and buying behavior. The findings of the study have also identified that the possession of wealth is a major factor that contributes to compulsive shopping values within the society and is associated with possession of wealth amongst consumers on online platforms during new normal shopping. This tends to illustrate that people having materialistic behavior are likely to keep luxurious commodities and expensive belongings within their possessions for the purpose of internal satisfaction. Overall, the responses revealed that materialistic values are related to compulsive buying for these individuals within the society and they tend to exhibit materialistic behavior when shopping. Previous studies such as Sritanakorn and Nuangjamnong (2021), and Horváth and Adigüzel (2018) have also supported the notion that there is an influence of materialistic values on the compulsive buying behavior of shoppers. Hence, this hypothesis the study has been supported by the findings of the study.

5.2.4 To explicate depression, anxiety, stress, self-esteem and compulsive buying in new normal shopping

The findings corroborate the research question and hypothesis, which are as follows:

- *Do significant depression, anxiety, stress, and self-esteem affect compulsive buying in new normal shopping?*
- *H₄: Depression has no statistically significant on compulsive buying in health and beauty consequences of new normal shopping.*
- *H₅: Anxiety has no statistically significant on compulsive buying in health and beauty consequences of new normal shopping.*
- *H₆: Stress has no statistically significant on compulsive buying in health and beauty consequences of new normal shopping.*
- *H₇: Self-esteem has no statistically significant on compulsive buying in health and beauty consequences of new normal shopping.*

In depression (H₄), anxiety (H₅), stress (H₆), and self-esteem (H₇), all null hypotheses in this study were resulting in rejected.

Compulsive shoppers may be predisposed to have stronger affect responses to health care and beauty product-related and marketing communications stimuli than non-compulsive shoppers. Evidence in compulsive buyers described their shopping experiences as emotional in depression, anxiety, stress, and self-esteem, indicating atypically elevated levels of arousal in compulsive shoppers (Black, 1996). These findings support the hypothesis that consumers with moods such as depression, anxiety, stress, and low self-esteem are more prone to compulsive purchasing. They used compulsive purchasing to alleviate their negative emotions in shopping malls (Billieux et al., 2008; Lovibond & Lovibond, 1995; Ridgway et al., 2008). In addition, the results indicated that stress is the most potent psychological factor in triggering compulsive purchasing. People relieve stress through excessive, compulsive shopping in shopping malls because shopping malls offer a favorable environment (Baker et al., 2016; He et al., 2018; Maraz et al., 2016). A significant factor in the development of compulsive purchasing was also low self-esteem. Consumers with greater self-esteem displayed more compulsive purchasing behaviors. They have the option to purchase items that they believe will boost their self-esteem.

6. Implications and practice

As a result of online compulsive buying and materialism, the study examined the impact of new normal shopping on health and beauty. This research enhances the dependability, validity, and applicability of the established and emerging healthcare and beauty industries and economies. During COVID-19, the researcher applied psychological object-

relations theory to purchasers categorized as new normal, recreational, borderline, compulsive, or addicted to new normal shopping. Consistent with the previous study's classification of compulsive buyers and materialism, the development of a classification scheme that encompasses compulsive buyers is a significant contribution to the literature that provides critical insights into the theory of compulsive buying in new normal shopping. This research will contribute to and refine current understandings of compulsive buying as addictive behavior, as well as the prevalence of compulsive shopping in new normal online shopping in the COVID-19 environment.

7. Recommendations

Regarding the development of effective marketing strategies, the proposed model has a number of practical implications for marketers and social media influencers. This study examines the underlying process underlying purchasing decisions made under the influence of influencers, a widely employed marketing strategy. In a beneficial strategy, social media influencers can aid in the modification of compulsive purchasing behavior. Through their content-sharing networks, social media influencers can disseminate information about healthcare and beauty products and encourage followers to purchase goods and services. As a result of this study, marketing professionals may wish to employ social media influencers in advertising campaigns to ensure the success of marketing communication. Marketers must choose social media influencers with a large following and a significant impact on their online communities in order to inspire customers to emulate them and buy sponsored products. In addition, this study demonstrated that social media advertising has a significant impact on consumer purchasing intentions, implying that marketers, advertisers, and even social media influencers should be able to utilize social media advertising to increase customer engagement. Social media influencers and advertisers can increase materialism and stimulate customer interest in social media advertising by identifying emerging trends and meeting customer demands. Influencers and marketers seeking to engage customers on social media platforms may promote social media advertising-related events, such as those highlighting the scarcity of products and the fun and exciting nature of possessing such endorsed items. Social media advertisement appeal in posts can increase customers' anxiety and help them relax from emotional depression, stress, and low self-esteem in new normal shopping during the COVID-19 situation when people must adapt to a new normal life that includes the fear of falling behind and the belief that they can meet their needs through the consumption of endorsed products.

8. Further Studies

Despite its noteworthy accomplishments, this study has a number of inherent limitations. This study's population consisted of online compulsive buyers. Future research may examine different population groups, such as students, older shoppers, and general consumers, in order to gain a better understanding of depression, anxiety, stress, self-esteem, social media advertising, celebrity endorsement, materialism, and compulsive purchasing. This study focused solely on consumers who purchased health and beauty-related products via online shopping platforms. Counterfeiting poses a significant threat to developing economies such as Thailand. It would be fascinating to understand the relationships between new normal shopping behaviors. Neither this study nor previous ones investigated the phenomenon of compulsive purchasing in the consumer sector. It would be interesting to know the characteristics and prevalence of this problem behavior in consumer services such as beauty salons and massage parlors. This study evaluated only the impact of online compulsive purchasing and materialism on the health and beauty effects of new normal shopping. Future research may investigate additional effects, such as personality-based triggers. Future research should adopt the scale for further validation and use this classification method to gain a broader understanding of compulsive buying behavior.

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