



Effects of Social Media Addiction and Psychological Resilience On Online Purchasing Decisions

Sosyal Medya Bağımlılığı ve Psikolojik Dayanıklılığın Çevrimiçi Satın Alma Kararlarına Etkileri

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ABSTRACT

In this research, it was aimed to assess the influence of social media addiction and psychological resilience on online purchasing decisions from a marketing standpoint. A survey was administered to 384 university students, comprising a demographic questionnaire, the Online Decision-Making Scale (ODMS), the Social Media Addiction Scale (SMAS), and the Psychological Resilience Scale (PRS). Psychological resilience (PRS) exhibited a significant negative correlation with sensitivity to brand dimension of ODMS. SMAS total scores were positively correlated with sensitivity to quality, sensitivity to brand, sensitivity to innovation, sensitivity to mobility and sensitivity to web interface. The effect of social media addiction on online purchase decisions was statistically significant and positive, while the effect of psychological resilience was statistically insignificant. The findings indicate that university students' addiction to social media positively influences their online shopping behavior. As levels of social media addiction increase, students tend to engage in more online purchases.

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ÖZ

Bu araştırmada, sosyal medya bağımlılığı ve psikolojik dayanıklılığın çevrimiçi satın alma kararları üzerindeki etkisinin pazarlama açısından değerlendirilmesi amaçlanmıştır. Demografik bir anket, Çevrimiçi Karar Verme Ölçeği, Sosyal Medya Bağımlılığı Ölçeği ve Psikolojik Dayanıklılık Ölçeğinden oluşan bir anket 384 üniversite öğrencisine uygulanmıştır. Araştırma sonuçlarına göre, psikolojik dayanıklılık çevrimiçi karar verme ölçeğinin markaya duyarlılık boyutu ile anlamlı bir negatif korelasyon sergilemiştir. Sosyal medya bağımlılığı toplam puanları kaliteye duyarlılık, markaya duyarlılık, yeniliğe duyarlılık, mobiliteye duyarlılık ve web arayüzüne duyarlılık ile pozitif korelasyon göstermiştir. Sosyal medya bağımlılığının çevrimiçi satın alma kararları üzerindeki etkisi istatistiksel olarak anlamlı ve pozitif iken, psikolojik dayanıklılığın etkisi istatistiksel olarak anlamsızdır. Bulgular, üniversite öğrencilerinin sosyal medya bağımlılığının online alışveriş davranışlarını olumlu yönde etkilediğini göstermektedir. Sosyal medya bağımlılık düzeyleri arttıkça, öğrenciler daha fazla çevrimiçi alışveriş yapma eğilimindedir.

1. Introduction

The exchange of goods and services with economic value between production and consumption points is known as trade (Deardorff, 2001; Morina et al., 2020; Hulme, 2021). The concept of purchasing has emerged and evolved alongside trade, as it is inherently linked to the exchange of goods. Purchasing encompasses fulfilling fundamental human needs such as food, drink, and shelter, irrespective of the motivation behind the purchase (Hazaea et al., 2022; Talwar et al., 2020). With the emergence of new technologies, both consumers and sellers can now engage in online transactions through the internet, leading to the establishment of virtual markets and a

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shift from traditional marketing methods to online shopping. Consequently, there has been a surge in research focusing on consumer behavior on the internet in recent years (Cuong, 2023; Legenvre et al., 2020). This is driven by significant changes experienced by businesses and consumers, highlighting the growing importance of understanding online purchasing behavior.

Social media addiction is characterized by excessive usage, an inability to control one's urge to use, neglect of other activities due to excessive use, damage to social relationships, using social media as an escape from stress and negative emotions, difficulty in reducing or quitting usage, and feelings of tension and anger when denied access, along with lying about usage frequency and duration (Cheng et al., 2021; Sun and Zhang, 2021; Haand and Shuwang, 2010). As social media platforms are exclusively accessed online, research on addiction often overlaps with terms describing excessive internet use behaviors, such as pathological, generalized, problematic, and internet addiction. While the term "*addiction*" traditionally referred to substance abuse, it is now commonly used to describe virtual addictions like internet addiction (Sujarwoto et al., 2023; Fabris et al., 2020).

The psychological contract represents an implicit understanding outlining the expectations between employers and employees, along with the consequences of success or failure (Bari et al., 2020; Danilwan et al., 2020; Sandhya and Sulphrey, 2020). Essentially, it encompasses all unspoken and unwritten expectations between the organization and the individual, forming the basis upon which both parties enter into formal employment agreements and assume mutual obligations. While employers offer fair compensation and job opportunities, employees commit to performing their duties honestly and demonstrating loyalty (Gordon, 2020). This mutual agreement between an organization and its employees serves as the cornerstone of their relationship, continuing through implicit consent rather than explicit documentation (Estreder et al., 2020; Knapp et al., 2020). While studies have separately explored the concepts of the psychological contract, social media addiction, and online shopping behavior, there is limited research examining the interplay among these three constructs. Therefore, this study aims to assess the influence of social media addiction and psychological resilience on online purchasing decisions from a marketing standpoint.

In the research, brief literature knowledge and researches were given, and afterwards, methodology part of the study was mentioned. In the following part of the research, results from analysis of data were given. Finally, results were interpreted in discussion section, and conclusions were given.

2. Literature Review

With the advent of social media platforms, the landscape of shopping has undergone a significant transformation due to the widespread use of the internet. The rise in internet usage has facilitated easy access to products and swift transactions, allowing online shoppers to make purchases quickly with just a click of a mouse or a tap on their mobile devices through dedicated applications. Consequently, online shopping has become a ubiquitous part of daily life for many individuals (Jaller and Pahwa, 2020; Lăzăroiu et al., 2020; Ventre and Kolbe, 2020).

Perceived risk refers to the consumer's subjective evaluation of potential uncertainties arising from online transactions with the seller. When shopping online, consumers are regularly confronted with certain risks due to factors such as distant locations, unpredictability, and a lack of control over the purchasing process (Chang and Meyerhoefer, 2021; Peña-García et al., 2020).

There are fundamentally two categories of addiction: substance addiction and behavioral addiction (Heilig et al., 2021; Hauck et al., 2020; Lüscher et al., 2020). Substance addiction involves a persistent urge to use illicit substances such as alcohol, marijuana, heroin, and cocaine. These substances have the potential to adversely affect an individual's physical, mental, and physiological well-being, can be consumed through various means, and can alter brain function (Columb et al.,

2020; Horvath et al., 2020). Conversely, behavioral addiction refers to a condition wherein an individual engages in a specific behavior regularly and continuously, disrupting their psychological, physical, and social balance, and causing them to feel increasingly detached from their environment. Individuals grappling with behavioral addiction often find it challenging to engage with others and their surroundings in their daily lives.

In 1996, Goldberg was the first to propose the concept of internet addiction (Gupta et al, 2021; Lindenberg et al, 2020). Initially, researchers used adaptation in diagnosis because the Diagnostic and Statistical Manual of Mental Disorders does not include virtual addictions. This manual classifies impulse control disorders that are not otherwise characterized, including drug addiction or "pathological gambling." According to the DSM criteria for drug addiction, Goldberg defined internet addiction as inappropriate internet usage that occurs at any time during a 12-month period, manifests with at least three symptoms, and causes clinically substantial impairment or suffering (Andic and Batıgün, 2021; Xu et al, 2021). Social media addiction is a psychological condition resulting from behavioral, affective, and cognitive processes that impacts an individual's private, professional, academic, and social domains. It may result in problems controlling one's mood, conflict, repetition, and obsession. Because of this, addiction occurs not only at the cognitive and affective levels but also, and to a greater extent, on the behavioral level, where it causes a person to feel driven to satisfy their addiction (Chew and Wong, 2022; Talis, 2022).

3. Methods

3.1. Model of the Research

The relational scanning model and the descriptive scanning model serve as the foundation for the research model. By combining qualitative and quantitative data for any given scenario, the researcher uses a mixed model to attempt to determine the relational structure between the variables (Karasar, 2014). The purpose of this study is to shed light on how psychological resilience and social media addiction affect consumers' online buying habits.

This study has been prepared in accordance with the scientific research and publication ethics rules, with the approval of the Gümüşhane University Scientific Research and Publication Ethics Board, documented by the Ethical Approval Certificate dated 05/03/2023, number 2023/2.

3.2. Research Problem

In the research, it was aimed to test the following problem by using quantitative data: *“What are effects of social media addiction and psychological resilience on online purchasing decisions from a marketing perspective?”*

3.3. Sample

The study involved 384 university students in total. According to Cohen et al. (2001), a sample size of 383 or greater corresponds to a universe of 1–5 million persons. Therefore, the research's goal was to enrol 384 people. Participation in the research was voluntary and a consent form was obtained from the participants. Students who did not fill out the consent form, had any psychiatric or psychological history, and were not eligible to participate in the research were not included. Simple random sampling method was used as the sampling method.

3.4. Data Collection Tools

A survey consisting of a demographic form, Online Decision Making Scale (ODMS), Social Media Addiction Scale (SMAS), and Psychological Resilience Scale (PRS) was administered.

Online Decision-Making Scale (ODMS): The Online Decision Making Scale (ODMS) was validated in the Turkish language by Bayrakdaroğlu et al. (2017). The ODMS comprises 20 items

rated on a five-point Likert scale and encompasses seven dimensions: sensitivity to quality, sensitivity to brand, sensitivity to innovation, sensitivity to price, sensitivity to mobility, sensitivity to web content, and sensitivity to web interface. A higher score indicates a greater purchase intention.

Social Media Addiction Scale (SMAS): The Social Media Addiction Scale (SMAS) consists of 20 items rated on a five-point Likert scale, assessing social media addiction across two dimensions: virtual tolerance and virtual communication. Şahin and Yağcı (2017) validated the scale in the Turkish language. Notably, the 5th and 11th items in the scale are reverse-coded items.

Psychological Resilience Scale (PRS): The Psychological Resilience Scale (PRS) was validated in Turkish by Doğan (2015). The short form of the PRS consists of six items rated on a Likert scale, assessing psychological resilience across one dimension. In this scale, the 2nd, 4th, and 6th items are reverse-coded.

3.5. Statistical Methods

The data in the study were characterized using mean and standard deviation values, as well as median and variation ranges. The normality of time series distributions was assessed using the Kolmogorov-Smirnov test. As the distributions of the research series did not conform to the traditional normal distribution, Spearman's rho correlation analysis was employed to examine the relationships between the series. The effects of significant factors identified through correlation analysis were further explored using Generalized Linear Model (Logit) analysis to assess the impact of linearization deviations on the dependent variables. These analyses were conducted using SPSS 25.0 for Windows, with a 95% Confidence Interval and a significance level of 0.05.

4. Results

Baseline characteristics of participants were shown in the Table 1.

Table 1: Baseline Characteristics of Participants

		Number of Participants	Percentage
Gender	Female	290	75.5
	Male	94	24.5
Age	21 and under	271	70.6
	22 and higher	113	29.4
Class	1	178	46.4
	2	168	43.8
	3	8	2.1
	4	30	7.8
Income	Low	99	25.8
	Middle	274	71.4
	High	11	2.9
Residence	Family	294	76.6
	Dorm	69	18.0
	Friends	10	2.6
	Other	11	2.9
Online Shopping Frequency	Very low	64	16.7
	Low	81	21.1
	Moderate	181	47.1
	Frequently	45	11.7
	Mostly	13	3.4
Social Media Frequency	Very low	8	2.1
	Low	22	5.7
	Moderate	144	37.5
	Frequently	148	38.5
	Mostly	62	16.1

The gender distribution indicated that 75.5% of participants were female, while 24.5% were male. Regarding age distribution, 70.6% of participants were aged 21 and under, whereas 29.4% were aged 22 and above. In terms of academic classification, 46.4% of participants were first-class students, 43.8% were second-class students, 2.1% were third-class students, and 7.8% were fourth-class students. Regarding income level, 25.8% of participants had low income, 71.4% had moderate income, and 2.9% had high income. Living arrangements showed that 76.6% of participants resided with their family, 18.0% lived in dormitories, and 2.6% lived with friends. The frequency of online shopping was predominantly moderate, while social media usage was more frequent among participants.

The Table 2 presents the reliability coefficients, mean scores, and results of the normality analysis for the scale scores.

Table 2: Reliability, Mean and Normality Analysis Results for Scale Scores

	Cronbach Alpha	Normal Parameters		Test Statistic	p
		Mean	Std. Deviation		
ODMS sensitive to quality	0.507	6.3802	2.03910	0.107	0.000**
ODMS sensitive to brand	0.652	8.1120	2.80534	0.083	0.000**
ODMS sensitive to innovation	0.764	5.2526	2.19809	0.106	0.000**
ODMS sensitive to price	0.677	10.9922	2.62692	0.116	0.000**
ODMS sensitive to mobility	0.566	6.2057	1.84146	0.141	0.000**
ODMS sensitive to web content	0.919	25.3021	5.65846	0.212	0.000**
ODMS sensitive to web interface	0.555	7.4661	2.01143	0.144	0.000**
SMAS virtual tolerance	0.789	33.0078	8.10199	0.055	0.007*
SMAS virtual communication	0.842	23.0052	7.24145	0.062	0.001*
SMAS total	0.878	56.0130	13.83745	0.045	0.0540
PRS total	0.783	17.8385	5.17979	0.092	0.000**

Note: * $p < 0.01$, ** $p < 0.001$; ODMS: Online Decision-Making Scale; SMAS: Social Media Addiction Scale; PR: Psychological Resilience Scale.

All scale score distributions exhibited Cronbach's Alpha values exceeding 0.50, indicating acceptable internal consistency reliability. However, the distributions of scale scores, with the exception of SMAS total, deviated from normality ($p < 0.05$). Consequently, nonparametric tests were employed for the analysis of the research data.

The results of Spearman's rho correlation analysis between online purchase decision, psychological resilience, and social media addiction are presented in Table 3.

Table 3: The Results of Spearman's Rho Correlation Analysis Between Online Purchase Decision, Psychological Resilience and Social Media Addiction

	PRS Total	SMAS Total	SMAS Virtual Communication	SMAS Virtual Communication
ODMS sensitive to quality	-0.016	0.112*	0.116*	0.079
ODMS sensitive to brand	-0.100*	0.229**	0.218**	0.199**
ODMS sensitive to innovation	-0.028	0.203**	0.172**	0.191**
ODMS sensitive to price	-0.038	0.058	0.118*	0.004
ODMS sensitive to mobility	-0.094	0.182**	0.184**	0.147**
ODMS sensitive to web content	-0.066	-0.027	0.097	-0.135**
ODMS sensitive to web interface	-0.063	0.155**	0.237**	0.050

Note: * $p < 0.05$, ** $p < 0.01$, ODMS: Online Decision-Making Scale, SMAS: Social Media Addiction Scale, PRS: Psychological Resilience Scale.

The results of the Spearman's rho correlation analysis revealed significant findings. Specifically, the Psychological Resilience Scale (PRS) exhibited a significant negative correlation with the sensitive to brand dimension of the Online Decision Making Scale (ODMS) ($r=-0.100$; $p<0.05$). Moreover, the Social Media Addiction Scale (SMAS) total score showed significant positive correlations with sensitive to quality ($r=0.112$; $p<0.05$), sensitive to brand ($r=0.229$; $p<0.01$), sensitive to innovation ($r=0.203$; $p<0.01$), sensitive to mobility ($r=0.182$; $p<0.01$), and sensitive to web interface ($r=0.155$; $p<0.01$).

The results of the Generalized Linear Model analysis for the effects of social media addiction and psychological resilience on online purchasing decisions are presented in Table 4.

Table 4: The Results of the Generalized Linear Model Analysis for Effects of Social Media Addiction and Psychological Resilience on Online Purchasing Decisions

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test		
			Lower	Upper	Wald Chi-Square	df	p
(Intercept)	62.19	3.89	54.58	69.81	256.11	1	0.000**
SMAS total	0.16	0.047	0.06	0.25	11.20	1	0.001*
PR total	-0.07	0.12	-0.32	0.17	0.32	1	0.570
(Scale)	151.65 ^a	10.94	131.65	174.69			

Dependent Variable: ODMS_total
Model: (Intercept), SMAS_total, PRS_total
Note: * $p<0.01$; ** $p<0.001$; ^a, Maximum likelihood estimate

The results from the Generalized Linear Model analysis revealed that the effect of social media addiction on online purchase decisions was statistically significant and positive ($B=0.16$; $p<0.01$). However, the effect of psychological resilience was found to be statistically insignificant ($p>0.05$).

5. Discussion

This study aimed to investigate the impact of psychological resilience and the level of social media addiction on the online purchasing behavior of university students. To achieve this objective, a survey was administered to 384 university students.

Providing customers with a positive online shopping experience is expected to increase their inclination to make purchases, as it enhances their confidence in and favorable perceptions of the e-commerce platform brand (Sinurat et al., 2021; Tzeng et al., 2021). Confidence and attitude levels are dynamic and influenced by prior experiences with the e-commerce platform. Hence, as customers' attitudes improve and their trust in the platform increases, it is anticipated that they will continue to make more purchases through both the website and mobile application (Widagdo and Roz, 2021; Al-Adwan et al., 2020).

Frequent online shoppers often hesitate due to perceived risks associated with online transactions. Unlike traditional shopping, where customers can physically inspect merchandise before purchasing, online shopping requires customers to rely on digital representations (Knuth and Ahrholdt, 2022; Lăzăroiu et al., 2020; Tran, 2020). However, this behavior not only reduces perceived risks but also fosters positive attitudes towards online purchases. Additionally, online shoppers are required to provide personal information such as their address, phone number, and credit card details during the ordering process.

Diagnosing social media addiction often involves considering various factors beyond just the duration of daily usage. Each individual may have unique predispositions to addiction, with certain personality traits, such as narcissism, being associated with a higher risk of social media addiction. Conversely, research has found a positive correlation between social media addiction and feelings of loneliness, suggesting that as loneliness increases, so does the likelihood of social media

addiction (Uram and Skalski, 2022; Rachubińska et al., 2021). In essence, the escalation of social media addiction appears to be linked with an increase in feelings of loneliness.

While existing literature has explored online purchasing and marketing through social media, there remains a gap in understanding the impact of social media addiction on online purchasing decisions. Therefore, the findings of this research are significant. The study reveals that as social media addiction levels rise, there is a corresponding increase in students' inclination to make online purchases. This underscores the pivotal role of social media platforms in online marketing and highlights their significance in influencing consumer behavior.

6. Conclusion

The findings of the study indicate that higher levels of social media addiction among university students positively correlate with their online purchasing behavior, leading to increased online purchases as social media addiction levels rise. However, while online purchasing represents a significant aspect of marketing, social media addiction poses a drawback for students. Hence, there is a pressing need for interdisciplinary research to enhance students' awareness of online purchasing behavior and to promote a more conscious use of social media platforms.

Future studies and practical applications could delve deeper into several areas related to students' engagement with social media. These could include examining students' levels of social media addiction, their digital media literacy skills, socialization patterns, and brand awareness, as well as their consumption behaviors. Additionally, further research could explore students' decision-making processes when making purchases on social media platforms, their preferences for specific products or services, and their brand loyalty and commitment. Moreover, investigations into how social media applications influence students' purchasing preferences could provide valuable insights for marketers and educators alike.

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Research and Publication Ethics Statement: All the rules stated in the "Higher Education Institutions Scientific Research and Publication Ethics Directive" were strictly considered at every stage of this research. None of the actions specified under the heading "Actions Against Scientific Research and Publication Ethics" of the directive has not been carried out. During the writing process of this study, the citations were made in accordance with the ethical rules and a bibliography was created. The study was subjected to plagiarism control

Ethical Committee Approval: This study has been prepared in accordance with the scientific research and publication ethics rules, with the approval of the Gümüşhane University Scientific Research and Publication Ethics Board, documented by the Ethical Approval Certificate dated 05/03/2023, number 2023/2.

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