

The Impact of Negative Psychology on Customers' Impulsive Buying Behavior in Vietnam

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ABSTRACT: This study aimed to synthesize fundamental theories about negative psychology and impulsive buying behaviors. A synthesis of concepts related to envy, negative mood and depression. Proposing a hypothesis and research model for the impact of negative psychology on customers' impulsive buying behavior in Vietnam. Official survey sample of 647 customers using social media and online shopping on e-commerce platforms in major cities across Vietnam, including Hanoi, Da Nang, Hue, Ho Chi Minh, Can Tho and Bien Hoa. According to experimental research results, envy and negative mood have a positive impact on depression and impulsive buying behavior. At the same time, depression influences customers' impulsive purchasing behavior.

Keywords: envy, negative mood, depression, impulsive buying.

I. INTRODUCTION

The habit of buying goods and services online seems to be one of the popular forms, in which impulsive buying behavior (impulse shopping) is growing strongly and becoming a trend in the population. Today's netizens, especially young people working in the office, use social networks in browsers and applications such as Facebook, Zalo, Instagram, Tiktok... that are pre-activated on smartphones or computers. count. When considering the origin, most of the studies in Vietnam by Ha Nam KhanhGiao and Nguyen Thi Hong Mo (2017); Phan Linh Duong and Mai Ngoc Khuong (2019); Hsu and Doan Yen Kim Mai (2020); Nguyen UyenThuong (2020) authors research on factors affecting customers' impulsive buying behavior based on two aspects: stimulation from the outside environment and customer mood. However, these moods are mainly formed with excitement, spontaneity and feeling happy with the

surrounding environment, so the decision to buy is made. However, the formation of buying from negative psychology or mood has not yet been established. Focus on a lot of research. In two studies by Tran Van Dat (2022), the author mentioned two negative psychological aspects of customers: envy and decreased self-esteem, but did not mention mood. customer negativity. In other words, psychology is considered an individual's perception and way of thinking, but mood is considered a form of emotion formed in the short term or over a certain period of time accessed by the individual. with some unknown event or event (Martin et al., 1998). On the other hand, there are opinions that impulsive shoppers are more social, placing their self-image and sense of status rather than the necessary usefulness of that product for themselves. , or in other words, impulsive buying is a way to look better in the eyes of others or like a certain model that the shopper is aiming for and this is social comparison behavior (Verplanken and Sato, 2011 ; Ahmad et al., 2019; Dhandra, 2020; Zheng et al., 2019). Hence, the influence of social comparison on customers' negative psychology and mood is substantial. Conversely, the escalation of these psychological states and moods drives customers towards impulsive purchases of goods aimed at soothing, healing, or achieving a superior appearance compared to others.

II. THEORETICAL BASIS AND RESEARCH HYPOTHESIS

1.1. Theoretical basis

Envy

Envy is often defined as "An unpleasant and painful mixture of characteristic feelings such as inferiority, hostility or resentment. It is formed from comparing ourselves with a person or group of people who possess the things we desire" (Smith and Kim, 2007). In which envy is considered a

negative emotion and causes psychological harm to oneself, however, recent research suggests that envy is an emotion with two forms: First, envy Negativity creates the motivation to possess or want to make the people you are comparing to be like you. Second, positive envy is a form of emotion that can make you feel frustrated but will end quickly, and tends to improve and perfect yourself to be like the people you are comparing to. (Lange and Crusius, 2015).

Negative mood

Mood has been identified as a variable that has a strong influence on impulsive buying (Gardner and Rook, 1988; Rook, 1987; Rook and Gardner, 1993). Watson and Tellegen (1985) point out that positive affect and negative affect are two distinguishable dimensions that are orthogonal to each other. Upward social comparison often leads us to negative moods, because when comparison occurs, we ourselves will be exposed to positive images and information from others and will then self-identify. awareness and self-assessment (Haferkamp and Krämer, 2011; Fardouly et al., 2015). In addition, using social networks a lot will make users experience negative moods such as social anxiety syndrome caused by comparing themselves with other users through images or comments. good information about those people's lives (Shaw et al., 2015).

Depression

Beck and Beamesderfer (1974) suggested that the characteristics of depression include pessimism, feelings of failure, dislike of self, social withdrawal, and preoccupation. Coopersmith (1967) suggested that people with low self-esteem tend to experience feelings of distress, self-blame, psychiatric symptoms, and feelings of depression. Depression is characterized by markedly persistent low mood and is a major type of mood disorder. Patients with clinical depression are always in a bad mood. Depressive symptoms range from unhappiness to sadness, even pessimism and suicidal attempts or behavior (Pereset et al., 2017).

Impulse Buying

Impulsive buying is defined as a person's desire to buy something spontaneously, suddenly, and often with a comparison arising with an object to make a decision called emotion. This shopping can easily lead to consequences (Rook, 1987). Impulsive buying behavior is often related to consumers' emotions (Eysenck et al. 1985), which is a cognitive component in impulsive behavior

(Hoch and Loewenstein 1991; Rook and Fisher 1995). In addition, individuals often act impulsively first and then proceed to perform the behavior and think it is appropriate. It will be beneficial in the short term but can easily cause serious consequences in the long term because they act spontaneously and without thinking about the benefits of shopping (Puri 1996).

1.2. Research hypothesis

In the context of social comparison, envy appears (Jordan, 2011), when a social network user sees other people possessing the things they desire or sees the lives of others. When other people are better than themselves, envy arises (Appel et al., 2015; Tandoc et al., 2015) and this envy is the cause of negative moods such as unhappiness and discomfort. and creates thoughts of wanting to possess.

H1: Envy has a positive impact on negative moods.

Recently, some researchers have suggested that social media use directly and indirectly affects individuals' depressive symptoms through social media envy (Tandoc et al., 2015). It is worth noting that depression and envy are closely related. Specifically, they are both experiences of negative mood and both can be caused by upward social comparison (Milfont and Gouveia, 2009). Of course, there are also some obvious differences between depression and envy: First, envy is always directed at a specific object, which can motivate the envious person to reduce the difference. between themselves and the object of envy, to seek psychological balance and eliminate unpleasant emotional experiences (Taiet et al., 2012). However, depression is not directed towards a clear object, it is a negative emotional experience, depression is closely related to reduced meaning in life and has no effect on promoting envy. (Laura and Owens, 2015). In addition, in the trend of increasing envy, a person who always feels pessimistic or lacks confidence in himself will always have a negative mood, thereby leading to depression. Therefore, in this study the following hypothesis is proposed:

H2: Envy has a positive impact on depression

H3: Negative mood has a positive impact on depression.

Envy is considered one of the components of materialistic ownership (Belk, 1984), arising when a person covets products or brands owned by another. This creates a sense of discomfort and a

desire to possess the same high-end items (Belk, 2008). Such envy often drives individuals to purchase similar or superior material goods (Milovic, 2014). Consequently, individuals experiencing envy tend to accumulate more material possessions and are less likely to forego any opportunities to acquire them. However, this envy can also lead to impulsive buying decisions and subsequent consumer regret (Gabler and Reynolds, 2016). Thus, individuals who compare themselves to others and desire material possessions beyond their reach often experience negative emotions and dissatisfaction (Richins and Dawson, 1992; Kashdan and Breen, 2007; Luca et al., 2016). This, in turn, prompts impulsive buying as a means of emotional relief and a way to alleviate envy. Therefore, the following hypothesis is proposed:

H4: Envy has a positive impact on impulsive buying.

Negative mood is the most natural basic emotional state and reaction to the development of social comparison, which creates incentives to enhance an individual's social attractiveness such as changes in image, body or personal condition after contact with comparison people (Dittmar et al., 1995). Negative mood is a clear expression of unpleasant emotions (Zimmermann et al., 2011). Therefore, a negative mood serves as the initial indicator that prompts self-enhancement. Conversely, when individuals experience feelings of inferiority, particularly in social media contexts

where others' appearance, status, and achievements are prominently showcased (Chou and Edge, 2012), they tend to seek ways to conceal these emotions and aspire to improve themselves by acquiring goods and products, ultimately aiming to alleviate negative emotions and favoring impulsive buying behaviors. Thus, the following hypothesis is posited:

H5: Negative mood has a positive impact on impulsive buying.

Some individuals satisfy their enjoyment goals by acting impulsively, but not everyone who wants to enjoy enjoyment is impulsive (Ramanathan and Menon 2006). Depression is related to impulsive shopping because this shopping behavior will tend to alleviate feelings of depression (Duhachek2005) and this may explain why this type of shopping is so easy to do. damage (Sayre and Horne 1996). The reason comes from the fact that when individuals feel they have lost materially, in terms of status, or in other words, have low self-esteem and envy (Hoch and Loewenstein1991), this shopping behavior will help them regain a sense of "normalcy" (Delorme et al., 2004) or possibly face difficulties related to negative emotions (Benight and Bandura, 2004). Demoss (1990) also believes that when disappointed and depressed, people often tend to give themselves gifts through shopping and this is the impulse that creates the motivation to perform impulsive shopping behavior. Therefore, in this study the following hypothesis is proposed:

H6: Depression has a positive impact on impulsive buying.

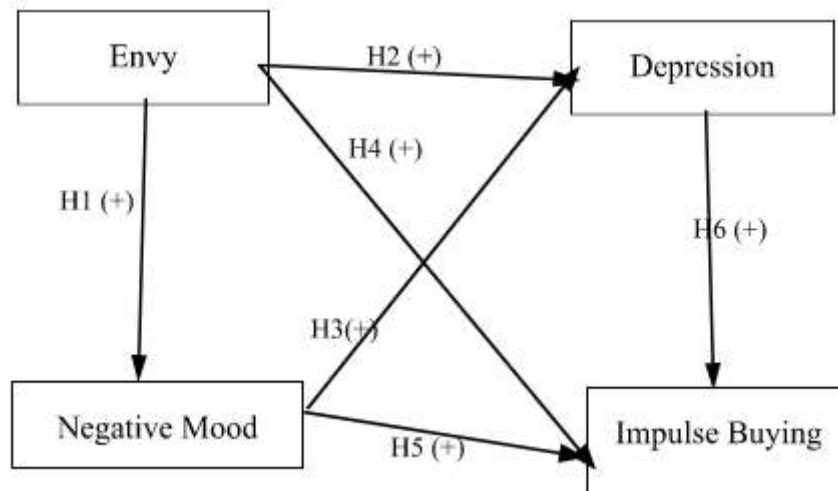


Figure 1: Research model

III. RESEARCH DATA

After distributing 1,000 questionnaires, 804 were collected, resulting in a response rate of 80.4%. However, during the screening process, it was found that 157 questionnaires were invalid.

This was due to some respondents completing the entire assessment, while others only answered 40-50% of the questions. As a result, the final valid sample size for data analysis is 647.

Table 1: Descriptive statistics of the official study sample

Sample characteristics	Frequency	Percentage (%)	
Sex	Male	202	31,2
	Female	445	68,8
Age	From 16 to 22 years old	157	24,3
	From 23 to 30 years old	324	50,1
	From 31 to 40 years old	138	21,3
	Over 40 years old	28	4,3
Area of residence	Ho Chi Minh	199	30,8
	Ha Noi	82	12,7
	Hue	98	15,1
	Da Nang	92	14,2
	Can Tho	85	13,1
	Bien Hoa	66	10,2
Job	Other locations	25	3,9
	Student	129	19,9
	Office staff	250	38,6
	Technique	114	17,6
Academic level	Business	144	22,3
	High school	74	11,4
	College/intermediate school	127	19,6
	University	343	53,0
Income per month	After university	103	15,9
	Under 7 million	71	11,0
	From 7 - under 15 million	199	30,8
	From 15 - under 23 million	260	40,2
Frequency of using social networks per day	Over 23 million	117	18,1
	Under 2 hours	158	24,4
	From 2 - 4 hours	392	60,6
Type of social network used	Over 4 hours	97	15,0
	Instagram	148	22,9
	Facebook	239	36,9
	Zalo	101	15,6
Products purchased online	Tiktok	159	24,6
	Fashion clothes	156	24,1
	Hand bag	62	9,6
	Footwear	108	16,7
	Fashion accessories	152	23,5
	Cosmetics	98	15,1
	Food, drinks	49	7,6
Other	22	3,4	
Total	647	100	

IV. RESEARCH METHODS

Cronbach's Alpha reliability test: To assess the reliability level, Hair et al. (2010) and Kline (2005) suggest that a Cronbach's Alpha coefficient ranging

from 0.7 to 0.8 is deemed suitable. However, Nunally (1978) and Peterson (1994) argue that a coefficient exceeding 0.6 is acceptable, particularly when exploring novel concepts or administering

new surveys. In such cases, a coefficient of 0.6 or higher is considered favorable.

Confirmatory factor analysis CFA: Standards for performing CFA include standards for assessing general relevance and standards for assessing relevance according to content validity aspects. In particular, to evaluate the overall suitability of the model, the author uses standards that are the reliability of the scale assessed through the composite reliability coefficient (ρ_c - Composite reliability), the reliability (Cronbach's alpha - α), with the standard for evaluating the model's suitability by the reliability of the scale being $\rho_c > 0.5$ or $\alpha \geq 0.6$. Convergent validity represents the

validity of measuring a concept that is closely correlated after repeated measurements. According to Anderson and Gerbing (1988), a scale is considered to have convergent validity when the standardized weights of the scale are high (> 0.5).

Linear structural model SEM: Hair et al (2010) argue that SEM is an extension or a unique combination of several multivariate techniques such as regression analysis and multifactor analysis. In other words, this model measures the impact of variables on each other. With a P value lower than 5%, the impact is statistically significant.

V. RESEARCH RESULTS

1.3. Testing the reliability of the CFA confirmatory factor scale

Table 2: Results of testing the reliability of the CFA confirmatory factor scale

	Factors				Cronbach's Alpha	Composite reliability ρ_c	AVE
	DP	EV	IB	NM			
DP1	0.856				0.896	0.899	0.706
DP2	0.856						
DP3	0.834						
DP4	0.781						
DP5	0.871						
EV1		0.788			0.864	0.865	0.648
EV2		0.830					
EV3		0.798					
EV4		0.803					
EV5		0.805					
IB1			0.726		0.875	0.879	0.668
IB2			0.840				
IB3			0.833				
IB4			0.847				
IB5			0.834				
NM1				0.878	0.858	0.865	0.778
NM2				0.909			
NM3				0.860			

Table 2 shows that the Cronbach's Alpha coefficients of the variables envy, negative mood, depression, and impulsive buying behavior are 0.864; 0.858; 0.896; 0.875 is greater than 0.6. At the same time, the combined reliability of the above variables is 0.865; 0.865; 0.899; 0.865 is greater than 0.6. Therefore, these variables gain reliability. On the other hand, the AVE values of the margins are all greater than 0.5, so the factors

and measurement scales achieve high reliability. For convergence, on the rotated factor matrix, all weights are greater than 0.5 and converge to representative factors.

1.4. Testing the SEM linear structural model

The SEM linear structural model analysis method is used by researchers to test theoretical

research models. This method has advantages in overcoming the limitations of traditional

multivariate regression methods, because the SEM model can calculate measurement errors.

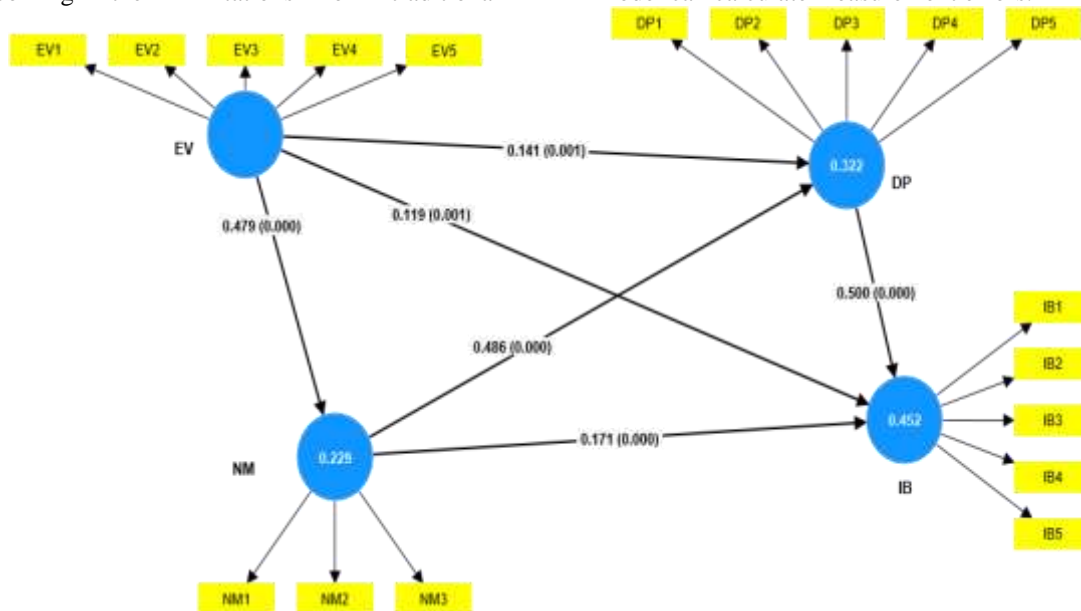


Figure 2: SEM linear structural regression model results

Based on the results of Figure 2, it shows that envy has a positive impact on customers' negative mood, depression and impulsive buying behavior with estimated parameters of 0.479; 0.141; 0.119. Negative mood positively impacts depression and impulsive buying behavior with estimated parameters of 0.486; 0.171. In addition, depression positively affects impulsive buying behavior with an estimated parameter of 0.500. These impact parameters all have positive values and the P - value is lower than 5%, so the impact relationships are all statistically significant. In essence, these findings indicate that as customers' negative psychological states escalate, their inclination towards impulsive purchases intensifies as a means to alleviate their mood, address emotional distress, and bridge the gap with others. Consequently, the research hypotheses are confirmed.

VI. MANAGEMENT IMPLICATIONS

Taking advantage of customers' jealousy when using social networks and encountering images or information of other users when owning products, businesses should build advertising strategies with coordination. Create images of famous people or influential KOLs on social networks. It focuses on expressing content surrounding how the features are optimized when owning a business's products? In addition, build a

program for customers who buy at stores or branches to take beautiful photos when shopping, share about their purchasing experience, receive many incentives or write valuable content when asked. Owning this product will make you happy, change your mood, etc. Sales programs need to follow the principle of creating a sense of scarcity for customers or limited edition products.

Focus on customer care activities, especially trend-oriented sales scripts that promote customers themselves, so that they feel important and appreciated in society. In particular, letting them feel their importance when using the product will help businesses spread the image and overall goodness when they use that product. Websites or sales pages on e-commerce platforms need to display out-of-stock products, avoiding the situation where customers have placed orders but are out of stock or do not receive the goods. In order to enhance customers' self-esteem, businesses should have programs to encourage customers at stores to tag the names of friends, colleagues, and relatives on social networks to receive gifts and rewards, and at the same time give incentives to customers. The other person knows that he or she owns the product.

Businesses need to create pressure-free purchasing activities and take measures to increase customer connection with businesses on social networks for longer, through advertising channels, online marketing and other conditions. around. In

particular, sales businesses need to create rich programs or activities to mobilize customers to share fun and interesting experiences about the brand or brand, especially after-sales programs. or mini games to get rewards when making purchases. Moreover, it is essential to stay abreast of trends in fashion, music, and lifestyle to develop contemporary sales and product advertising channels that captivate and resonate with customers' emotions, excitement, and moods.

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