



The Impact of the Digital Revolution on Digital Addiction and Consumer Purchasing Behaviors

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Abstract

The digital revolution is the adaptation of cultural changes to mechanical transformations by organizations and meeting customer expectations quickly, on time and reliably. The "Digital Transformation Revolution" doesn't happen overnight; change criteria should be integrated into the mission and vision of the organization with the positive and motivating interaction of asset management with operational management and employees. The digital revolution has developed rapidly in recent years, leading to radical changes in all areas of society. The most striking of these changes is the increase in people's dependence on digital technologies in their daily lives, that is, the phenomenon of digital addiction. Digital addiction can be defined as the inability of individuals to control their use of technology and therefore experience negative effects in their social, emotional or professional lives [1]. This article compares the effects of the digital revolution on these two important issues and discusses their contrasts. The digital revolution has facilitated individuals' access to information and communication tools, but this convenience has also brought about addiction problems over time. The widespread use of the internet and smart devices has caused individuals to spend more time on social media platforms, online games, and other digital content. This has become a digital escape tool for many people. In addition, digital addiction can also cause psychological problems. Research shows that digital addiction is associated with issues such as depression, anxiety, and loneliness [2]. In this context, the digital revolution has triggered an addiction process that can negatively affect people's mental health. Digital addiction and shifts in consumer purchasing behavior represent two distinct faces of the digital revolution. While digital addiction has negative effects on individuals' personal and social lives, digital purchasing behaviors generally produce positive results. The digital revolution has both positive and negative effects on both concepts.

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Introduction

Advances in information technology have accelerated the birth and development of e-commerce and made e-commerce accepted as today's new understanding of commerce. E-commerce has changed the forms and models of commerce and marketing, allowing people to shop and take advantage of doorstep delivery options even from distant countries. Thus, geographical boundaries in shopping and marketing have completely disappeared. The technological advancements brought about by the digital revolution, particularly shifts in internet usage habits, have significantly transformed both consumers and businesses. The basis of this transformation lies in the conveniences offered by digitalization and the radical changes it creates in the purchasing behavior of the consumer. This, along with the rise of e-commerce platforms, has increased the role of personalization, trust, safety, and online research in purchasing processes, and has radically changed business models and marketing strategies. With the internet becoming an indispensable part of daily life, consumers' tendency to online activities is increasing, thus bringing new competitive areas and marketing strategies. While this transformation paves the way for the emergence of new behavioral trends such as digital addiction, examining the effects of these addictions on consumer purchasing behaviors is at the center of modern marketing research [3-8].

Businesses can achieve their sales targets, which are difficult to achieve with traditional marketing methods, in a shorter time through digital marketing, and increase their sales by using tools such as live chat rooms, chatbots, and voice assistants. Digital tools offer consumers instant and personalized experiences, accelerating purchasing processes and triggering online compulsive buying trends. Rapidly evolving digital transformation, particularly with the proliferation of technological platforms such as e-commerce, social media, and mobile applications, is leading to significant changes in consumers' purchasing decisions, brand loyalty, and overall consumption habits. In this context, digital marketing activities, which emerged as a result of the digital revolution, play an important role in reaching large audiences by moving from traditional methods to digital environments. Especially with the widespread use of the internet, digital marketing activities have become more evident as consumers have started to carry

out all processes during, before, and after purchasing through online platforms. This integration has revolutionized the way businesses engage with their target audiences and deliver marketing messages, while expanding the use of digital marketing tools such as social media advertising campaigns to convert potential customers into actual customers. Consumers are now turning to online research rather than sales personnel to learn about products and services and make purchasing decisions, making it essential for companies to move their marketing strategies to the digital environment. This necessity enables companies to achieve more effective results by focusing on specific target audiences rather than large audiences, demonstrating the many advantages of digital marketing compared to traditional methods. Especially with the widespread use of smartphones and the growth of the e-commerce market, digital marketing offers opportunities to reach more potential customers and connect with existing customers [9-16].

Scope and Limitations of the Research

The comprehensive role of digital marketing requires developing personalized strategies by analyzing consumer behavior, thus helping businesses gain a competitive advantage [9]. Today's companies have to strengthen their digital presence and ensure an effective positioning in the online environment [10]. This shows that digital marketing is not limited to advertising and promotional activities but also forms the basis of customer relationship management and sales growth strategies [15]. Businesses that reach wider audiences at low costs through digital channels not only promote the products and services they offer, but also provide after-sales services, allowing consumers to communicate with the institution comfortably. This interactive communication directly contributes to increasing sales by allowing brands to establish strong connections with customers and reach potential customers more accurately. Businesses create demand by reaching their target audiences through various channels through digital marketing methods, which supports the brand's online expansion and value gain. As a matter of fact, digital marketing campaigns are generally more cost-effective than traditional marketing channels, offering businesses a comprehensive strategy to engage with consumers using various online channels such as digital marketing, search engine optimization, social media marketing, and email marketing. Through these strategies, businesses can increase

their sales by promoting their products and services more effectively on digital platforms. Additionally, through data analytics, personalized campaigns can be created by delving into customer behavior, significantly increasing conversion rates. These tools make it easier for brands to reach their target audiences more quickly and cost-effectively, promote their products and services, and provide after-sales support. Digital marketing offers significant advantages for businesses as it is lower cost compared to traditional methods, reaches large audiences, and offers measurable results. In this way, companies continue their efforts to strengthen their brand image and increase their brand value in the digital environment while encouraging direct interaction of consumers with products and services. In this context, digital marketing provides financial benefits by offering competitive advantages thanks to its interactive structure, updatable feature, and creativity [17-25].

Literature Review

Simonson and Rosen (2014) define new types of consumers who are skeptical, intelligent, and immunized to marketing as digital consumers. In order for brands to reach and communicate with digital consumers, they need to reach the living standards and habits of consumers by taking advantage of all digital opportunities. It is inevitable for brands that store all the characteristics of consumers in their data banks to integrate digital, strategy, processes, products and consumer experiences for future growth, efficiency and continuity of digital consumers. In the development of digital technology, marketing theory and practice have been affected and have almost transformed data collection and processing in marketing. The basis of digital transformation lies in the conveniences offered by digitalization and the radical changes it creates in the purchasing behavior of the consumer [5]. This, along with the rise of e-commerce platforms, has increased the role of personalization, trust, safety, and online research in purchasing processes, and has radically changed business models and marketing strategies [6]. In particular, the information processing facilities offered by the internet and the wide market area have created new channels for consumers' impulsive and compulsive purchasing behaviors [11]. In today's society, consumers have instant and detailed access to product and service information, allowing for easy ordering and purchasing with a single tap. This situation leads

consumers to buy, especially with the incentive effect of social media, and fuels instinctive and unplanned shopping tendencies by combining with psychological processes such as FOMO, which is the feeling of missing out [26-28].

According to the observations of the researchers, consumers shop for hedonic reasons as well as buying necessities. Consumers who make online shopping a pleasure and fun, and who are happy with it and relieve their stress, benefit emotionally from the products they buy. While consumers prefer to shop from sites with a lot of likes, they tend to buy products that are liked and have many positive comments about them. Türkyilmaz stated that websites that are of high quality, easy to use, descriptive of product information and highly appreciated are preferred by consumers in purchasing. In this process, consumers' view of shopping in digital environments as a means of escapism, entertainment, or distraction from personal problems becomes a factor that positively affects their purchasing behavior. In this context, digital marketing strategies activate the digital purchasing impulse by establishing a direct interaction between consumers and products and can turn the online shopping habit into a craze. As a matter of fact, the informative and persuasive features of digital marketing shorten consumers' purchasing decision processes and pave the way for them to engage in unplanned and compulsive purchasing behaviors with hedonic emotions [9]. Global events such as the pandemic have accelerated the digitalization process, encouraging consumers to turn to online shopping and making it necessary for brands to restructure their digital marketing strategies. In this period, social media and influencer marketing, in particular, have emerged as powerful tools that guide consumers to purchase products even though they do not need them [28-29].

Indeed, it has been observed that individuals who use social media platforms extensively exhibit compulsive purchasing behaviors in both online and offline environments. In this context, instant deals and promotions offered on digital platforms offer economical shopping opportunities for normal consumers, but can have detrimental consequences for compulsive consumers. This, especially when combined with psychological factors such as fear of missing out on opportunities, can increase consumers' tendency to make impulsive purchases, leading to regret [4]. The personalized content and brand interactions offered by

these platforms have positive effects on consumer loyalty, reinforcing the impact of digital addiction on purchasing decisions [29]. In this context, the critical role of digital technology in social and economic development has led to a noticeable transformation in consumer behavior, particularly through social commerce platforms. This transformation triggered by digitalization has led to a shift from traditional retail shopping to online platforms; convenience, efficiency, and personalized service experiences have become key factors for consumers. In this transformation, the popularity of online shopping has increased with the restriction of physical consumption due to pandemic conditions, and consumers have turned to online consumption in search of convenience and speed. This, especially when combined with psychological factors such as hedonic consumption tendency and FOMO, can trigger compulsive and impulse buying behaviors in online shopping [27]. In this context, the rise of digital platforms, particularly social media apps like TikTok, significantly influences consumer behavior by making FOMO one of the key drivers of impulsive buying [30-35].

The study examines the multifaceted effects of the digital addiction phenomenon caused by the digital revolution on consumers' purchasing behaviors. In this context, the changes observed in individuals' consumption habits with the increasing internet usage and the widespread use of social media platforms are analyzed in depth, especially in terms of impulsive purchasing tendencies [4]. The analysis, which also considers the potential effects of internet addiction on online impulsive and compulsive purchasing behaviors, reveals the transformative role of digitalization on consumer psychology. The reasons why postmodern consumers turn to compulsive and impulse purchasing actions independently of cognitive evaluations and the financial difficulties caused by this situation are detailed [11]. This, coupled with a lack of financial literacy and social experience, particularly among younger consumers, is driving impulsive buying behaviors driven by the inclination towards luxury spending and the influence of digital media.

This situation, which brings instant buying as an irrational consumer action, can cause serious problems in the life of the person [11]. Impulsive buying is a major research topic in the psychological and

marketing literature, and it is triggered by factors such as impulsivity, emotional excitability, low self-control, time pressure, and environmental stimuli. Peer interaction and limited-time opportunities, especially on social media-based platforms, push consumers to make quick and often emotionally-based decisions [27]. The differentiations in consumption habits created by technological developments increase the accessibility of products at any time with the integration of physical and online channels, reinforcing uncontrolled consumption trends. Mihić and Kursan's research highlights that environmental factors, social shopping environments, and promotional techniques significantly influence impulsive buying behaviors, while the development of the internet and social media has triggered such behaviors, facilitating access to products and services. This is supported not only by increasing the likelihood of impulse buying [13], but also by modern marketing strategies expanding these impulsive opportunities through 24-hour accessible shopping channels and websites. Indeed, the promise of seamless access and instant gratification offered by digital platforms leads consumers to focus on the quick purchasing experience rather than the process of choosing a product, highlighting thoughtless impulsive behaviors. Increasing product and service access with the development of social media triggers consumers' unplanned and sudden purchasing behaviors, that is, impulsive purchasing [36]. This situation paves the way for the spread of FOMO, which is the feeling of missing out due to the need for social comparison and increased exposure, especially among young consumers, and the increase in unplanned purchasing actions [37].

In this context, advertisements on social media and personalized marketing strategies play a more effective role than traditional advertising channels by encouraging consumers to research and purchase products or services [37]. As a matter of fact, the concept of speed brought by digitalization has created the need for consumers to make instant purchases before moving on to the next advertisement or content, which has led brands to offer direct and fast shopping opportunities through social media ads. Such strategies are particularly prevalent on social media with phrases like "limited number of products" or "only a few left" or "limited hours," accelerating consumers' purchasing decisions and reinforcing their quest for instant gratification. Combined with the designs and marketing

strategies of e-commerce platforms that encourage impulse buying impulses, they facilitate the spread of compulsive buying behaviors. Notably, the fear of missing out emerges as a primary psychological factor among young adults, influencing shopping motivation and impulsive purchasing decisions [38-40].

It is noted that individuals experiencing high levels of FOMO use digital devices more frequently and in distractions, resulting in conflicting emotions, such as a sense of connection and belonging, as well as stress and dissatisfaction. This sets the stage for the emergence of behavioral patterns such as compulsive app control, impulsive actions, and compulsive consumer behaviors [38], while extensive use of social media leads not only to anxiety disorders such as fear of missing out but also to obsessive shopping. In this context, excessive use of social media causes individuals to constantly follow the lifestyles of those around them, increasing FOMO levels, which triggers materialistic tendencies and compulsive buying behavior [30]. As a matter of fact, the constant interaction environment of social media fuels the desire to keep up to date and not fall behind the experiences of others, creating a tendency for consumers to see social media as a necessity. Product promotions by social media influencers encourage followers' purchasing intentions and increase FOMO, especially among young consumers, leading to fast-moving consumption preferences [27, 30]. This situation reinforces the need for social status and belonging to peer groups in individuals, while also allowing brands to build their digital marketing strategies on FOMO. This type of buying behavior is more commonly observed among young adults, with individuals with high FOMO levels being more prone to impulsive buying and increased compulsive buying behaviors over time [38]. Marketing tactics online trigger compulsive buying behaviors, particularly among younger consumers, straining their financial and mental resources. Marketing techniques increase consumers' sense of urgency through methods such as limited-time offers and flash sales, pushing them to make impulsive purchase decisions that are not rational [41-44]. This shows that a consumer culture bearing the traces of perfectionism has developed in the digitalizing world, and mass media creates pressure with messages that encourage them to purchase new products and experiences [39]. This pressure can cause individuals to feel their own inadequacies

and turn to unnecessary consumption in order to meet social expectations. In addition, the situation of constantly seeing the attractive lives and products of others on social media reinforces the feeling of FOMO in individuals and triggers unplanned purchasing behaviors in order to eliminate these deficiencies [30, 37].

Methodology

The methodology of the study was meticulously determined to ensure the reliability and validity of the research. The research design, sample selection, data collection tools and statistical analysis methods will be explained in line with the testing of the determined hypotheses and answering the research questions. In this context, a quantitative research approach has been adopted to examine the impact of digital addiction on consumer purchasing behavior. This approach involves the evaluation of the data obtained through the survey technique with statistical analysis, so that the relationships between the variables can be expressed numerically. In the study, structural equation modeling was used to examine the effect of FOMO and hedonic consumption tendency on instinctive buying. Through this modeling, the direct and indirect interactions of hedonic consumption tendency and FOMO on instinctive purchasing behavior were analyzed in detail [27]. These analyses have allowed for a deep understanding of the complex purchasing motivations consumers face in the digitalized world and the behavioral consequences of these motivations. Notably, the impact of social media addiction on impulsive buying was weaker compared to FOMO's but still showed a positive association [4].

Results and Evaluation

The findings of this research provide an in-depth analysis of the complex and multifaceted effects of digital addiction, particularly FOMO, on consumer purchasing behaviors, making significant contributions to both academic literature and marketing strategies. In this context, FOMO's direct link between surveillance and purchasing behaviors suggests that organizations may use this fear more frequently to increase service and product sales. This situation reveals the necessity of examining new types of addictions where FOMO can be used as a primary determinant to increase sales on online platforms [45]. These new types of addictions are integrated into marketing strategies to create a perception of scarcity among consumers, leading to unplanned purchasing behaviors. These instinctive

purchases are defined by their unplanned and sudden characteristics, often bypassing individuals' rational thinking processes [27]. In this context, the long-term risks to public health that social media may cause should not be ignored, and awareness activities should be carried out to raise awareness of individuals about mental disorders and to prevent unplanned purchasing behaviors triggered by FOMO [30]. As a matter of fact, it should not be forgotten that while discount campaigns offer economical shopping opportunities for healthy consumers, they can have a harmful effect on individuals with psychological disorders or stressed individuals, pushing them into the purchasing cycle. In this context, it is noted that scarcity messages and limited-time offers trigger FOMO and encourage impulse buying, but continued use of such strategies can weaken consumers' perception of fear of missing out and even damage brand perception [39]. Therefore, businesses need to adopt more balanced and long-term value-oriented approaches that the consumer will not perceive as manipulation while implementing marketing tactics based on the scarcity principle [37]. Indeed, perceived scarcity and the fear of falling behind on social media have pushed consumers towards impulsive purchasing behaviors, making it an effective tool that businesses often use in their marketing strategies. This situation makes it necessary for product and service businesses to be aware of emerging new consumer trends and fears such as FOMO and to develop creative strategies to meet the needs of consumers and transform these fears into competitive advantage. These strategies often create a sense of scarcity and urgency in consumers by offering specialized, limited-edition, or short-term products, which triggers unplanned purchasing behaviors. These tactics trigger FOMO through personalized advertisements and timed campaigns, especially on social media platforms with data mining techniques, and create a perception of "not missing the opportunity" and "I should buy now" in individuals [46-49, 39]. In these strategies, time-limited opportunities and products offered specifically according to the consumption habits of the individual determined by data mining reinforce the fear of deprivation and the idea that "I should not miss this product" [48]. This reinforces consumers' belief that if they do not purchase a product, they will lose out on a significant opportunity or social experience, thereby increasing the urge to purchase [49]. E-commerce platforms leverage this psychological

influence to encourage consumers to make impulsive purchases through personalized marketing and algorithmic recommendations [44]. The experiences of others, especially those shared on social media platforms, increase FOMO in individuals, reinforcing instinctive and unplanned purchasing tendencies [27]. This situation causes individuals to become addicted to social media for fear of being excluded from their social circles or falling behind current developments, and as a result, they make instinctive purchases in order not to miss the opportunities offered by marketers [27]. In particular, the negative impact of price consciousness on FOMO and impulsive buying shows that consumers' price sensitivity leads to more conscious purchasing behaviors. Furthermore, hedonic motivation and influencer marketing are noted to have direct and indirect effects on purchasing decisions, mediated by FOMO [50].

In this context, it is suggested that FOMO reinforces the relationship between hedonic consumption tendency and impulsive buying behavior, with even religious attitudes influencing consumer behavior through this mediating mechanism. It is essential for businesses to understand that FOMO should not be seen solely as a tool to increase sales and to adopt ethical marketing approaches for the sustainability of long-term brand-consumer relationships. This suggests that the tendency towards hedonic consumption, especially on online platforms, combined with FOMO, significantly increases impulsive buying behavior. As a matter of fact, the effect of FOMO on instinctive buying has been found to be positive and significant [27]. This finding contradicts previous research showing that the direct impact of social media advertising and FOMO on online compulsive buying is often insignificant, but materialism plays a significant mediating role in this relationship [51-53].

In conclusion, the digital revolution has had profound effects on digital addiction and consumer purchasing behavior. While digital addiction causes individuals to overuse technology, leading to negative effects, social and psychological problems, the digital revolution has positive effects on consumers making more informed and flexible purchasing decisions. However, in both cases, the digital revolution can negatively affect individuals' ability to control their behavior. Therefore, more research is needed to better understand and cope with the effects of the digital revolution. Either way,

conscious use and awareness are important factors that can turn the effects of the digital revolution into positive ones. Therefore, the correct management of the changes that come with the digital revolution is critical for the overall well-being of individuals and society.

General Evaluation and Conclusions

Discussion

This suggests that the role of FOMO in consumer behavior is evolving and becoming more complex, driven by the rapidly increasing influence of digitalization. In this context, the interplay between FOMO's hedonic consumption tendency and impulsive buying behavior needs to be examined in more depth, especially considering that even religious attitudes are shaped through this mediating mechanism [54]. Indeed, the significant effects of hedonic values and FOMO on impulsive buying, leading to post-buying regret, further complicate the dynamics of this relationship [55]. While this complexity can be explained by the constant flow of information and social comparison pressure that consumers are exposed to in the digital environment, how these factors affect individuals' instant decision-making processes should be further investigated [27]. In particular, it should be considered that impulsive purchases triggered by FOMO increase the feeling of regret after purchase, which can have negative effects on consumer satisfaction and brand loyalty [13]. Furthermore, it is noted that the impact of FOMO on impulsive buying is further reinforced through factors such as social self-efficacy, susceptibility to interpersonal influence, social media addiction, lack of self-control in social media, and the pursuit of novelty, and in this context, FOMO represents a complex psychological construct [56]. This also raises the potential for digital marketers to manipulate FOMO and its ethical implications for consumer well-being [49]. Therefore, it is crucial to take regulatory measures and raise consumer awareness against the unethical use of FOMO on digital platforms [44].

Recommendations for Future Studies

The lack of empirical reviews on the impact of social media on compulsive buying suggests that further studies are needed on the effects of FOMO on consumer behavior [30]. In addition, the emergence of situations such as internet and technology addiction and nomophobia, which increases with the use of so-

cial media, reveals that the relationships between unplanned purchasing behaviors and FOMO should be examined in more depth [37]. In this context, investigating the relationship between FOMO and hedonic tendencies not only limited to shopping behaviors but also broader variables such as consumer satisfaction, regret, and brand loyalty will make significant contributions to the literature [27]. Additionally, the effects of different social media platforms and user groups with specific demographics on FOMO and purchase intentions should be examined in detail [39]. For example, the effects of demographic variables such as gender, income status, or education level on FOMO and unplanned purchasing behaviors can be analyzed comparatively [37]. Future studies may examine whether there is a significant association between these demographic variables and factors [57]. Additionally, analyzing how digital addiction and FOMO manifest in the context of cultural differences and influence consumer behavior also offers a rich field for future research. Such studies are critical for developing strategies to protect the ethical dimensions of digital marketing and the cyber psychological well-being of consumers. In this context, businesses need to understand the potential of turning FOMO into a competitive advantage and turn this fear into a positive force by meeting the needs of consumers in creative ways [46]. However, companies should develop strategies to support individuals' digital well-being and conscious consumption habits by acting with a sense of social responsibility rather than manipulating consumer behavior [57- 63].

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