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Factors related to interest and motivate customers to buy their obsession with online shopping (case study sites need Lorestan)

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Abstract

This study aimed to assess factors associated with the purchase of obsessed with this kind of purchase to motivate consumers and consumers People suffering from compulsive shopping store to buy virtual goods with no need to suddenly feel a great desire to buy And despite efforts to prevent it, they are unsuccessful. Mainly due to low self-esteem obsessed purchases The need to reduce anxiety and stress are known. In the meantime, it appears that Virtual store due to their specific characteristics into consideration these consumers are The research is correlational research methods and analytical survey of all visitors to the site need to be Lorestan Primary data were collected using a questionnaire that was put online questionnaires at the site need Lorestan Finally, 385 questionnaires were analyzed using regression testing The results indicate that price promotions and prestige sensitivity obsessed with buying their relationship. Also buying obsession with unobservable variables, the avoidance of social interaction, a variety of products, immediate experience positive emotions and search for information in relation to the purchase of the Inter note.

Keywords: buy meticulous, promotions and price sensitivity of prestige.

1. INTRODUCTION

A number of authors argue, certain individuals may purchase up to its role as a moderating factor for the person responsible And led to the reduction of negative emotions such as frustration, loneliness, grief is the person (Bylyvks et al. 2008, 1433) Development, internet marketing techniques and television marketing company, has introduced a new topic to the community and it is an obsession purchase (Park et al., 2008, 239). In fact, buying No more than two decades that the concerns of consumers, researchers and advocates public policy in America and other developed countries (the Kvkar et al., 2012, 63).



Shopping obsession as a "frequent concern the purchase or hedonism buying the irresistible, uncontrollable or intrusive experience" is defined. Shopping obsession as a response Initial consumer compensation for stress, frustration, despair, lack of self-esteem, structural defects and lack of reasoning in life is defined by the act of buying out his show. The changes have increased the complexity of the application and this creates a serious problem that the increase in background Shopping obsession is much better than in the past (Faw and Wu, 2008, 441).

The problem is that the growth of online shopping may be vague desires rooted obsession of a buyer who desires to resolve this ambiguity and understand the relationship between shopping obsession and motivation to buy Internet, the issue has to be answered this question Whether the relationship between consumer sentiment and motivation for consumers to buy obsession to buy there?

2. THEORETICAL RESEARCH LITERATURE:

In order to develop and regulate the Persian and Roman literature and theoretical foundations of existing resources available in the library of University Research Management magazine, magazines and websites and other books used in the management of obsessive Ast.khryd as a "concerned Frequent buy or hedonism buying the irresistible, intrusive, or experience is meaningless "is defined as the initial response to consumer .khryd OCD can compensate for stress, Frustration, despair, lack of self-esteem, structural defects and loss of independence in their lives, through the purchase of defined changes Today, consumers have increased the complexity of the climate issue That has created an increase in compulsive shopping is much better than before (P and Haji Ali Akbari, 1392, 2) .avgyn states that the purchase of chronic and repetitive compulsive shopping Defined as an initial reaction to negative emotions that bring immediate short-term satisfaction, but ultimately it in the oven or injure others Damage (Evgeni and Faber, 1989, 148). As such Advrdrz (1992) it is chronic and unusual way of shopping and spending called the severe repetitive and uncontrollable urge to buy detected. This is an ongoing problem and Duplicate the experience (Edwards, 1992, 108) Recent .msrf when they feel better products more expensive prestige to others suggests, are more willing to pay higher prices. Liechtenstein (1993) Sensitivity of prestige as "favorable perception of higher prices reflect the price based on the feeling that the dignity of the buyer is induced signals to others" Define (Jane and Astrnkvyt, 2002, 647). Given that compulsive buyers are mainly from a lower level of trust to inhale, try to worship through sensitivity trust The higher your breath away and buy products at higher prices to gain credibility and position (Kvkarkyny et al., 2012, 66) known that compulsive buyers to purchase Story Duplicate his guilt, shame and regret that (Avgvyyn and Faber, 1989, 149). Because Compulsive buyers do not like the feelings of others (including family members) what they see, and how many times they buy. As a result, consumers feel that they need to Hide their purchasing activities. They also fear that by vendors as those that are too long to be identified (Lee et al., 2000, 465). Compared to the shops Built of brick and stone, the online stores enable consumers to browse the store and buy only when they allow them to do so without any Shop and buy without viewing and 2. avoiding social interaction, buy Inter note to buyers more likely than non-obsessive compulsive by buyers preferred (Kvkar Kinney et al., 2009, 299) .khrydaran obsessive looking to experience positive feelings of excitement when shopping (Agvyyn and Faber, 1992, 460). When you are sad, shopping helps them feel Temporarily relieve negative (Raydvy et al. 2008, 623). Greater variety of products to buyers obsessive It allows you to achieve more positive feelings because Provides an exciting shopping experience for them. Compared with the traditional stores, online shopping environment, which enables consumers among a greater number and wider variety of shops The products and brands and shopping trips that might otherwise be unavailable. Resulting in higher Hrchqd obsessive desire to purchase is likely motive "for Shopping online is because of the variety of environments and more in comparison with traditional shops as they provide (Kvkarkyny et al., 2009, 299).

Sales promotion methods, such as the temptation of short-term, discounted price, promotion and method includes providing a greater volume of goods and materials are mixed (Sinha and Smith, 2000). The purpose of Relief, accelerate the consumer buying behavior for immediate purchases or to increase the volume of their purchases. Deductions to



satisfy consumers' perceptions of mental Egypt Them. The customer will save more money, he will be more likely to impulse purchases. Plus discounts on purchases unpredicted greater impact will be immediate. As a result of these reductions, more consumers than that is their goal, they will buy. Most purchases Immediate and specific, immediate recall and planned purchases, depending on whether or not the consumer's knowledge about a particular product (c Vhang China, 2008). Previous experience of buying and advertising, the main item of information for consumers. Mass advertising, the Be reminiscent of a particular product or a particular brand to customers. Remember dropping performance, the effect is immediate Bsz friends in creating purchase behavior (Stern, 1962). Research shows a positive relationship between the propensity to buy are meticulous and interest in fashion. Due to low self-obsessed shoppers to buyers other obsession, we expect that they will probably "more willing to Prestige products Darnd.khryd these products to help them in their goal to increase their value, Achieve (Kvkar and others, 2012, 66) .khrydaran obsession deal worth more than obsessed buyers to get a good understanding of the forced purchase Because of this focus and desire to respond to low prices in auctions, getting a good deal for them to be important. In addition, a key feature is the meticulous buyers That they are trying to experience positive feelings that the purchasing process

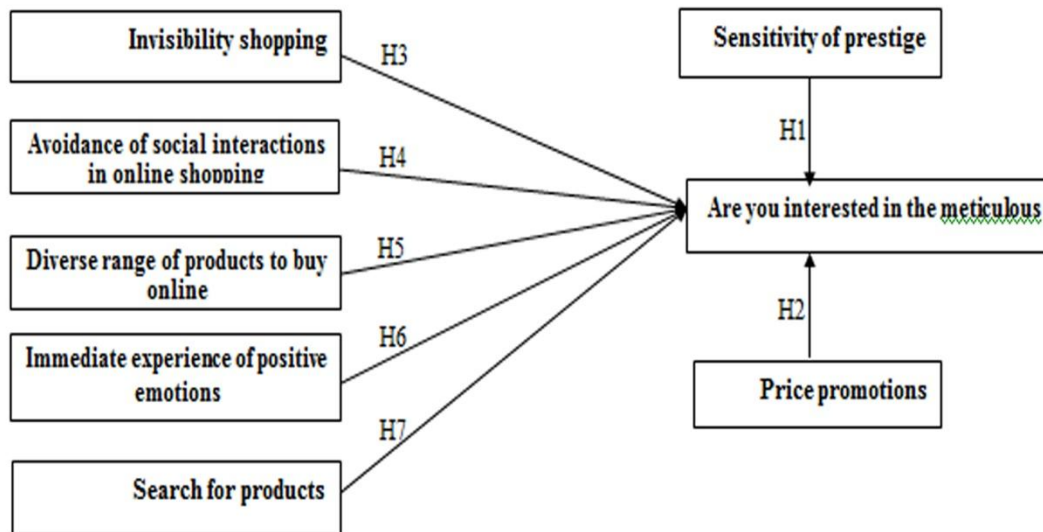
Can extract it Knnd.khrydaran are obsessed love shopping and for a Period of time (usually short) makes them happy shopping. In fact, some kind of compulsive buyers when purchasing a certain positive sense experience. Being in a position of Good financial sense may be positive even exacerbate them. Another reason is that a good financial deal, can provide the pretext of buying meticulous and allow them to That the urge to quickly feel comfortable purchasing them. While at the same time feeling guilty after buying experience is usually reduced (Kvkar et al., 2012, 44).

Empirical findings from previous research suggests that incentives affect consumer purchasing behavior based or pleasure. Enjoy incentives based on positive emotions (eg joy, Excitement) are buying the experience. Obsessed shoppers have found that a peak emotional buying experience. Thus, the positive feelings that occur during the process of shopping for these consumers more incentive to buy. So buyers are strongly obsession Immediate assistance to the initial purchase process negative emotions with positive emotions aroused by buying them will be brought into focus. Interestingly, positive emotion, immediacy and direct specifically related to the purchase or consumption of actually receiving Products originating Bgyrd.dr obsessed shoppers actually buy their products but may eventually return it (refer to product) Or without their purchases outside of the package they are released into the closet and do not use them.

Given the positive relationship between shopping obsession and interest in fashion, tend to be aware of the most popular mods should obsession for buyers Researchers have found that it is more important Bashd.chra buyers suffer low self-esteem. Wearing fashionable primarily be To consumers to help women feel better about their own. Therefore, due to low self-obsession and desire of buyers and create positive feelings toward Self-obsessed shoppers need more species are expected to gather information on the latest fashions as well. The ability to find information about the latest fashions on the Internet As a constantly updating electronic software products. So it is an important one Triggers for buyers to purchase online obsession prefer to buy from a physical store (Kvkar and others, 2009, 299-300).



Conceptual model
 (Kvkar et al. 2012)



3. HYPOTHESES

First hypothesis: the sensitivity of the prestige and interests of buyers obsession in Lorestan, there is a requirement of the clients website.

The second hypothesis: the promotion price and desires of the clients website obsessed buyers need Lorestan there.

The third hypothesis: the desire and motivation obsessed shoppers to buy invisible on the Internet between web clients need Lorestan there.

The fourth hypothesis: the meticulous and motivated buyers desire to avoid social interactions while shopping on the Internet between web clients need Lorestan relationship exists.

The fifth hypothesis: the desire and motivation to buy online shoppers obsessed with the ability to access a wide variety of products on the web clients need Lorestan there.

The sixth hypothesis: the desire and motivation to buy online shoppers obsessed with the opportunity to experience the feelings of the clients website urgent need Lorestan there.

The seventh hypothesis: the desire and motivation obsessed shoppers to purchase products online to search for information on the web clients need Lorestan there.



4. RESEARCH METHODOLOGY

The aim of this study was to investigate the relationship between buyer desires obsessed with buying online is motivation. The purpose of the survey is as applicable The study population consisted of all the visitors to the website need Lorestan. Because the size of the population studied It is not clear, but the community is so homogeneous population structure of random sampling is available. Gathering information on the survey questionnaire. Which includes a 43 question. The standardized questionnaire by Kvkcar and others in 2009 to assess the impact of consumer motivations for shopping on willingness to buy meticulous design And also includes questions designed by Kvkcar and others in 2012, which are designed for prestige sensitivity variables and price promotions. To evaluate the validity The research questionnaire, in order to achieve content validity of the experts were exploited Vsahb marketing experts. It was tried by the opinions of experts and specialists in management and marketing research questionnaire also assessed and analyzed several ways There is one measure of reliability is Cronbach's alpha coefficient was used in this study. In the present study, Cronbach's alpha of the questionnaire / 84. Which indicates that it is valid. It also has a number of other variables were calculated for all variables according to Cronbach's alpha coefficients table below:

The alpha coefficient	Number of Questions	Alpha questionnaire
0/840	1 Up to 43	Total Inventory
0/779	1 Up to 5	Are you interested in the meticulous
0/882	6Up to 20	Price promotions
0/761	21 Up to 26	Sensitivity of prestige
0/707	27 Up to 43	Buying Triggers

5. DATA ANALYSIS:

The following table sex Affairs respondents in the sample were discussed. The sample The 53% of respondents (204) were male and 19.5% of respondents (n = 75) as well as the age of the respondents in the sample are women discussed Is located. 11.5% of respondents with less than 30 years of age, the age groups 30-40 years and 41-50 years each at 25.5% and 29% respectively have been corresponding. 10% of respondents in the age group 51 years and above classified. The education level of respondents in the sample were discussed. As specified in the table below 22.5 percent of the respondents



Descriptive statistics								
Percent	Frequency	Education	Percent	Frequency	Age	Percent	Frequency	Gender
22/5	87	The diploma, diploma and associate	11/5	44	Less than thirty years.	53	204	The man
34/5	133	Expert	25/5	98	30-40 years	5/19	75	The woman
15	57	MA	29	111	41-50 years	5/27	106	Unanswered
3	11	PhD	10	38	51 years and over			
25	97	Unanswered	24	94	Unanswered			
100	385	The total	100	385	The total	100	385	Total

who have a degree diploma, diploma and associate, bachelor's degree, 5/34% of respondents, 15% of respondents Voters have a master's degree and 3% of respondents have a doctoral degree.

Since in this paper, we consider the relationship between independent variables and dependent variables to consider in this case the equation of a line Regression was used to predict the dependent variable. Also, if we can use the linear regression stakeholders following two conditions is fulfilled:

- The mean error is zero.
- error variance is zero.
- there is no correlation between the error of the model.

The dependent variable is normally distributed

Continue to test that evaluates the assumptions that we mentioned. To this end, the model is estimated using the software spss statistical significance of the regression model Sig is calculated using the F-statistic for significance at the 95% confidence interval is used. Thus, if the sig calculated from the regression equation is smaller than the critical value 05/0 The model will be significant. In addition, to assess the correlation between the errors of camera tests Watson (DW) and the Kolmogorov-Smirnov test was used to assess the normality of the dependent variable.

First hypothesis: the sensitivity of the prestige and interests of buyers obsession there Investigate the relationship between variable sensitivity and desire prestige buyers meticulous analytical study of the subject is. Technique used regression analysis (linear regression) is a variable which buyers desire obsession is used as the dependent variable.



Watson camera	coefficient of determination	A correlation coefficient	model
2/018	.538	.733	1

Table cameras Watson test the hypothesis

Because the value and the camera - Watson 2/018 model is the result of data correlation hypothesis is rejected. In this table, the coefficient of variation coefficient of determination of the dependent and independent variables Brmtghyr show. Ie, the ratio is equal to 0/538 53/8% of variation The dependent variable is evaluated by the independent variable. The correlation coefficient is a measure of the strength of the relationship between independent and dependent variables show is equal to 733/0.

The second hypothesis:

Price promotions and meticulous sentiment among buyers there.

Watson camera	coefficient of determination	A correlation coefficient	model
1/910	.593	.770	2

Table cameras Watson test the second hypothesis

Because the value and the camera - Watson 910/1 model is the result of data correlation hypothesis is rejected. In this table, the coefficient of variation coefficient of determination of the dependent and independent variables Brmtghyr show. Ie, the ratio is equal to 0/593 0/59% of variation The dependent variable is evaluated by the independent variable. The correlation coefficient is a measure of the strength of the relationship between independent and dependent variables show is equal to 770/0.

The third hypothesis:

Sentiment among buyers meticulous and motivated them to buy off the Internet connection is imperceptible.

Watson camera	coefficient of determination	A correlation coefficient	model
1/734	.675	.810	3

Table cameras Watson test the third hypothesis



Because the value and the camera - Watson 1/734 model is the result of data correlation hypothesis is rejected. In this table, the coefficient of variation coefficient of determination of the dependent and independent variables Brmtghyr show. The coefficient is equal to 0/675, ie 65/7% of variation The dependent variable is evaluated by the independent variable. The correlation coefficient is a measure of the strength of the relationship between independent and dependent variables show is equal to 810/0.

Sentiment among buyers meticulous and motivated them to buy off the Internet connection is imperceptible.

Watson camera	coefficient of determination	A correlation coefficient	model
1/734	.675	.810	3

Watson camera test the third hypothesis

Because the value and the camera - Watson 1/734 model is the result of data correlation hypothesis is rejected. In this table, the coefficient of variation coefficient of determination of the dependent and independent variables Brmtghyr show. The coefficient is equal to 0/675, ie 65/7 of variation The dependent variable is evaluated by the independent variable. The correlation coefficient is a measure of the strength of the relationship between independent and dependent variables show is equal to 810/0.

Sentiment among buyers meticulous and motivated to avoid social interactions while shopping on the internet there.

Investigate the relationship between the variable composition of the team and appropriate customer satisfaction rate is the subject of this analytical study. Technique used regression analysis (linear regression) is a variable which buyers desire obsession is used as the dependent variable. The model variables are motivated to avoid social interactions while shopping on the internet can be considered as independent variables.

Watson camera	coefficient of determination	A correlation coefficient	model
1/811	.162	.402	4

The fourth hypothesis testing Watson camera

Because the value and the camera - Watson 1/811model is the result of data correlation hypothesis is rejected. In this table, the coefficient of variation coefficient of determination of the dependent and independent variables Brmtghyr show. The coefficient is equal to 0/162, ie 16/2% of variation in the dependent variable from the independent variable is evaluated. The correlation coefficient is a measure of the strength of the relationship between independent and dependent variables show is equal to 0/402.

The fifth hypothesis:



Sentiment among buyers meticulous and motivated them to buy the ability to access a wide variety of products there.

Watson camera	coefficient of determination	A correlation coefficient	model
1/749	.577	.759	5

Watson camera test five hypotheses

Because the value and the camera - Watson 1/749 model is the result of data correlation hypothesis is rejected. In this table, the coefficient of variation coefficient of determination of the dependent and independent variables Brmtghyr show. The coefficient is equal to 0/577, ie 57/7% of variation in the dependent variable from the independent variable is evaluated. The correlation coefficient is a measure of the strength of the relationship between independent and dependent variables show is equal to 0/759.

The sixth hypothesis:

Sentiment among buyers meticulous and motivated to buy because there is a sense of immediate experience.

Watson camera	coefficient of determination	A correlation coefficient	model
1/863	.192	.439	6

Watson camera sixth hypothesis test

Because the value and the camera - Watson 1/863 model is the result of data correlation hypothesis is rejected. In this table, the coefficient of variation coefficient of determination of the dependent and independent variables Brmtghyr show. The coefficient is equal to 0/192, ie 19/2% of variation in the dependent variable from the independent variable is evaluated. The correlation coefficient is a measure of the strength of the relationship between independent and dependent variables show is equal to 0/439.

The seventh hypothesis:

Sentiment among buyers meticulous and motivated them to buy the products, there is an opportunity to seek information.

Watson camera	coefficient of determination	A correlation coefficient	model
1/869	.465	.682	7

Table VII hypothesis testing Watson camera



Because the value and the camera - Watson 1/869 model is the result of data correlation hypothesis is rejected. In this table, the coefficient of variation coefficient of determination of the dependent and independent variables Brmtghyr show. Ie, the ratio is equal to .0/465 46/5% of variation in the dependent variable from the independent variable is evaluated. The correlation coefficient is a measure of the strength of the relationship between independent and dependent variables show is equal to .0/682.

Final Table: Results of regression testing for all assumptions

Significance level	T-statistics	Consequently, the hypothesis	Variables
0/00	6/412	Verification	Prestige sensitivity and desires of buyers obsession
0/00	3/955	Verification	Price promotions and desires of buyers obsession
0/00	5/879	Verification	Sentiment meticulous and motivated buyers to purchase the non-visible on the Internet
0/00	17/824	Verification	Meticulous and motivated buyers desire to avoid social interactions while shopping on the Internet
0/00	8/250	Verification	Sentiment meticulous and motivated buyers to buy the ability to access a wide variety of products
0/00	18/328	Verification	Sentiment meticulous and motivated buyers to buy them because immediate experience feelings
0/00	9/049	Verification	Sentiment meticulous and motivated buyers shopping for the opportunity to search for products

Hypothesis 1: The sensitivity of prestige and tend to buy obsessed with confidence 95% ($\rho > 0/05$) there is a significant relationship. The result of the research findings Benson (2000) and Kvkarkyny and others (2012) Line is a good opportunity for retailers to understand the demands of these customers. Prestige sensitivity range of emotions and beliefs buyer who believe that their products at higher prices and higher social status symbol of its owner. Given that compulsive buyers are people who suffer from low self esteem, trying to look themselves in others More valuable portray. That is why people have been buying more meticulous fashion show interest. Buying products that are fashionable because of their strong indicator for the higher their position.

Hypothesis 2: The price promotions obsessed with confidence and willingness to buy 95% ($\rho > 0/05$) there is a significant relationship. The result of the investigation and Avgyn Faber (1992) and Kvkarkyny and others (2012) is consistent.

Compulsive buyers to purchase a product without having to resort to spending more and more on their way to the prize. This wardrobe is full of a variety of products that buyers are usually most of them have not used even once. This creates a feeling of guilt in those who are trying to reduce it. One of these ways is to buy because they are the reason that "it was



a good price and a discount can be bought", they can help reduce the guilt. Besides buying a favorite product at affordable prices can increase the excitement and fun shopping for these Thus psychological benefits for their purchases more.

Hypothesis 3: the desire to buy a meticulous and invisibility in shopping with confidence 95% ($p > 0/05$) there is a significant relationship. Kvkarkyny with these findings and others (2009) is consistent. Buy online and surf the virtual shop and select the desired item, due to the specific characteristics of virtual environments, is very popular nowadays. Fallout buyer when dealing with someone who is not his or her own buyer. Not to linger and not look crowded stores that sell quickly leads him to buy. Into a virtual store or check a person's sex does not have to buy. There is the possibility of dealing with familiar faces and people do not have to go shopping everyday to answer to anyone. It features a virtual shopping store purchases Inter note is attractive to buyers obsessive.

Hypothesis 4: the desire to buy meticulous Vprhyzatlatajtmybaatmynan 95% ($p > 0/05$) there is a significant relationship. Kvkarkyny research with these findings and others (2009) is consistent. Compulsive buyers are people who are suffering from low self-esteem, people who can not easily communicate with others or unwilling to communicate more successful. The buying public places likely to encounter hordes of other shoppers who interact with them, although probably Mchbvr little, for they did not delight. Due to repeated compulsive shoppers buy their guilt, trying to hide their purchases from others. They are afraid that sellers know they have them labeled extremist buyers. This concern is entirely virtual store them on their sides. These individuals can go for hours and days in a row for the virtual store shelves look and purchase your favorite items without worrying about not being recognized.

H5: the desire to purchase a variety of products to ensure meticulous and 95% ($p > 0/05$) there is a significant relationship. This finding is also consistent with the findings of research Kvkarkyny and others (2009) is consistent.

Navigation in virtual environments need not spend a lot of energy, so a lot of stores without fatigue can see and compare the different types of product that he is feeling more Enjoy the choices. The range and variety of products, enjoy shopping in compulsive buyers increases, and hence their willingness to purchase the environment increases.

H6: the desire to buy a meticulous and immediate experience of positive emotions with confidence 95% ($p > 0/05$) there is a significant relationship. The findings of the investigation Stvs D. (1990), Dietmar and Dror (2000) and Kvkarkyny and others (2012), consistent Dardhmantvr previously mentioned, compulsive shopping is a mental reaction to reduce negative emotions are formed within the individual. Compulsive buyers want a fun and exciting shopping experience to feel anxious, depressed, upset, etc. where there is a decrease. Buyers obsessive love shopping and buying conditions to help them regain their happiness, joy Thus a purchase OCD is a vital part of the buying process. Negative feelings may be made in person at any hour of the day and it is not subject to special rules, but may not be available for purchase at all hours of the day. In this regard, there are a lot of restraint only in certain times of the day can go to buy. Virtual store to buy down the boundaries of time and at any time of day can benefit from it. Because these people after they experience negative feelings with positive feelings associated with buying as a psychological reaction They used their defense, shopping online, and 24-hour access to the stores can be a strong stimulus for compulsive shoppers. Hypothesis 7: the desire to buy a meticulous search for products with confidence and 95% ($p > 0/05$) there is a significant relationship. The findings of the investigation Stvs D. (1990), Dietmar and Dror (2000) and Kvkarkyny and others (2012) are consistent. Based on the material presented in The sensitivity of prestige, given that most of the people interested in fashion obsessive purchase and buy goods on the day as a means of improving their status used It is natural that people tend to be earlier than the latest models and types of items to be aware of their interest. Internet search engines and Internet culture accessible to specific users to send information about our newest products, increasing the attractiveness of the environment for compulsive shoppers head Mead.



6. OFFERS

Proposals related to the first hypothesis:

Based on the results of the test the first hypothesis, it was found that the sensitivity of the prestige associated with obsessive desire to purchase. The researcher suggests:

- prestige products of your own fully exposed.

Proposals for the second hypothesis:

The second hypothesis suggests that the analysis of price promotions on obsessive desire to buy influence. The researcher suggests:

- the appropriateness of the use of price discounts to attract customers.

Suggestions related to the third hypothesis:

The third hypothesis was found that the tendency to buy invisibility obsessed with buying on the internet are related. The researcher recommends that owners of online stores:

- images, clear, and many of the products on the website so that customers can fully see the goods.

Proposals relating to the fourth hypothesis:

Analysis of the results of the fourth hypothesis suggests that compulsive buying tendency to avoid social interactions significant. The researcher suggests:

- reassure customers that their personal information is one of the sites listed are not informed.

Suggestions for the fifth hypothesis:

Due to the matching result with the result of research Kvkarkyn and others (2009), the researcher suggests:

- Increase the diversity of its products.

Suggestions for sixth hypothesis:

The results of the sixth hypothesis suggests that the tendency to buy obsessed with the immediate experience of positive emotions are related. The researcher suggests:

- a pleasant shopping environment for buyers design.

Proposals relating to the seventh hypothesis:

The seventh hypothesis was found that the tendency to compulsive shopping and searching for information in a virtual environment, there is a significant relationship. The researcher suggests:

- A complete description of the products on your site.



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