Empirical Scale for Revenge Buying Behaviour: A Curious Consequence of Pandemic

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Abstract

The present paper aims to explain the new phenomenon of revenge buying behaviour witnessed among consumers as an aftermath of the pandemic. This paper also aims to develop and validate a new scale that can empirically measure the revenge buying behaviour. Recommendations and observations made by Churchill in 1979 are used to develop and validate the revenge buying behaviour scale. The factor analysis results indicate empirical evidence for the 13-item revenge buying behaviour scale. The results show that the scale is valid and reliable. Added purchasing power, feel store environment, feel good factor and desire satiation were noted as the four factors forming a part of the empirical scale for the revenge buying behaviour. The study also suggests that people hold special value for 'in-store' shopping. This research is among the first to present an empirical scale for the revenge buying behaviour, and it adds value to the domain of consumer buying behaviour post the changes brought in by the pandemic.

Keywords

Revenge buying behaviour, retail therapy, added purchasing power, feel good factor, desire satiation, feel store environment, pandemic

Introduction

Economies that were operating at normal paces were disrupted by the novel corona virus and its spread. With the rise in the number of infections and with the global pandemic situation declaration, the way of functioning of businesses has taken a turn from the traditional, normal ways. Major global businesses were seen changing their product portfolios to combat COVID-19 for their survival. With major brands of the world announcing that they would make sanitisers, surgical masks and medical overalls, this definitely shows that the world of business is heading to a new path. While the short-term impacts of the pandemic will be felt across all market sectors, the long-term impact may be very subjective in regard to the country or the target population.

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One sector that has been hit the hardest by the corona virus outbreak is the retail sector across the globe. The textiles, gems and jewellery that were majorly characterising the consumer discretionary spending behaviour and were a major source of revenue for the retail sector have registered crores of losses owing to the pandemic-induced lockdowns and the situation thereafter (Seetharaman, 2020). It is estimated that the first half of the financial year 2020 recorded a sharp decline of 80% in the sale of gems and jewellery because of a complete wash-out seen in the first quarter and the scanty footfalls from consumers post unlocking (Debata *et al.*, 2020). These data estimates surely suggest that the future growth rate of retail market has become very unstable.

In times of a crisis, often the consumer buying behaviour changes as per the unplanned changes, which further impacts the business organization (Mansoor & Jalal, 2011). The convenient shopping behaviour is more prone to change and alteration (Grant et al., 2007). Post the unlocking of the economy, many marketing pundits have predicted that the consumer behaviour may witness a change as per the modalities of the 'new normal' way of life. This change is anticipated to be more prominent in the millennial population (*Financial Express*, 2020). The Retailers Association of India (RAI) feels that it is imperative for young consumers to step out of their homes and go shopping, fulfilling their desires and availing of the attractive discount and bargain deals offered (*Financial Express*, 2020).

This new trend in the consumer buying behaviour is known as revenge buying or revenge spending. Revenge buying behaviour has become a recent 'buzzword' of consumer buying behaviour post the pandemic. With this new buying behaviour coming to the fore, many marketing analysts have even suggested that it could be a 'revisionist' playing a key role in reviving the retail sector that is currently moving in a downward trajectory (Choi, 2020; Darshan & Krishnegowda, 2020; Pandey, 2020). But for the revenge buying behaviour to play a role in the 'retail therapy', it becomes important to answer the following research questions: 'What is the meaning of this phenomenon?' and 'How do we measure it?'.

To address the research questions posed earlier regarding this upcoming trend in the consumer behaviour, this paper is making an attempt of conceptualizing and proposing an empirical scale for the same. This paper is organized as follows: initially the theoretical background regarding the traditional conceptualization of revenge behaviour and the newly evolved meaning the revenge buying behaviour post pandemic is discussed, followed by a discussion of the review of literature for the different factors for the same. Then the methodology used, analysis and findings are presented, after which the discussion and implications are stated.

Theoretical Background

Consumer Revenge Behaviour—Meaning as per the Traditional Domain

The lexicon meaning of the word 'revenge' describes it as an extreme rage- or vengeance-driven terminology (Zourrig et al., 2009). In a social perspective, revenge is defined as 'the infliction of harm in return for perceived injury or insult' (Cota-McKinley et al., 2001, p. 343). In the marketing perspective, revenge is defined as the 'the retaliatory feelings that consumers feel toward a firm, such as the desire to exert some harm on the firm, typically following an extremely negative purchase experience' (Bechwati & Morrin, 2003, p. 6). The domain of revenge in consumer behaviour associates revenge with sour feelings of the consumers towards the brands that they once felt good or delighted about (Zourrig et al., 2009).

The existing studies in the marketing literature have captured the term of 'revenge' as one critical aspect of consumer behaviour where the consumers pledge to punish the brands that fail to serve them or meet their needs properly (Zourrig et al., 2009). The deeply hurt consumers can be quite fierce in
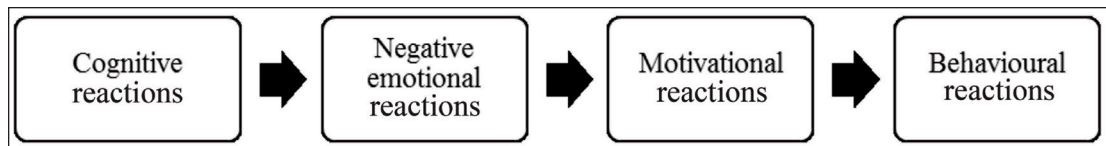
Figure 1. Traditional Depiction of Consumer Revenge Behaviour

Source: Adapted from Nepomuceno et al. (2017)

exhibiting their behaviour in the form of spreading bad reviews of the brand through word of mouth or insulting the employees (Bechwati & Morrin, 2003; Funches *et al.*, 2009). This whole lot of studies for consumer behaviour is traditionally referred as the 'consumer revenge behaviour'. The popular stream of research studies by McCullough (2001) in the direction of consumers' revenge and their forgiveness for brands has opened up a whole new bundle of literature for research in the domain of 'revenge based behaviour', 'brand transgression', 'brand hate', 'brand divorce' and 'brand forgiveness' (Zourrig et al., 2009).

The traditional consumer revenge model depicted in Figure 1 highlights that the internal cognitive ways through which a consumer undertakes the brand evaluation for deciding the degree of the severity and violation plays a crucial role in forming negative emotions towards the brands (Gre´goire & Fisher, 2008; Gre´goire et al., 2009; Haj-Salem & Chebat, 2014; Nepomuceno et al., 2017). From the emotions arise the motivations and intentions to behave in a manner leading to the actions of penalizing the brands (Gre´goire & Fisher, 2008; Gre´goire et al., 2009; Nepomuceno et al., 2017).

Revenge Buying Behaviour—Evolved Meaning Out of the Pandemic

Presently, we all are adjusting to the 'new normal' brought into our lives due the Corona virus pandemic. All of us, being victims to this virus spread, have adjusted ourselves to 'work from home', restrained travel and forbidden international trips, and e-education, e-commerce and e-communication. Due to the recent crisis the traditional ways of operating a business are acquiring new models for survival. In an analogous manner, credits to the recent crisis, it so seems that the word 'revenge' has also acquired a whole new set of meaning associated with it for the marketing and the consumer behaviour domain.

The single-day surge at a Hermes store in China has been referred to as the modern outset of 'revenge buying' post the pandemic-directed unlocking (Hashmi, 2021). It refers to a phenomenon wherein, for the satiation of the avid desire and suppressed urge of the shoppers post unlocking, a sudden increase in the retail sales (also called 'retail therapy') was witnessed (Hashmi, 2021; Pandey, 2020). The evolved revenge or retaliatory spending is defined as the desire of the consumers to 'indulge in hedonistic purchases which make them feel better in this stressful period' (Darshan & Krishnegowda, 2020, p. 7). Revenge buying can be termed as an 'overindulgence in retail therapy by consumers who have missed shopping at their favourite outlets due to the lockdown' (Pandey, 2020).

The evolved revenge buying or revenge spending, rooted from the Chinese word *'baofuxing xiaofei'*, dates its origin to the 1980s (Darshan & Krishnegowda, 2020; Hashmi, 2021). It was during that time when Chinese consumers started desiring for international label brands not found in the closed nation of that time (Darshan & Krishnegowda, 2020; Hashmi, 2021). The Latin American ideology of 'carpe diem', literally meaning seizing the day, has emerged as a major theme prevalent in the millennial shopper, especially post witnessing the crisis-induced lockdowns and the associated uncertainty (Choi, 2020; Hashmi, 2021).

This pattern of buying has particularly surfaced for some in the form of another choice—over enjoying the happiness of a travel holiday (Hashmi, 2021). For others, it is a way through which they are rewarding themselves, making themselves feel good or feel precious to tackle the pandemic stress (Choi, 2020). For the young population, this phenomenon has become a stress-buster in the tough times (Hashmi, 2021), and to overcome the lagging feeling of the regularized lockdowns, they have resorted to buying branded luxury products (Choi, 2020), in a way to seek their revenge from the invisible enemy of our times—the Corona virus.

This trend has been particularly vividly seen in the South Asian economies of China and South Korea, post the lifting of lockdowns imposed due to the medical crisis. As per the official reports from the Ministry of Trade, Republic of Korea, the sales for indulgence goods like fashion apparel, watches and jewellery has achieved around a 20% rise and there has been opening up of new retail stores in the month of July for the year 2020 (Choi, 2020). The opening of new retail stores is also providing a new ray of hope for the already dull retail sector and it may serve as a boost for the 'retail therapy' (Choi, 2020). Some marketing researchers have hinted that this trend may help in prospering of the retail sector again (Choi, 2020; Darshan & Krishnegowda, 2020; Hashmi, 2021; Pandey, 2020).

Review of Literature

The aim of this study is to add an empirical framework in the literature for the revenge buying behaviour reviving the retail sector, and to test and validate the same. As per Churchill's recommendation related to construction of a new scale, for conceptualising the phenomenon, there must be generation of items required to measure the phenomenon (Churchill, 1979). This section discusses the review of the literature for the factors that were identified post the item-generation study for the scale building activity. The four key factors (added purchasing power, feel store environment, feel good factor and desire satiation) that encompass the revenge buying behaviour scale are discussed further.

Added Purchasing Power

Economic motivations are a crucial factor behind consumer purchasing behaviour (Guiot & Roux, 2010). The budget management techniques of a consumer play a key role in deciding to make a purchase decision regarding luxury goods (Bardhi & Arnould, 2005). The added purchasing power that a consumer builds with his/her savings serve as an important key driver and motivator behind retail shopping (Gajanan & Basuroy, 2007; Tzeng et al., 2021). The traditional revenge behaviour studies also indicate the findings where consumers would keep saving money and making no purchases to take their revenge from the brands (Nepomuceno & Laroche, 2015; Nepomuceno et al., 2017). But in the post-pandemic times, the savings of the consumers have given them an option to enjoy those desires that they couldn't due to the lockdowns (Hashmi, 2021). The existing literature suggests that with good savings and fund management, even in times of crisis, the accumulated savings can gear through those tough times and easily satiate needs and desires of the consumers (Voinea, 2021).

Feel Store Environment

The in-store environmental cues are important triggers of consumer feelings and experiences (Sarkar et al., 2019). The literature of consumer experience management gives due credence and recognition to

store atmospherics (Verhoef et al., 2009). The in-store environmental cues have been discussed with regard to the retail sector in the previous studies also (Morrison et al., 2011). Consumers always like attractive store displays and nice in-store environments (Marques et al., 2016). The in-store environment positively impacts consumer satisfaction by making them happy (Calvo-Porral & Lévy-Mangin, 2021). During the lockdown, when people were confined to their homes, consumers had deeply missed the store environment of the malls and had a strong urge to visit them post the unlocking (Choi, 2020; Pandey, 2020).

Feel Good Factor

Many studies have associated the shopping behaviour of people driven by needs for pleasure, escape from harsh realities, fight from depression and other pressures (Arnold & Reynolds, 2003; Buttle & Coates, 1984). To some people, shopping comes naturally in their behaviour, as they experience other emotions in life, such that to them it is 'truly a joy' (Jin & Sternquist, 2004). In the case of women shoppers especially, past studies have indicated that the window designs of the malls and showrooms have a certain visual appeal and impact on them with the power of beholding them (Jain et al., 2014). To many others, shopping forms a part of self-extension (Sirgy et al., 2016), indeed adding to their happiness, joy and satisfaction (Waterman, 2008). People actually want to experience this behaviour as an alternative to the luxury of travel post the unlocking (Choi, 2020).

Desire Satiation

Human desires many times play a key role in boosting their shopping tendencies (Ko, 2018; Nepomuceno et al., 2017). The literature indicates that with the provision of credit cards, consumers do feel their desire satiated, since the credit money provides a way for them to fulfil their urge to shop when it arises (Lo & Harvey, 2011). Some studies also indicate the human desires come in to play when they make e-commerce transactions, which negatively affects their satisfaction, due to the missing element of the human side in those transactions, whose absence fails to satiate the human desires to the fullest (Lee & Dubinsky, 2017). There could be numerous desires associated with the objects being bought, like it being attractive, unique, standing out or the mere temptation of it, leading to shopping for satiating that desire (Dennis, 2005). Shopping is also associated with an act, to get to know people, in a way to satisfy desires of socialization (Kang & Park-Poaps, 2011). The suppressed desires due to the inability to shop and spend money have increased the consumers desires to a high level post the pandemic-related unlocking (Darshan & Krishnegowda, 2020; Hashmi, 2021). The proposed framework for the study is depicted in Figure 2.

Methodology and Analysis

Survey Items

Developing a measure of scale for any new phenomenon requires generation of items that are able to capture well the essence of the phenomenon under light (Churchill, 1979). The evolved revenge buying behaviour, being at an infancy stage, made the scale development task vey endearing for the researcher. Churchill's recommendations for item generation include a thorough search through the literature, experience survey and other projective techniques (Churchill, 1979). Taking guidance from his study,
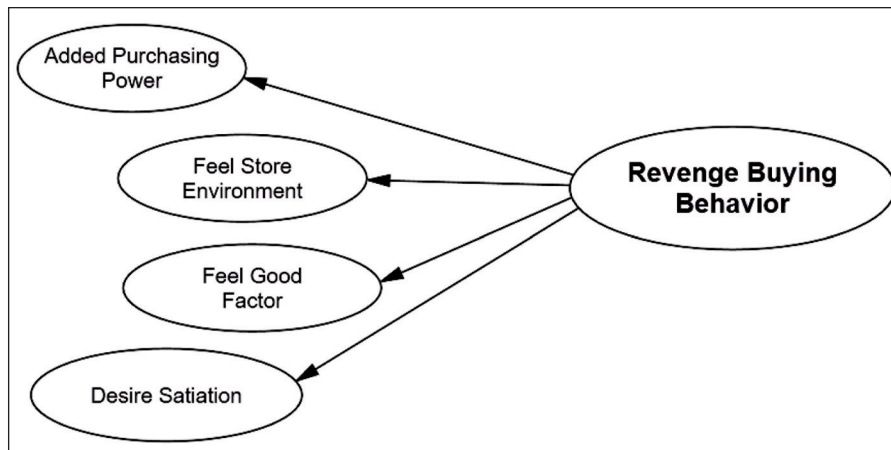
Figure 2. Proposed Framework
Source: Author

this research explored the available literature studies and used informal discussions with consumers to get their opinions on the phenomenon so as to generate amenable scale items.

Judgement sampling, a form of convenience sampling relying on the judgement of the researcher (Malhotra & Birks, 2006), was applied in selecting the 65 respondents for the experience survey to get valuable insights from them (Churchill, 1979). These 65 respondents included people of different backgrounds like professionals (from information technology to marketing, banking, medical industry and accountancy), self-employed people (managing self-owned retail shops and running coaching centres, and entrepreneurs), employed people (from domains of hospitals, schools, colleges and public enterprises) and college students (from disciples of arts, commerce and science). The utilization of the judgement sampling is common in those situations where any novel idea/product needs to be tested and the researcher believes that the chosen sample is most representative of the population aimed to be studied (Malhotra & Birks, 2006). Judgement sampling was chosen with an intention to cover diversified opinions of the people for better item generation for constructing the scale.

In the experience survey people were asked, 'if they went for shopping post the unlocking phase commenced' and 'what were the reasons for their such behaviour'. The respondents stated many reasons, like to enjoy shopping, reward themselves, relieve boredom, release stress of work from home and compensate for the lost travel holidays. Content analysis was carried on the transcribed discussions to identify key themes emerging out of them and form scale items. Content analysis aims to look into the specific features and themes emerging out of the qualitative discussions coded and under analysis (Holsti, 1969).

The additional savings at disposal of consumers, fulfilment of their desire, experiencing the in-store environment, for enjoyment and rewarding oneself were diagnosed as the main themes from the item generation stage. While the items for three factors (*added purchasing power, feel good factor and desire satiation*) were self-drafted by the author on the basis of the respondent's interviews from the experience survey study. The items for the factor, *feel store environment* were adapted from study of Sarkar et al. (2019).

The first draft of scale items consisting of 21 items was referred to three marketing experts from the University of Delhi, for checking their face and content validity. While face validity checks 'that the

items of an assessment instrument are appropriate to the targeted construct and assessment objectives' (Hardesty & Bearden, 2004, p. 99). Content validity is 'the degree to which a measure's items represent a proper sample of the theoretical content domain of a construct' (Hardesty & Bearden, 2004, p. 99). After taking into consideration the expert opinions for rephrasing the items for better clarity of understanding, these items (on a scale of 1 to 5, with 1 meaning strongly disagree and 5 strongly agree) were then put to factor analysis testing.

Sampling and Respondents

The item-generation stage consisted of 65 respondents who were selected using judgement sampling across different demographical features. The literature states that 5 respondents to 1 scale item is the minimum criteria required for carrying out a factor analysis (Hair et al., 2010). Snowball referencing sampling was used for proceeding with the factor analysis. This sampling technique, also known as referral sampling, reaches out to a few initial respondents representing the target population well and requests those respondents to share the questionnaire with others to reach out to more and more respondents (Malhotra & Birks, 2006). The initial respondents were reached via six WhatsApp groups of students of one college from Delhi University, three private companies based in Gurugram and Noida, and two alumnus groups of one private school of Delhi. They were invited to fill the questionnaire (consisting of scale items generated after the experience survey and expert check) via social media platforms and emails with further requests of forwarding the links to their close contacts.

The snowball sampling left us with a sample of 342 respondents, which was used for the purpose of factor analysis. The respondents, aged between 18 years and 58 years, consisted of approximately equal participants from both genders. They belonged to diverse groups like students, employees, business-runners and professionals, and those in the annual income group of Indian Rupees (INR) 5 lakhs to INR10 lakhs were in the majority of the sample. The demographic variables are represented in the Table 1.

Table 1. Demographic Variables

Demographic Variables	*% of 342 total respondents*	
Age (in years)	18–28	39
	28–38	27
	38–48	19
	48–58	15
Gender	Female	53
	Male	47
Occupation	Student	33
	Professional	28
	Business	19
	Employee	13
	Others	07
Income Level (annual) (in INR)	< 5 lakhs	12
	5 to 10 lakhs	56
	> 10 lakhs	32

Source: Author's own analysis

Data Analysis

The application of Exploratory Factor Analysis (EFA) on the 21-item framework was done using SPSS tool with principal component analysis with varimax rotation. EFA is used as a tool for item purification and for deleting those items that do not conform to measure the phenomenon under light (Hair et al., 2010). Initially the alpha values for all factors were checked. The alpha values indicating reliability for all the items came to be greater than 0.80, while the minimum required value being 0.70 (Hair et al., 2010).

The Kaiser-Meyer-Olkin for sample adequacy was noted as .875 (minimum needed is 0.6) and the Bartlett's test of sphericity was significant (Tabachnick & Fidell, 2007). The variance explained by the items for each factor was also noted down in the EFA stage. The items that cross-loaded or had loadings lower than 0.40 were removed in this stage (Tabachnick & Fidell, 2007). This stage left us with 13 items to be used for the Confirmatory Factor Analysis (CFA) testing. The findings of the EFA are summarized in the appendix.

The aim for applying CFA on the factors derived out of EFA was to test and validate the proposed empirical framework for revenge buying behaviour to boost the retail sales. A step-by-step CFA was applied where initially all the factors and their corresponding items were correlated with each other in the first stage. Then in the second stage, the entire framework was considered for running the CFA in totality and the factor loadings were noted (Kline, 2005). Post this, the model fit indicies were noted. Goodness of fit index (CFI) was noted as 0.946 and the badness of fit index (RMSEA) was noted as 0.473, meeting the minimum cut-off requirement of more than .90 and less than .10 respectively, as proposed by Hu and Bentler (1999).

The final CFA analysis gave us four factors with 13 items meeting the findings of the EFA. The four factors are, added purchasing power with three items ('I have a pool of savings as I could not spend as per my heart desire owed to lockdown'; 'The inability to shop during lockdown has left me with quite an amount of saved money'; and 'I have got myself accumulated savings as I didn't get to spend money

Table 2. Confirmatory Factor Results

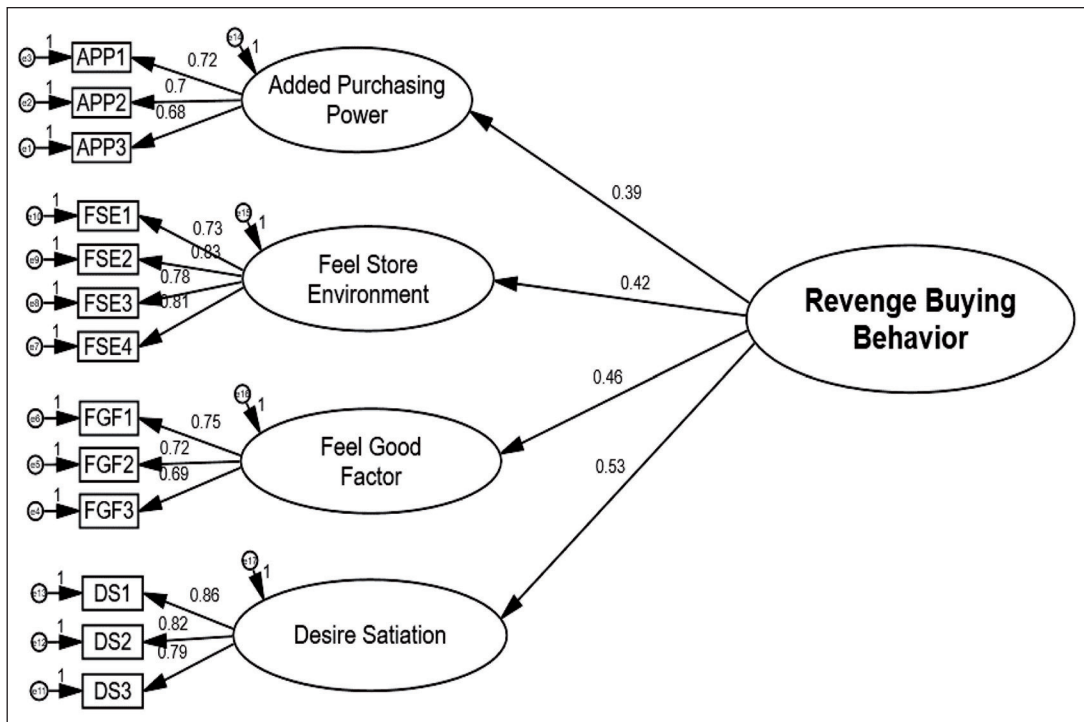| Factors	Loadings	CR	AVE
Added Purchasing Power		0.731	0.563
▪ APP1	.716		
▪ APP2	.703		
▪ APP3	.678		
Feel Store Environment		0.815	0.682
▪ FSE1	.730		
▪ FSE2	.831		
▪ FSE3	.778		
▪ FSE4	.805		
Feel Good Factor		0.847	0.715
▪ FGF1	.750		
▪ FGF2	.723		
▪ FGF3	.693		
Desire Satiation		0.857	0.764
▪ DS1	.863		
▪ DS2	.819		
▪ DS3	.789		

Source: Author's own analysis

Figure 3. Revenge Buying Behaviour Empirical Framework: Second Order Confirmatory Factor Analysis Along with Factor Loadings

Source: Author's own analysis

amid lockdown'), feel store environment with four items ('I am missing the lighting of the store'; 'The store environment adds to the sensory appeals'; 'I like to select the merchandise as found in the attractive displays'; and 'I find the music playing in the store appealing'), feel good factor with three items ('I have a personal pleasure for shopping'; 'I find happiness in shopping'; and 'I personally find joy in shopping'); and desire satiation with three items ('Post lifting of lockdowns I went for shopping to satisfy my desire to shop'; 'My inner urge to shop made me do shopping after unlocking'; and 'I decided to purchase my favourite items to satisfy my craving for shopping').

For validating the framework, the use of convergent validity was made, which suggests that the items are indeed reflecting what they are supposed to reflect (Churchill, 1979). The values of Composite Reliability and Average Variance Explanation (CR and AVE) were noted for the four factors. CR value must be greater than 0.70 and AVE must have minimum value of 0.50 (Fornell & Larcker, 1981). All the factors showed the CR and AVE values well above these levels. Table 2 summarizes the results of the CFA for the study and Figure 3 summarizes the same in visual form.

Discussion

The conceptual and empirical study in this paper have provided support for the power of this upcoming trend in buying behaviour post pandemic in helping to boost the retail sales. While in the experience

survey study revenge buying behaviour's presence was seen in a way of the respondents' statements and opinions. The empirical framework conceptualized on the basis of those opinions and views, has empirically verified the impact of such phenomenon.

The first factor of the revenge buying framework, added purchasing power, provides an economic effect of the pandemic on people. The lockdown-imposed closure of malls and shopping complexes preventing people from shopping for their desirable items, which added to their accumulated savings gradually over time. This added purchasing power forms an integral part of the phenomenon of revenge buying behaviour, which helped them to make more purchases post the unlocking.

The next factor, feel store environment, shows that even in the times of e-commerce, the importance of physical retail stores has not diminished. Rather, amid the pandemic people who were unable to visit their favourite shopping spots by themselves or with family and friends, missed the store and its ambience more than anything, and wanted to shop more inside those stores, post unlocking.

The third factor, feel good factor, is the basic human urge to do something to feel better and happy. When the lockdown made us all dull and bored, people with no option to go out for travel and to enjoy leisure activities decided to shop for themselves to make themselves happy. The fourth factor, desire satiation, in a continuation to the feel good factor, shows that the human desire to interact with others, to show-off and for own self-satisfaction were not completely curbed by the pandemic. Rather these feelings strengthened over the lock-down period to bounce back post unlocking.

Implications and Future Directions

All the factors discussed earlier taken together provide sufficient importance to the evolved revenge buying behaviour as a phenomenon that can truly boost the dry retail sector post the pandemic. But for this phenomenon to work for the 'retail therapy', the marketers must understand this phenomenon in its true terms and come up with strategies for the same. And for any phenomenon to be understood, empirical support is needed. This study provides that in a form of the new framework to measure this new phenomenon of consumer buying behaviour.

They say that any battle is half-won in the mind. And if the consumers have decided on revenge buying in their mind (and revenge as an emotion is a powerful one), then the marketers' battle is half won. The remaining half now depends on the marketers and how they attract consumers back to their stores and make them shop for all they want. If the retail players target and position their brands correctly and in an effective manner, then they can get their sales figures back to pre-Covid levels, which is the need of the hour for their survival and existence.

If the proposed framework is put to test across different consumers, markets or regions, more robust findings can be generated to be compared with for more helpful analysis. Also, in future, one can use this framework to study various demographic variables data explaining the buying behaviour. A cross-cultural or cross-country study can also be attempted for, in the future with this empirical framework.

Conclusion

No one knows when the pandemic menace may end, but for now, it can be said with conviction that the new set of rules will define businesses, new possibilities will ensure their survival and new patterns of buying behaviour will emerge smashing the old rules. Some sectors like consumer durables, electronics,

fashion, beauty and wellness will see quick recovery owing to the expectations of a bout of revenge spending in these sectors. With the slowing down of the medical crisis and also a decline in the fear psychosis of the people, buyers will probably be more joyous and delightful in their buying habits, with a added boost and enthusiasm in them. Marketing strategies must target the factors indicating such specific buying behaviour to capitalize on the opportunity.

Appendix

Factor 1. EFA Results: Added Purchasing Power

	Factor Loadings
Alpha = 0.893; **Explained Variance =** 18.46%	
APP1 I have a pool of savings as I could not spend as per my heart desire owed to lockdown.	.845
APP2 The inability to shop during lockdown has left me with quite an amount of saved money.	.811
APP3 I have got myself accumulated savings as I didn't get to spend money amid lockdown.	.792

Source: Author's own analysis

Factor 2. EFA Results: Feel Store Environment

	Factor Loadings
Alpha = 0.923; **Explained Variance** = 17.54%	
FSE1 I am missing the lighting of the store.	.876
FSE2 The store environment adds to the sensory appeals.	.892
FSE3 I like to select the merchandise as found in the attractive displays.	.812
FSE4 I find the music playing in the store appealing.	.885

Source: Author's own analysis

Factor 3. EFA Results: Feel Good Factor

	Factor Loadings
Alpha = .902; **Explained Variance** = 15.33%	
FGF1 I have a personal pleasure for shopping.	.756
FGF2 I find happiness in Shopping.	.789
FGF3 I personally find joy in shopping.	.745

Source: Author's own analysis

Factor 4. EFA Results: Desire Satiation

	Factor Loadings
Alpha = .839; **Explained Variance** = 14.78%	
DS1 Post lifting of lockdowns I went for shopping to satisfy my desire to shop.	.881
DS2 My inner urge to shop made me do shopping after unlocking.	.853
DS3 I decided to purchase my favourite items to satisfy my craving for shopping.	.802

Source: Author's own analysis

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