The drivers of addiction to online shopping, social media, and tourism: A study of cyborg consumers

Usep Suhud[a], Mamoon Allan[b*], Juliana Juliana[c] and Rahmi Rahmi[a]

[a]Faculty of Economics, Universitas Negeri Jakarta, Indonesia
[b]Faculty of Archaeology and Tourism, Jordan University, Jordan
[c]Faculty of Economics and Business Education, Universitas Pendidikan, Indonesia

CHRONICLE	ABSTRACT
	This research focuses on the consumer cyborg's engagement with social media, online shopping, and tourism activities. The objective is to explore the effect of narcissism, social media addiction, and self-esteem on online shopping and tourism addiction. The survey involved 221 participants chosen through the convenient sampling method. The data was processed using exploratory and confirmatory factor analysis and structural equation models. The findings of this study indicate that narcissism significantly influences social media addiction and self-esteem. Besides, social media addiction has a considerable effect on self-esteem. In addition, self-esteem significantly impacts both online shopping addiction and tourism addiction. These findings provide new insights into cyborg marketing and consumer addiction theory.

1. Introduction

Overall, incorporating technology with the human body to enhance consumption capabilities and experiences is known as cyborg consumerism. Thus, cyborgs refer to a hybrid between a human and a machine. In consumption, technology serves as a way of expanding and enhancing an individual's self. In today's advanced digital era, individuals use various technological devices and applications to increase their shopping experience. A smartphone is an example of how technology has been integrated into consumerism to scan QR codes, make digital payments, and access e-commerce applications. Cyborg consumers may also wear wearable devices such as smartwatches or augmented reality (AR) glasses to monitor their consumption activities in real-time, get product information, and even experience virtual simulations while shopping. Technology helps individuals to understand their preferences and needs, increases efficiency in making consumption decisions, and provides a personalised and interactive experience. Integrating technology with the human body to enhance consumption abilities or the concept of cyborg consumers poses certain risks when connecting to addiction (Suhud et al., 2023). While technology can significantly facilitate and enhance the consumer experience, it can also lead to compulsive behaviours and difficulty disengaging from the digital world. It is especially a fact for cyborg consumers, who heavily rely on their devices for shopping, social media engagement, or other online activities. The convenience and accessibility of online shopping, combined with features like one-click purchasing and personalised recommendations, can contribute to addictive behaviours. In addition, cyborg consumers who heavily engage with social media platforms may be susceptible to social media addiction to the constant need for validation, fear of missing out (FoMO), and dopamine rush associated with receiving likes and comments.

Addictions related to online and offline behaviours include social media addiction, online shop addiction, and tourism addiction. Social media addiction involves excessive and uncontrolled time spent on social media platforms such as Facebook,

Instagram, TikTok, and Twitter. Those who experience social media addiction may feel attached to immersing themselves in social media, checking for updates constantly, experiencing anxiety or discomfort when unable to access them, and neglecting other duties or obligations. Whilst online shop addiction occurs when a person develops an uncontrollable habit of shopping online. Those with an online shopping addiction may strongly urge to continue shopping, even if it leads to negative consequences such as financial problems, loss of time, or accumulation of unnecessary items. Whereas tourism addiction refers to a person's tendency to experience a strong and uncontrollable urge to travel or visit new places continuously. Those with a tourism addiction may feel dissatisfied unless they travel or explore new places and may have difficulty controlling the urge to continue travelling. However, all three addictions can harm a person's life, which include mental health problems, financial problems, impaired social relationships, and decreased productivity.

Prior studies shed light on the complex phenomenon of online shopping addiction. Li et al. (2022) found that student stress positively correlates with online shopping addiction tendencies, and social support mediates between stress and online shopping addiction. Zarate et al. (2022) showed that the Buying Shopping Addiction Scale is a reliable tool for assessing the risk of shopping addiction. Fan et al. (2023) identified a negative association between subjective socioeconomic status and online shopping addiction mediated by materialism. Duong and Liaw (2022b) developed a psychometric instrument to evaluate online shopping addiction, Duong and Liaw (2022a) found a strong correlation between online shopping frequency and addiction risk. Sathya et al. (2023) reviewed compulsive buying behaviour and online shopping addiction among women. Leblebicioğlu and Türkyilmaz (2022) identified three factors associated with online shopping addiction and found that Covid-19 anxiety moderates the relationship between internet addiction and adverse effects. Liu et al. (2022) developed a guide for designing an online survey to explore challenges and opportunities in addressing shopping addiction. Wang et al. (2022) showed that online shopping addiction mediates the relationship between academic procrastination and negative emotions. These studies provide valuable insights into the causes and effects of online shopping addiction and the factors that may mitigate or exacerbate its impact on individuals.

In contrast, there are limited studies that explored the tourism or travel addiction construct. The studies by Suhud et al. (2023), Lee et al. (2016), and Mohanan and Shekhar (2021) shed light on the complex relationship between social media usage, travel motivations, and tourism addiction. They further reveal that factors such as social media addiction, narcissism, self-esteem, travel preferences, and perceived constraints can contribute to the development and severity of tourism addiction. Furthermore, the studies show the influence of social media, specifically Instagram, on travel addiction and its potential consequences, such as risk-taking travel behaviours. While these research findings provide valuable insights into tourism addiction, further research is needed to understand this issue comprehensively.

Research on social media addiction has been extensive, but it remains uncommon to find studies that investigate its association with addiction to online shopping and tourism. Therefore, this study examines how narcissism, social media addiction, and self-esteem affect these forms of addiction. By exploring the relationship between these factors, we can better understand how they interact and how we can address them to improve our overall well-being.

2. Literature Review

2.1 Narcissism

Narcissism is a psychological concept that describes a self-centred attitude and personality characterised by a desire for appreciation, praise, and attention. Individuals with narcissism perceive themselves and feel superior to others positively. They are often concerned about their image, highlighting their strengths, and hiding their weaknesses. However, they may lack empathy towards others as they focus on themselves and their needs. People with narcissism may also have an exaggerated sense of superiority and entitlement. The level of narcissism can vary from healthy and moderate to pathological and detrimental to an individual's relationships. As a result, we can classify extreme levels of narcissism as narcissistic personality disorder.

2.2 Narcissism and Social Media Addiction

Existing research has explored the relationship between narcissism, social media addiction, and related factors. For example, Tahoon (2020) found that individuals with higher levels of narcissism perform better academically, but there was no significant effect on social media addiction or social interaction. Whilst, Brailovskaia et al. (2020) discovered that higher levels of narcissism were associated with a more intense flow experience on Facebook, which led to higher levels of Facebook addiction. Iranmanesh et al. (2021) suggested that individuals with low self-esteem may experience greater loneliness, contributing to higher levels of Facebook addiction. Kumpasoğlu et al. (2021) stated that death anxiety and life satisfaction may mediate the relationship between dark triad traits and social media addiction.

2.3 Narcissism and Self-Esteem

Several studies have explored the relationship between narcissism and self-esteem. Awad et al. (2022) found that individuals with higher self-esteem exhibited greater mindfulness, while higher self-critical perfectionism was associated with less mindfulness. Self-esteem also mediated the association between self-critical and narcissistic perfectionism and mindfulness.

Barnett and Powell (2016) revealed that narcissism was negatively associated with self-esteem, particularly among women. Elsewhere, Raskin et al. (1991) showed that narcissism was substantially inter-correlated with hostility, grandiosity, and dominance, significantly predicting self-esteem variations. Zhang et al. (2017) postulated that grandiose and vulnerable narcissism was related to emotion dysregulation, and self-esteem was mediating in these relationships. Finally, Rohmann et al. (2021) found that grandiose narcissism had varying effects on self-esteem, depending on positive or negative agency. These studies highlight the complex and multifaceted relationship between narcissism and self-esteem, emphasising the significance of considering different subtypes of narcissism and their unique effects on related psychological factors.

Based on the relevant findings, this study has suggested two hypotheses.

H₁: *Narcissism will have a significant impact on social media addiction.*

H₂: *Narcissism will have a significant impact on self-esteem.*

2.4 Social Media Addiction

An uncontrollable pattern of behaviour and excessive use of social media characterise social media addiction. This condition refers to a situation where an individual repeatedly and excessively engages in using social media without being able to control the habit, even when negative impacts arise. Key features of social media addiction include exceeding reasonable limits in social media usage and neglecting everyday responsibilities, such as work, school, or personal relationships. People with social media addiction cannot control or stop using it, even though they know the negative consequences, such as decreased productivity, social isolation, or disturbed sleep. In addition, they often develop an emotional dependence on social media, leading to anxiety, restlessness, or discomfort when they cannot access or use it. Social media addiction can interfere with personal relationships, work, and general well-being, leading to difficulties in interacting directly with others or experiencing a decrease in the quality of interpersonal relationships. People with social media addiction often neglect other important activities, such as sports, hobbies, or real-world social interactions.

2.5 Social Media Addiction and Self-Esteem

Several studies have examined the relationships between the addictive use of social media, self-esteem, and satisfaction with life. Hawi and Samaha (2017) found that excessive and compulsive use of social media may lead to lower levels of self-esteem. However, the study also revealed that higher levels of self-esteem are associated with greater life satisfaction. Mrad and Cui (2020) discovered that brand addiction positively affects self-esteem, and they further show individuals may derive a sense of self-worth or validation from their association with specific brands. In contrast, Khan et al. (2021) found that the mediating role of self-esteem was insignificant in the relationship between social media addiction and employee strain, suggesting that other factors may play a more significant role. Jones et al. (2022) explored the impact of language use on social media platforms on the relationship between social media dependency and psychological well-being, including self-esteem.

In the light of previous discussion, this hypothesis has been formulated as follows:

H₃: *Social media addiction will have a significant impact on self-esteem.*

2.6 Self-Esteem

Generally, self-esteem construct refers to the way people evaluate their own value, and it reflects their beliefs and views about their worth and success as individuals, encompassing a basic sense of acceptance, appreciation, and self-satisfaction in various aspects of life. Critical elements of self-esteem include a positive self-perception, recognition of personal strengths, accomplishments, and values, as well as a belief in one's abilities and potential. Healthy self-esteem involves a balance of realistic and positive self-assessment. It acknowledges strengths and weaknesses and accepts oneself while striving for growth and development. Individuals with high self-esteem are better able to handle criticism, learn from failures, and are less affected by negative judgments from others. Various factors can influence self-esteem, including childhood experiences, interpersonal relationships, personal accomplishments, and social perceptions, and a healthy level of self-esteem can contribute to emotional well-being, motivation, satisfying interpersonal relationships, and the ability to cope with challenges and stress.

2.7 Self-Esteem and Addiction

To date little attention has been paid to the issue of the effect of self-esteem on online shopping addiction and tourism addiction. However, there have been some studies that show that some make essential contributions to supporting this relationship. For instance, Rose and Dhandayudham (2014) developed a conceptual model of online shopping addiction. They include low self-esteem as a predictive factor. Suresh and Biswas (2020) found that low self-esteem influences internet addiction. The study could function as a factor affecting digital addiction in online shopping and tourism addiction. Chen et al. (2023) found self-esteem becomes a significant and negative predictor of mobile phone addiction. Gao et al. (2021) studied the role of anxiety and self-control in the relationship between self-esteem and addictive smartphone use. Angulo et al. (2021), Zhang et al. (2015), Zeidan et al. (2021), Koçak et al. (2021), and Kun et al. (2020) all provide evidence for the relationship between self-esteem and digital addiction, including online shopping addiction and tourism addiction.

Based upon the relevant literature, two hypotheses have been proposed:

H₄: *Self-esteem will have a significant impact on online shopping addiction.*

H₅: *Self-esteem will have a significant impact on tourism addiction.*

This current study will test the theoretical framework presented in Figure 1 based on the discussion results of previous research findings. This framework associates narcissism and social media addiction and connects social media addiction and self-esteem. The framework also links self-esteem to online shopping and tourism addiction.
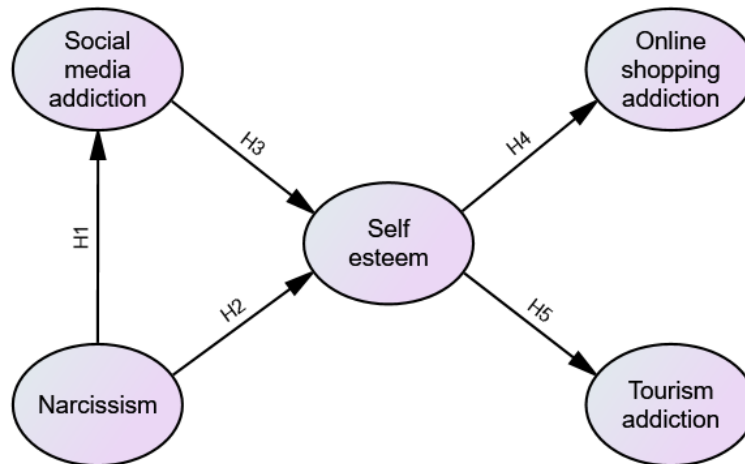

Fig. 1. The Theoretical Framework

3. Methods

3.1 Measures

The study analysed five variables, each with corresponding indicators from previous research. We gauged narcissism using indicators from Emmons' (1984) study. We also measured self-esteem using indicators from Rosenberg's (2015) research adapted from the previous work of Dobson et al. (1979). This study measured social media addiction using indicators of Tutgun-Ünal and Deniz (2015). It also assessed shopping addiction using the indicators from Andreassen et al.'s (2015) study. Finally, this study measured tourists' tourism addiction using indicators from the research of Lee et al. (2016) adapted from the studies of Ogden et al.'s (1997) and Ditton et al. (1992). We rated all indicators on a six-point Likert scale ranging from Strongly Disagree to Strongly Agree.

3.2 Data Analysis Methods

The study underwent a meticulous analysis process involving four sequential stages. First, this study tested the validity of the data using SPSS software version 29. We established the research validity if an indicator had a loading factor of 0.4 or greater. Second, we tested the reliability of the data using the same software, and we deemed a construct reliable if it had an alpha score of 0.7 or greater. Third, AMOS software version 29 was used for confirmatory factor analysis to further validate the data. Finally, we used a structural equation model to test the hypothesis, and we utilised AMOS software version 29 for this purpose. Table 1 provided the structural model criteria, including probability, CMIN/DF, CFI, and RMSEA. When accepting a hypothesis, we required a critical ratio (CR) value of 1.96 or greater.

Table 1
Criteria of a Fitted Model

Criteria	Rule of Thumb	Resources
Probability	$0.05 < p < 1.00$	Schermelleh-Engel et al. (2003)
CMIN/DF	$0 \leq CMIN/DF \leq 2$	Tabachnick et al. (2007)
CFI	$0.95 \leq CFI \leq 1.00$	Hu and Bentler (1995)
RMSEA	$0 \leq RMSEA \leq 0.06$	Hu and Bentler (1999)

4. Results

4.1 Participants

The study involved 221 participants, including 112 males (50.7%) and 109 females (49.3%). Participants were selected using the convenient sampling method, which entails selecting them based on their accessibility and availability. Regarding the age range, 132 participants (59.7%) were aged between 20 and 24 years old, reflecting the study's emphasis on young people. Concerning employment status, 129 participants (58.4%) were workers or employed, which suggests that most participants were actively employed. In terms of marital status, 148 participants (67%) were single or unmarried, which shows that most of the study cohort had no marital status or were not married at the time of the study.

Table 2
Profile of Participants

Profile		Frequency	Percent
Sex	Male	112	50.7
	Female	109	49.3
	Total	221	100.0
Age	>49	4	1.8
	20-24	132	59.7
	25-29	50	22.6
	30-34	15	6.8
	35-39	9	4.1
	40-44	8	3.6
	45-49	3	1.4
Occupational status	Employed	129	58.4
	Unemployed	58	26.2
	Self-employed	30	13.6
	Retired	4	1.8
Marital status	Unmarried	148	67.0
	Divorced/separated	5	2.3
	Married	62	28.1
	Widowed	6	2.7

As seen in Table 3, this study requested participants to disclose their social media platforms. The results show that the most used social media platform was Instagram, with 204 participants (92.31%) having an account. WhatsApp was the second most popular platform, with 190 participants (85.97%) reporting having an account. The third most popular platform was YouTube, with 169 participants (76.47%) having an account. Facebook followed closely, with 157 participants (71.04%) owning an account. TikTok was ranked as the fifth most popular platform, with 140 participants (63.35%) having an account. Twitter was the sixth most popular platform, with 121 participants (54.75%) having an account. Telegram was the seventh most popular platform, with 116 participants (52.49%) owning an account. LinkedIn was the least popular platform, with 75 participants, 33.94% of whom had an account. Finally, 14 participants (6.33%) reported using other social media platforms not listed above.

Table 3
Social Media Platforms

Platforms	Frequency	Percent
Instagram	204	92.31
WhatsApp	190	85.97
YouTube	169	76.47
Facebook	157	71.04
TikTok	140	63.35
Twitter	121	54.75
Telegram	116	52.49
LinkedIn	75	33.94
Others	14	6.33

4.3 Data Validity and Reliability Tests

As shown in Table 4, this study has carried out the data validity and reliability test. The research results showed that narcissism has two dimensions, the first dimension includes 13 indicators with an alpha score of 0.947, and the second dimension has only two indicators with an alpha score of 0.737. In addition, tourism addiction has six indicators with an alpha score of 0.940, and social media addiction has nine indicators with an alpha score of 0.939. Moreover, self-esteem has five indicators with an alpha score of 0.804. Lastly, online shopping addiction comprises seven indicators with an alpha score of 0.938. All constructs were reliable.

Table 4
Results of Data Validation and Reliability Tests

	Variables and Indicators	Factor Loadings	Cronbach's Alpha
	Narcissism (1)		0.947
N7	I love being the centre of attention.	0.812	
N12	I tend to show off when I get the chance.	0.788	
N11	I am a born leader.	0.775	
N3	I like to be the centre of attention.	0.765	
N10	I know that I'm good because everyone keeps telling me that.	0.737	
N8	I believe that I possess unique qualities.	0.693	
N9	I adore compliments.	0.678	
N6	I have a natural talent for influencing people.	0.664	
N13	People can learn a lot from me.	0.648	
N2	I prefer to be a leader.	0.599	
N15	I am firm.	0.537	
N14	I always know what I'm doing.	0.487	
N1	I see myself as a good leader.	0.445	
	Tourism Addiction		0.940
T4	If not travelling, I feel tired.	0.905	
T5	If I don't travel, I feel tense. If I have not travelled for a long time, I feel unsatisfied.	0.897	
T2	If I'm not travelling, I feel stressed.	0.881	
T3	If not travelling, I feel anxious.	0.880	
T6	When not travelling, I have a strong desire to feel satisfaction.	0.876	
T1	When I'm not travelling, I feel irritable.	0.807	
	Social Media Addiction		0.939
SM2	There are times when I use social media more than I plan to.	-0.829	
SM6	I need to understand how time flies while using social media.	-0.809	
SM4	I frequently give checking social media a priority before attending to any tasks.	-0.806	
SM7	I spend time on social media when I feel alone.	-0.790	
SM3	I could not stop using social media for a long time.	-0.788	
SM5	In the absence of an internet connection, I browse social media.	-0.758	
SM9	I thought my life would be boring, empty and bland without social media.	-0.662	
SM8	I forgot about everything while I was using social media.	-0.644	
SM1	I wonder about what's going on in social media.	-0.619	
	Self-Esteem		0.803
S5	I wish I could respect myself more.	0.822	
S6	I take a positive attitude towards myself.	0.786	
S2	I have several good qualities.	0.572	
S3	I am capable of many things as well as other people.	0.514	
S1	I am a person of value.	0.440	
	Online Shopping Addiction		0.938
Os5	I shop online to feel better.	0.870	
Os6	I shop online to change my mood.	0.841	
Os2	I think about shopping online all the time.	0.813	
Os7	I shop online to forget personal problems.	0.756	
Os8	I shop online to reduce feelings of guilt, anxiety, helplessness, loneliness, and/or depression.	0.716	
Os1	Online shopping is an essential thing in my life.	0.702	
Os3	I spend much time thinking about or planning online shopping.	0.680	
	Narcissism (2)		0.737
N4	I will be a great person.	0.804	
N5	I would describe myself as a strong person.	0.784	

4.4 Hypotheses Tests

Fig. 2 depicts the structural model of the hypotheses under investigation. We deem this model appropriate for its probability score of 0.116 and CMIN/DF score of 1.321. Moreover, it boasts a CFI score of 0.990 and an RMSEA score of 0.710. Both show a high level of accuracy.
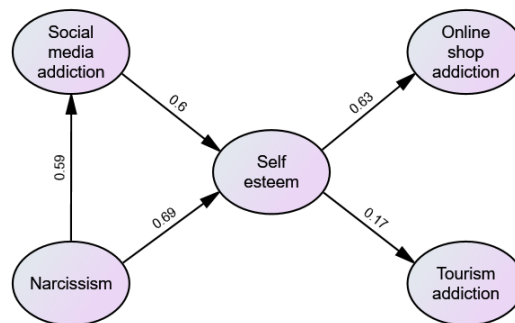

Fig. 2. Structural Model of the Hypotheses Testing

We document the examination outcomes of the five hypotheses in Table 5. Each research hypothesis has a CR score surpassing 1.96.

Table 5
Results of Hypotheses Testing

Hypotheses	Paths	C.R.	P	Results
H1	Narcissism → Social media addiction	6.400	***	Accepted
H2	Narcissism → Self-esteem	5.316	***	Accepted
H3	Social media addiction → Self-esteem	4.654	***	Accepted
H4	Self-esteem → Online shopping addiction	6.669	***	Accepted
H5	Self-esteem → Tourism addiction	2.469	0.014	Accepted

5. Discussion

This study has examined the impact of narcissism on social media addiction. With a CR score of 6.400, it shows vital statistical significance. The studies by Brailovskaia et al. (2020), Iranmanesh et al. (2021), and Kumpasoğlu et al. (2021) support this hypothesis. It shows that narcissism has a significant impact on social media addiction. However, it is also worth noting that the relationship is correlational and not causal. It cannot conclude that narcissism causes social media addiction or vice versa. We can develop a more comprehensive grasp of narcissism's influence on social media addiction in consumer cyborgs. Narcissism can attract cyborg consumers to use social media to strengthen their self-image and get validation from others. Individuals with high levels of narcissism may be more likely to post content that attracts attention and gets praise from others, leading to a positive experience and an increased tendency to engage with social media, potentially leading to addiction.

The impact of narcissism on self-esteem is examined in the second hypothesis with a robust statistical significance, with a high CR score of 5,316. Several referenced studies, including Barnett and Powell (2016), Raskin et al. (1991), and Rohmann et al. (2021), support this hypothesis and add to its validity by demonstrating a correlation between narcissism and self-esteem. Some studies have found a positive relationship between these two variables, while others have found a negative one. However, it is essential to note that this relationship is correlational and not causal. Narcissism is a personality trait characterised by a high sense of superiority, high self-expectations, and a desire for recognition and validation from others. Individuals with high levels of narcissism may have high levels of self-esteem. However, excessive narcissism can lead to low self-esteem for the vulnerability of these individuals to criticism and rejection. Other factors, such as childhood experiences, social support, and individual perceptions of themselves, can influence self-esteem. The studies supporting the second hypothesis provide valuable insights into the relationship between narcissism and self-esteem.

The research on the impact of social media addiction on self-esteem suggests a strong relationship between the two. The CR score of 4.654 shows that this relationship has a vital statistical significance. The previous studies of Hawi and Samaha (2017) and Mrad and Cui (2020) support the research findings. However, it is essential to note that this relationship is complex and multidimensional, and excessive use of social media can lead to negative feelings about oneself. In addition, we should consider the impact of narcissism on self-esteem, as individuals with high narcissism traits may be more vulnerable to the adverse effects of social media addiction on their self-esteem.

Based on the fourth hypothesis, we investigated to analyse the impact of self-esteem on online shopping addiction. The study yielded a high CR score of 6.669, indicating vital statistical significance in the relationship between self-esteem and online shopping addiction. Hence, it is evident that there is a significant correlation between the level of self-esteem and online shopping addiction. These findings support the hypothesis that self-esteem affects online shopping addiction. Furthermore, the fifth hypothesis examines the impact of self-esteem on tourism addiction, which resulted in a CR score of 2.469. A positive CR score indicates statistical significance in the correlation between self-esteem and tourism addiction. However, compared to the fourth hypothesis, the lower CR score suggests that the correlation between self-esteem and tourism addiction may not be strong. Several references, including the research conducted by Angulo et al. (2021), Zhang et al. (2015), Zeidan et al. (2021), Koçak et al. (2021), and Kun et al. (2020), state that self-esteem has a significant impact on addiction. However, this study does not explicitly mention tourism addiction. This finding aligns with the fifth hypothesis, which suggests that self-esteem affects tourism addiction. Overall, the correlation between self-esteem and addiction, including online shopping and tourism addiction, has important implications for understanding individual behaviour related to these activities. Those with low self-esteem may seek emotional needs fulfilment and satisfaction from online shopping or travelling, which can increase the risk of addiction related to these activities.

6. Conclusion

Based on the study results, we can conclude that a positive correlation occurs between narcissism and social media addiction, as individuals with higher levels of narcissism have a higher predisposition to experience addiction to social media use. Additionally, higher levels of narcissism link to higher levels of self-confidence, and it shows a positive influence of narcissism on self-esteem. Furthermore, the study suggests that the effect of social media addiction is positive on self-esteem, as those addicted to social media have higher levels of self-confidence. Besides, this study found that self-esteem positively correlates with online shopping addiction. It denotes that individuals with higher levels of self-esteem have a higher tendency to

experience addiction to online shopping. Also, individuals with higher self-esteem have a higher predisposition to experience addiction for travelling and exploring new places, implying a positive influence of self-esteem on tourism addiction. The study suggests that narcissism, social media addiction and self-esteem significantly influence online shopping and tourism addiction. Narcissism and self-esteem affect both social media use and consumption behaviour in online shopping and travel, and self-esteem also strongly influences both types of addiction. Understanding the psychological factors involved in developing online shopping addiction and tourism addiction can be beneficial in developing better prevention and management strategies related to such behaviours.

The present research offers a valuable theoretical contribution to our comprehension of the impact of narcissism, social media addiction, and self-esteem on online shopping and tourism addiction. The study highlights several theoretical contributions, including confirming a positive relationship between narcissism and social media addiction, which clarify the personality characteristics that influence social media addiction. Moreover, this study found that narcissism positively impacts self-esteem, which can provide insights into the role of narcissism in shaping an individual's self-perception and confidence level. The study also revealed that excessive use of social media can boost an individual's self-esteem, which enhances the knowledge about the psychological mechanisms that underlie the relationship between social media use and individual feelings of self. Also, the study established a positive connection between self-esteem and online shopping addiction and tourism addiction, signalling that individuals with higher levels of self-esteem may be more prone to these types of addictions. Overall, this research contributes significantly to our understanding of the links between narcissism, social media addiction, self-esteem, online shopping addiction, and tourism addiction and provides a stronger theoretical foundation for studying online and travel consumption behaviour.

This study has significant managerial implications for the management of online shopping addiction and tourism addiction. The study provides significant implications for the psychological factors contributing to addiction and highlights the importance of self-esteem, social media addiction, and narcissism in influencing addiction. Managers, policymakers, planners, and promoters can use this knowledge to identify potential risks and develop effective prevention strategies. They can also design programs and activities that promote positive experiences, self-confidence, and psychological well-being to reduce the risk of addiction. Additionally, managers can develop more responsible marketing strategies that consider the effects of social media on consumer behaviour. The risks associated with narcissism can raise awareness to promote a more balanced and healthier mindset in social media use. We can use a holistic management approach that integrates self-esteem development, social media use management, and timing to address the addiction challenges in online shopping and tourism. Overall, this study contributes to managerial practices addressing addiction in these contexts.

The study at hand may have several limitations and suggestions for future research. First, the limited sample may not become representative of the broader population, which may affect the generalizability of the results. Future research can expand the sample to gain more comprehensive generalisations. Second, using a single data collection method, such as a questionnaire, may affect the validity and reliability of the results. Additional data collection methods, such as interviews or direct observation, can provide a more in-depth understanding of the relationships under study. Third, the study only focuses on a few variables. We may not consider other variables such as anxiety, depression, or other social factors. Future research may expand the range of variables to get a more complete picture of the factors influencing addiction.

In terms of suggestions for future research, a longitudinal design can provide a better understanding of cause-and-effect relationships and patterns of addiction development. The combination of quantitative and qualitative approaches in research can also provide a more comprehension of the effects of narcissism, social media addiction, and self-esteem on online shopping and tourism addiction. It is also significant to consider contextual factors such as cultural, environmental, or social factors to understand differences in addictive behaviour across various contexts. Finally, future studies may explore protective factors that may reduce addiction risk and test the effectiveness of targeted interventions. It will manage addiction to online shopping and tourism. These suggestions can help to develop more effective prevention and intervention strategies and deepen understanding of the factors influencing addictive behaviour.

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