INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY: APPLIED BUSINESS AND EDUCATION RESEARCH

2026, Vol. 7, No. 3, 1373 – 1392
http://dx.doi.org/10.11594/ijmaber.07.03.28

Research Article

Multiple Screen Addiction and Impulsive Buying Behavior Among Selected Young Adults in Lemery, Batangas

Jervin Dinglasan Quicho[1]*, Trisha Mae J. Atienza[2], Ma. Christine Joyce L. Castillo[2], Cyrill P. Mendoza[2]

[1]Department of Social Sciences and Humanities, Cavite State University Imus Campus, Imus City, Cavite, 4103, Philippines
[2]College of Arts, Sciences, and Technology. Psychology Department, Lemery Colleges, Inc., Lemery, Batangas, 4209, Philippines

Article history:
Submission 28 February 2026
Revised 16 March 2026
Accepted 23 March 2026

**Corresponding author:*
E-mail:
jervin.quicho@cvsu.edu.ph

ABSTRACT

This paper examined the correlation between multiple screen addiction and impulsive buying habit among young adults in Lemery, Batangas. With a descriptive-correlational design, 400 respondents aged 19-40 years were surveyed by use of Multiple Screen Addiction Scale (MSAS) and Buying Impulsiveness Scale (BIS). Findings indicated that a significant number of respondents had high scores of various screen addiction, especially in the areas of excessive screen time as well as compulsive digital behavior. Conversely, the majority of the respondents showed low to very low scores in impulsive buying behavior with none of them falling in the high and very high categories. Statistical results revealed that multiple screen addiction was moderately, positively and significantly correlated with impulsive buying behavior ($r = 0.387$, $p < .001$), indicating that the higher level of screen addiction was, the more impulsive purchase decisions one had. These results implied that even though screen addiction was very common, not everyone would translate to high impulsive buying but it makes one more prone to it. To this end, the study offers community-based solutions like barangay digital detox programs, smart spending, and mentorship programs to ensure digital wellness and financial self-regulation. This research provided localized information on the multifaceted relationship between the utilization of technology and consumer behavior, and the importance of specific interventions to promote the establishment of healthier digital and financial practices in young adults.

Keywords: *Digital Consumption, Impulsive Buying Behavior, Multiple Screen Addiction, Psychoeducation program, Screen Dependency*

How to cite:
Quicho, J. D., Atienza, T. M. J., Castillo, M. C. J. L., & Mendoza, C. P. (2026). Multiple Screen Addiction and Impulsive Buying Behavior Among Selected Young Adults in Lemery, Batangas. *International Journal of Multidisciplinary: Applied Business and Education Research*. *7*(3), 1373 – 1392. doi: 10.11594/ijmaber.07.03.28

Background

Multiple screen addiction, which is the habit of individuals to engage more than one digital device simultaneously, has significantly influenced various spheres of life in the present digital age, especially the young adult population. This phenomenon has influenced the consumer behavior, which has led to impulsive purchasing with the exception of impacting academic performance and social relationships. Over the years, multiple screen addiction and impulse buying, especially among the young adults, has become very prevalent in the Philippines. The spread of smartphones, tablets and computers has increased the amount of time that is dedicated to screens, and many students dedicate many hours per day to different screens. The COVID-19 pandemic has further fueled this behavior as it pushed the population to highly depend on the digital platform in conducting their work, education, and entertainment.

According to a study carried out by the Philippine Institute of Development Studies (PIDS), there has been a rise in the screen time of Filipino young adults in the pandemic (PIDS, 2021). At the same time, online shopping sites have contributed to impulse purchasing habits due to the convenience of accessing them. Filipino young adults are moving towards buying without any planning owing to convenience and instant satisfaction of e-commerce. One of the studies conducted by Verdida, Ongy, Serino, and Abamo (2024), investigated the impulsive buying behavior of college students and discovered that both genders showed moderate levels of buying impulsiveness, as females usually impulsively purchase to improve their self-image and males to use in order to accomplish goals. Considering the increasing alarm in relation to this action, this study explored the interesting relationship between multiple screen addiction and impulsive buying behavior among a sampled young adults in Lemery, Batangas. Multiple screen addiction has emerged as a major behavioral issue in the digital age among young adults especially when technology has become a part of their lives in academia, social life, and personal life. Digital addiction is especially prone to young adults as they have a lot of interaction with technology and social media (Twenge, 2017). The multiscreen experiences of individuals can be predisposed toward going out of control and becoming a certain behavioral addiction (Saritepeci, M, 2021).

Over utilization of screens such as smart phones, laptops and televisions has been associated with addictive behavior, which may affect decision making and cause impulsive actions like unplanned buying. The tendency of online shopping addiction (OSAT) in young adults has been deemed too serious to be ignored. Consequently, there is a need to scrutinize in detail the factors that pertain to shaping the trend of adolescents being online shopping addicts (Li, H., Ma et al, 2024). Shopee and Lazada have transformed into the leading e-commerce in the Philippines with business-to-business-to-consumer model, where third-party merchants can offer their products. Being one of the most recent applications, Shopee, which was introduced in 2015, is user-friendly and visually attractive, as it pays much attention to the user experience with additional features like live chats and interactive promotional activities. Lazada, which was established in 2012, is the company that is mostly likened to Amazon because of its format; it consists of brand partnerships and third-party sellers, as well as a classic e-commerce experience (Asoque, 2024). E-commerce is increasingly influencing more businesses and industries that are traditional. These platforms are not the only ones, as large retail chains and fast-food restaurants in the Philippines (SM Malls, Robinsons, McDonalds, and Jollibee) have adopted the use of online platforms in order to reach their clientele. These companies are currently providing online shopping and delivery whereby they are changing the trend of increasing e-commerce. The past few years have been characterized by the emergence of new business models, such as online stores such as Zalora and commercial services within the sharing economy, such as GrabTaxi and Airbnb, and these examples are indicative of the growing role that e-commerce is playing in industries (Prado, 2019).

Also, the multiple screen addiction, where one operates more than one digital device at a time, has become more and more common

among young adults. The addiction exposes people to too much time on the screen at the expense of normal activities, duties and personal relationships. The constant flow of notices, updates, and entertainment features on these devices has the capacity to activate the dopamine reward system in the brain, making use of it compulsive (Chen et al., 2020; Montag and Reuter, 2017). Such multiple screen addiction can also be the cause of impulsive buying behavior because young adults are faced with convincing marketing messages on multiple screens all the time.

Multiple screens have become a very common phenomenon among the young adults as a result of the emergence of digital technology. This is an addiction of multiple screens, the simultaneous use of different digital tools, including smartphones, tablets, laptops, and televisions, which is an issue that is gaining more and more weight (Turkle, 2017). The increasing time that young adults spend on these devices, they are constantly bombarded with targeted advertisements, social media influencers, and immediate opportunities to do online shopping. Such atmosphere leads to impulse buying behavior as people can buy products without thinking and at the moment of purchase (Andreassen et al., 2013). This addiction is mostly prone to young adults especially because of the exposure they face in the use of digital media in both academic and social purposes. The effect of multiple screen addiction does not stop at their academic performance and socialization but also their purchasing behavior is severely affected by it. The connection between multiple screen addiction and impulsive buying behavior is important to understand in order to come up with approaches that would ensure that people adopt healthier digital consumption practices and enhance their well-being.

There was a major research gap in the perception of how multiple screen addiction and impulsive buying behavior relate to and in semi-urban areas such as Lemery, Batangas, among the young adults. Earlier research studies such as Utami and Maharani (2023) have investigated the stress coping mechanisms in impulsive buying, and Maccarrone-Eaglen and Schofield (2017) investigated compulsive buying in association with impulsivity and loss of self-control. Nevertheless, such investigations mainly concentrated on the overall consumer patterns in the urban regions with little information regarding the impact of multiple screen addiction on consumer buying patterns in the semi-urban regions. Financial factors affecting impulsive buying or live-streaming commerce as a marketing force are also discussed in existing literature (Borromeo et al., 2022; Adap et al., 2024), but the influence of multiple screen engagement in non-urban contexts is not explored in the research.

This paper has attempted to investigate the psychological and behavioral implications of screen addiction in many screens on consumer behavior with emphasis on impulsive buying behaviour among young adults in Lemery, Batangas. The final hypothesis was to determine the role of the frequency and overlapping usage of digital devices in causing impulsive buying habits and therefore guide interventions that can be used to foster digital wellness and financial responsibility. Based on the psychological aspect of behavioral control and cognitive decision-making, the paper assessed the possibility of how screen addiction could undermine self-control and become more exposed to emotionally driven expenditure. This gap allowed the research to offer a localized understanding of digital consumer behavior within a semi-urban environment that adds empirical data to the knowledge base not previously performed in areas with high commercialization. It expanded the argument about the psychology of digital consumption and behavioral economics, and provided a base on which future studies and policies would be built to provide a compromise between digital interaction and conscientious fiscal practices.

This study aimed to explore the relationship between multiple screen addiction and impulsive buying behavior among selected young adults in Lemery, Batangas.

Specifically, this study sought to answer the following:

1. What is the level of multiple screen addiction among the respondents?

2. What is the level of impulsive buying behavior among the respondents?
3. Is there a significant relationship between multiple screen addiction and impulsive buying behavior among respondents?
4. Based on the findings, what practical interventions may be proposed?

Methods

The paper has used quantitative descriptive correlational design to study the association between multiple screen addiction and impulse buying behavior amongst young adults in Lemery, Batangas. A descriptive method has provided a quantitative measure of the degree of various screen addiction and impulsive buying behaviors in a systematic manner that gives a portrait of the behavioral tendencies in the target group. The correlational dimension helped to explore the relationship between these variables in order to identify the strength of the relationship between them. The choice of the research design was informed by the fact that quantitative analysis could offer objective data of behavioral tendencies that guarantee accuracy in data collection. Descriptive research provided a systematic method of determining patterns of behavior, whereas correlational analysis provided an opportunity to conduct statistical analysis of the relationship without controlling variables. The effectiveness of this method has been proved in earlier research of behavioral study. In their works, Lin et al. (2022) and Mendoza et al. (2020) managed to use descriptive research to measure the prevalence of digital consumption patterns and have identified some important behavioral trends. On the same note, Santos (2019) and Gutierrez (2020) applied the correlational analysis to determine the connections between impulsive buying behavior and screen time. These articles affirmed the appropriateness of the descriptive correlational methodology to analyze the digital habits and their effects on consumer behavior. The data were gathered via surveys assessing the frequency of the screen usage, amounts of time spent on smartphones, tablets, and computers, and impulsive buying behavior in terms of impulse buying and emotional impacts. Accuracy was afforded in the measurement of the two behaviors, by standardized assessment tools. Since the goal of this study was to determine the behavioral predispositions without controlling the variables, this approach provided an empirical and systematic means of examining the relationship between screen addiction and impulsive purchasing behavior. The foundations of the acquired insights brought new insights into the comprehension of the usage of technologies and consumer behavior, which will be useful in further discourse of the topic of financial awareness and digital consumption.

Participants of the Study

This work engaged young adults (aged between 19 and 40 years) living in Lemery, Batangas. This age group was chosen due to its great exposure to technology and high susceptibility to multi-screen addiction and indulgence to impulsive buying behavior.

To obtain a complete representation, there were no gender restrictions so that they could include participants of the entire range of gender identities. Also, to obtain a mixed range of financial situations that can impact buying behavior and screen time, the participants were recruited across all socio-economic layers.

Eligibility requested them to be students or working professionals and this included full-time and part-time students, scholars, and employed people regardless of their work or school status. This was a requirement that saw to it that different lifestyles and digital consumption patterns were represented.

The purposive and snowball sampling approach were used together to maximize the participants. The purposive sampling facilitated the researcher to sample selectively people who had high multi-screen use and impulsive buying behavior which met the aim of the research. Snowball sampling was used to supplement this strategy whereby the first respondents were requested to mention the others in their circles that exhibited such behaviors. The mixed approach provides increased sample size and avoids irrelevance, which allows exploring the connection between multi-screen addiction and impulsive purchase behavior in much more depth.

All respondents gave free consent, attesting that they understood the study fully and their ability to pull out of the study without being penalized by any means. The English or Filipino language was evaluated to make sure that the respondents were competent in reading the survey questions and responding correctly. the usage of digital gadgets such as smartphones, tablets, and laptops alongside the existence of a stable internet connection were taken to be the preconditions of the participation.

The frequency and modalities of using the device were assessed in the preliminary screening with the help of such items as How often do you use a smartphone? and Do you have a stable internet connection at home? Only people who did not live in Lemery or could not use digital technologies regularly were not included in the study.

Sampling Technique

To secure the relevancy and richness of the gathered information, the mixed methods of purposive and snowball sampling were used in this study. The logic behind the use of these approaches was based on the need to select the people that showed the behavior that was in line with the theme of the study namely frequent visits to more than one digital screen and tendency towards impulse buying.

Purposive sampling also allowed the researchers to carefully choose respondents within the age of 1940 years that fit these criteria, and therefore, the sample had a high correspondence to the objectives of the study. The choice of using snowball sampling to supplement this method was made due to the challenges in finding a large enough sample of people with the characteristics of behavior in question. The researchers increased their sample by seeking referrals of initial respondents to other individuals in their social network who exhibited similar digital consumption patterns to include a larger, but behaviorally relevant population. In addition to broadening the scope of the study, this approach made sure that the sample reflected natural tendencies of the community to use the screen and act as consumers.

Moreover, the demographic information of every respondent was carefully noted, including such variables as age, gender, type of devices, and online accounts. This profiling in all its detail provided the necessary background to deepen the interpretation of trends and relationships between multiscreen addiction and impulsive buying behavior among the target group of Lemery, Batangas.

Result and Discussion

1. Level of Multiple Screen Addiction

Table 1. Respondents' Level of Multiple Screen Addiction Descriptive

	N	Mean	SD
Multiple Screen Addiction Scale	400	48.1	11.6

Table 1 shows that the mean score of multiple -screen addiction among the 400 respondents is equal to 48.1, with a standard deviation of 11.6. As described in the legend (Table 3.1 interpretations of the scores), this mean is in the range of 46-60, which is associated with the level of multiple-screen addiction categorization of High Level. These results show that, on the balance, the subjects exhibit a strong tendency to use several screens or digital devices at once e.g., watching TV and using a smartphone, or having a laptop and a tablet at the same time. An average score at this level indicates a behavioral trend that has been attributed to high rates of multitasking in digital mediums which has been identified to lead to a loss of attentional control, disturbed circadian sleep patterns, and possible inability to effectively handle time and duties. The high average score of multiple-screen addiction in young adult cohort in Lemery, Batangas, is an indication that multitasking using digital devices is a widespread and accepted norm among the members of the cohort. The trend can be explained by the increasing use of technology in everyday life, educational activities, and social life.

Table 2. Frequency distribution and percentage of respondents' Level of Multiple Screen Addiction

LEVELS OF MULTIPLE SCREEN ADDICTION	FREQUENCY COUNT	PERCENTAGE
Very Low Level	0	0
Low Level	34	8.5
Moderate Level	126	31.5
High Level	180	45
Very High Level	60	15
OVERALL	**400**	**100**

The table 2 shows the prevalence of multiple-screen addiction of the 400 young adults living in Lemery, Batangas. The largest fraction of participants (45.0) was at the High level, indicating that almost half of sampled often used more than one single digital device at the same time. Another 31.5% were placed under the Average level, and 15.0% were in the Very High category, suggesting a non-negligible minority that might be at risk of developing the negative effects of excessive screen time. The number of those in the Low level was only 8.5% with no one being found at the Very Low level which further illustrates the preponderance of moderate to high screen-use behaviours in the cohort. The findings are consistent with the existing literature that multitasking and high use of digital-devices have become a normative behaviour among young adults across the world. Montag and Walla (2021) argue that the issue of digital overuse, which involves using multiple screens at the same time, is a universal phenomenon that contributes to the problem of impulsivity and worsens well-being among the general adult population. Similarly, Kuss and Griffiths (2017) conclude that digital multitasking is a ubiquitous effect of modern life, which often creates compulsive use habits and affects self-regulation. The high proportion of the participants in the High and Very High groups is particularly concerning as the health dangers of the intensive use of screens are well-documented. By illustrating that repeated and lengthy use of digital devices is associated with a continuum of psychological and somatic health issues, Smith et al. (2020) confirmed that anxiety, sleep disorders, and musculoskeletal pain are the most common. Przybylski and Weinstein (2017) equally noted that prolonged screen time is linked to the reduced psychological well-being in young adults regardless of their occupational or educational status. The deficiency of respondents that can be grouped as Very Low also reflects the normalisation of the multi-screen usage among this group. Even indexed under Low and Average levels, seem to be interacting with digital devices more often than it happened in antecedent generations. This trend is supported by Twenge and Campbell (2018), who state an upward trend in the screen time and digital presence of young adults in the previous decade. Such findings suggest that multi-screen interaction is not only common to young adults, but also very firmly established in the daily lives of young adults in Lemery, Batangas. The high and very high scores of screen addiction are probably a reflection of the increased use of technology in the areas of work, socialisation and leisure. These behavioural tendencies are a cause of concern in terms of possible harms to the attention span, productivity, and quality of life.

Table 3. Respondents' Level of Excessive Screen Time

	N	Mean	SD
A. Excessive Screen Time	400	13.2	3.77

The results are recorded in Table 3 as a mean and standard deviation of excessive screen time of the respondents. The average in the scale of available (mean = 13.2 and SD=3.77), shows that on average, young adults in Lemery, Batangas, spend much time using digital devices. This high average indicates that the excessive use of screens is a widespread

habit among this group of people, as it indicates that the use of digital technology in work, education and recreation is quickly becoming a normal part of everyday life. The standard deviation illustrates that there is certain variability in the amount of time the respondents spend on the screen; however, the general trend of mean is indicative of a high degree of internet usage.

Table 4. Frequency distribution and percentage of respondents' Level of Excessive Screen Time

LEVELS OF MULTIPLE SCREEN ADDICTION	FREQUENCY COUNT	PERCENTAGE
Very Low Level	31	7.75
Low Level	85	21.25
Average Level	165	41.25
High Level	86	2.15
Very High Level	33	8.5
OVERALL	**400**	**100**

Table 4 shows the proportion of respondents of different strata of excessive screen time. Most of the respondents, 41.25⁞.00% of the sample, are under the Average Level category, 21.50.00% are under the High Level category, and 8.25.00% are under the Very High Level category. That is, about one-third of the sample has a high to very high screen time, which can potentially predispose people to negative consequences, such as a reduced attention span, sleep disorders, and a greater impulsivity level. On the other hand, the proportions of 7.75% and 21.25% of respondents fall in the Very Low and Low categories, respectively, and it can be emphasized that the moderate to high screen use is the trend among young adults in this community. Therefore, such distribution increases the widespread status of screen time excess and the necessity of interventions to promote healthier online habits.

Table 5. Respondents' Level of Compulsive Behavior

	N	Mean	SD
B. Compulsive Behavior	400	26.4	6.44

Table 5 shows the average and the standard deviation of the compulsive behavior of a sample of 400 participants. The average value is 26.4 (SD 6.44) which means that the tendency towards compulsive digital behavior among young adults who live in Lemery, Batangas is moderate. The implications of this group of findings are that a significant percentage of the respondents often have the urge or impulse to use digital devices and some respondents claim that they are unable to resist or control these urges. The standard deviation is rather large and this indicates that the sample of compulsive behavior is very varied with some people reporting occasional impulse occurrences, and with some people having much more persistent compulsive behavior.

Table 6. Frequency distribution and percentage of respondents' Level of Compulsive Behavior

LEVELS OF COMPULSIVE BEHAVIOR	FREQUENCY COUNT	PERCENTAGE
Very Low Level	14	3.5
Low Level	40	10
Average Level	169	42.25
High Level	133	33.25
Very High Level	44	11
OVERALL	**400**	**100**

Table 6 demonstrates a nonhomogeneous occurrence of compulsive screen-use behavior among young adults that live in Lemery, Batangas. The percentage of respondents with the very low level of compulsive behavior (3.5) comprised 14 individuals. Such an observation implies that this small group of respondents do not have frequent urges or impulses to use digital devices, which is why the self-regulation among this group is strong. Conversely, only 1 in every 10 sample participants (40) fell in the low level of compulsive behavior. These people complain of feeling compelled to use their devices occasionally, but they tend to be in control so that these urges do not interfere with their normal functioning. The greatest percentage of the respondent's 42.25 percent (169 participants) were at the average level of compulsive behavior. This means that, in a significant part of the young adult population, compulsive digital habits lie at the mediocre level, that is, these people can be driven to screen use, but the urge is not overwhelming and intense. A large number of the population at 33.25 percent (133 respondents) had a high level category. These respondents often have urge to use digital devices that are high and unsubsiding, thus may disrupt their duties, habits, and well-being in general. Last of all, 11% (44 respondents) of the respondents were classified as very high level of compulsive behavior. This subgroup is the one that is at the greatest risk of adverse outcomes related to problematic screen use, such as impaired self-control, increased anxiety, and, at the extreme, behavioral addiction. They might have significant functional disruptions and poor quality of life due to their high and frequent desires to have access to digital devices.

Table 7. Respondents' Level of Loss of Control

	N	Mean	SD
C. Loss of Control	400	8.44	2.83

Table 7 shows the means and standard deviation of perceived loss of control in the use of the screen among the respondents. The average score was 8.44 (SD 2.83), which means that on a scale to 10, young adults in Lemery, Batangas, face moderate difficulties in controlling the use of a digital-device. Such results suggest that many of the participants sometimes feel that they cannot control the time spent at the screen or that they cannot resist the urge to use the digital devices that is one of the indicators of the problematic use of technology. The standard deviation of 2.83 indicates that responses were moderate in dispersion, which indicates that some people have strong self-regulation; whereas others face an increased challenge in regulating their screen time. The middle average of the loss of control is indicative of a growing problem in the modern world, where digital technology is deeply ingrained in our lives. In study by Baumeister, 2002; Verplanken & Sato, 2011 failures in self-control may emerge due to varying goals, reduced self-monitoring, or mental resource depletion.

Such aggregate score means that even though not every young adult goes through dramatic problems, a significant proportion of them are at risk of developing unhealthy digital practices in case of no interventions.

Table 8. Frequency distribution and percentage of respondents' Level of Loss of Control

LEVELS OF COMPULSIVE BEHAVIOR	FREQUENCY COUNT	PERCENTAGE
Very Low Level	55	13.75
Low Level	100	25
Average Level	158	39.5
High Level	63	15.75
Very High Level	24	6
OVERALL	**400**	**100**

A breakdown of the extent of the respondents in losing control of their use of the screen is detailed in Table 8. However, an interesting observation is that a significant proportion of respondents (13.75) tended to be in the very low level which means that these people seldom have problems in controlling their use of digital devices. The low level group contains the 25 percent of the sample indicating that one quarter of young adults occasionally have difficulties with self-control in this aspect. The biggest group, 39.5 is in the average category of loss of control, i.e. to most of them, challenges in controlling screen time are there but not overwhelming. Nevertheless, the percentage of those who belong to the high level group is considerable, 15.75, and they often find it difficult to control their screen time. The most worrisome fact is that 6% of the respondents are registered as having a very high level of loss of control; those people are in a high risk of having persistent and severe problems with controlling their online behaviors which can adversely affect their everyday functioning, interpersonal relations, and health.

2. Level of Buying Impulsiveness Below presents the level of impulsive buying behavior among selected young adults in Lemery, Batangas, using the Buying Impulsiveness Scale (BIS).

Table 9. Respondents' Level of Impulsive Buying Behavior

	N	Mean	SD
Buying Impulsiveness Scale	400	28.2	7.65

The arguments in Table 4.9 reveal the systematic analysis of the impulsive purchasing behavior of the respondents. The average of the impulsive buying behavior of the 400 respondents is 28.2 standard deviation of 7.65. As per the framework of interpretation, the range of 28 to 36 represents a score that identifies a Low Level of impulsive buying behavior. It is an indication that an average respondent does not make unplanned or spontaneous purchases very often. Their purchases are more of a controlled and deliberate process and not an emotional or a situational purchase. It was accompanied by a low impulse for buying, which can possibly show an overall financial awareness.

Table 10. Frequency distribution and percentage of respondents' Level of Impulsive Buying Behavior.

LEVELS OF IMPULSIVE BUYING BEHAVIOR	FREQUENCY COUNT	PERCENTAGE
Very Low Level	194	48.5
Low Level	147	36
Average Level	59	39.5
High Level	0	15.75
Very High Level	0	6
OVERALL	**400**	**100**

Table 10 is a table that shows the level of impulsive buying behavior among 400 respondents. The sample size of most respondents (48.5%s) is in the Very Low Level category with 36.57 and 14.75% in the Low Level and the Average Level respectively. None of the respondents fell in the High or Very High levels of impulsive buying behavior. This distribution clearly shows that the majority of the respondents have restrained or minimal impulsive buying behaviors. The very low to low levels are predominantly expressed and this indicates that there is a general trend of guarded and analytic buying behavior as opposed to buying impulsively and out of emotion. Such a trend indicates a community that is financially conscious and spends within their means. The available literature has validated that financial literacy is essential in balancing the impulsive behavior of buying. Fernandes et al. (2020) have discovered that people with a better financial literacy level

have a higher level of self-control in their spending habits and are, therefore, able to withstand impulse buying caused by emotional or situational stimuli. Moreover, the consumer expenditures remain influenced by personal values, with Sharma et al. (2021) pointing out that consumers that base their expediency on long-term financial stability rather than materialistic satisfaction are less likely to buy impulsively. Moreover, self-control is also a psychological tool helping one to suppress desires and withhold gratification to become less vulnerable to impulse purchasing. This is supported by Romagnoli (2021), who found in a systematic review that ego depletion and self-regulation deficit are major factors in impulsive spending, which in turn contributes to the significance of self-control in the regulation of purchasing behavior. Thus, these moderating factors prevent the harmfulness of multiple screen addiction to the exposure to digital data that can stimulate the desire to spend money on impulse purchases. These allow a significant number of respondents to retain under control and considerate purchasing patterns in spite of the high level of digital usage. This highlights the value of introducing financial education, value-based interventions, and self-regulation interventions in programs to make reductions on impulsive buying. Besides, the fact that the number of respondents in the high and very high impulsive buying groups is zero further evidences that being overly digital does not necessarily translate into spending impulsively out of hand. However, the fact that there are respondents on the moderate level category means that there is a group of people, which is still susceptible to impulse buying. This is consistent with the existing literature that has shown how digital exposure may change the spending habits by stimulating emotional reactions and reward-seeking responses (Kukar-Kinney, Xia, and Monroe, 2016; Wang and Faber, 2018; Lin, Huang, and Wang, 2021).

3. Multiple Screen Addiction and Impulsive Buying Behavior Among Selected Young Adults in Lemery, Batangas

Table 11. Relationship between the levels of Multiple Screen Addiction and Impulsive Buying Behavior

Spearman's Rho (ρ)	p-value	Significance	Decision
0.387	<.001	Significant	Reject the null hypothesis

Note: Significance level set at $\alpha = 0.05$; degrees of freedom (df) = 400 Decision rule: If p-value < α, reject H_0; if p-value > α, accept H_0.

In Table 4.11, the findings indicate that there is a moderate, positive, and significant correlation between multiple screen addiction and impulsive buying behavior among young adults in Lemery, Batangas (Spearman rho = 0.387, p <.001). This means that the higher the degree of multiple screen addiction of individuals, which is typified by excessive and compulsive usage of smartphones, tablets, and computers, the higher the likelihood that they will be inclined to make unplanned or spontaneous purchases. That is, the more people become addicted to several screens, the more probable impulsive purchase becomes. This positive strong correlation can be attributed to the characteristic of digital environment and the process of behavior. The more time one is on the screen, the more they are exposed to the constant flow of stimuli that may include personalised ads, social media contents, and promotions among others and all are aimed at getting the attention and making people buy now. These stimuli are stimuli that cause impulse purchases as it can be seen to be in line with the stimulus-response model in which external environmental stimuli trigger behavior. The algorithms of social media and e-commerce platforms adjust the content to the preferences of users, which increases the frequency of exposure to the triggered content and its relevance, thus decreasing the deliberation time and self control of the users, thereby increasing the risk of impulsive purchase.

Moreover, the obsessive use of numerous screens tends to reduce self-control and put people in a vulnerable emotional state. Boredom, stress, anxiety, or a need to be

socially accepted can be experienced by the user when communicating with the digital devices. Those emotional states are internal stimuli that only add to impulsive purchasing as a tool of coping or an immediate gratification source. The effect of this interaction between these external digital stimuli and internal emotional stimuli leads to a reinforcing loop which reinforces impulsive purchasing behavior as screen addiction deepens. The social psychology perspective holds that the actions of individuals such as screen utilization and buying behaviors are highly influenced by the societal norms and peer interactions. The abundance of multiple screen addiction is based on normalized digital multitasking habits and supported by peer groups and social media resources, which establish the culture of being constantly connected and consumed (Montag and Walla, 2021; Han et al., 2021). The social environment is one of the factors contributing to the continuation of impulsive buying tendencies. In addition, some studies have shown that group counseling and peer-led interventions are effective in enhancing self-control tapping into social support and common experiences, which stress the significance of social influence in the behavior change (J Med Internet Res, 2025).

These explanations are supported by recent empirical studies. Uppal (2024) and Biswas et al. (2024) also discovered that the addiction to social media is a potent contributor to impulsive buying because it puts users under the influence of targeted advertisements and generates the feeling of fear of missing out (FOMO), which increases the sense of the urgency to buy. Moreover, Mason et al. (2022) showed that online compulsive buying is conditioned by smartphone addiction, and the regulation of mood and experiences of immersion flow are reinforcing variables. Gui et al. demonstrated that smartphone separation anxiety enhances impulsive decision making (2023), which indicates that emotional conditions associated with screen addiction affect impulsive consumption. All these findings demonstrate how various screen addiction can serve as a powerful environmental stimulus that via the reinforcement and emotional processes, enhances impulsive purchasing behaviors.

In conclusion, multiple screen addiction growth results in more impulsive buying since the cyberspace constantly introduces customized, captivating stimulation that prompts one to respond to buying urgently. Emotional states and lack of self-control strengthen this process forming a behavioral pattern that is compatible with the stimulus-response theory. The insight of these dynamics helps realize the need to focus on both the technological and psychological factors in the attempts to ease the impulsive buying tendency in young adults.

Table 12. Spearman's Correlation Between MSAS Sub-Variables and Buying Impulsiveness

SUB-VARIABLES	SPEARMAN'S RHO	P VALUE	INTERPRETATION
Excessive Screen Time & Impulsive Buying Behavior	0.314	<.001	Moderate, statistically significant positive relationship
Compulsive Behavior & Impulsive Buying Behavior	0.360	<.001	Moderate, statistically significant positive relationship
Loss of Control & Impulsive Buying Behavior	0.373	<.001	Moderate, statistically significant positive relationship

To further analyze the relationship between the sub-dimensions of multiple screen addiction, Excessive Screen Time, Compulsive Behavior, and Loss of Control, and impulsive buying behavior, Table 12 will be offered in greater detail. The findings indicate moderate statistically significant positive relationships between all three sub-variables and impulsive buying with Loss of Control having the highest coefficient (Spearman rho = 0.373, p <.001),

then Compulsive Behavior ($r = 0.360$, $p < .001$) and Excessive Screen Time ($r = 0.314$, $p < .001$). These results suggest that the number of screen time, as well as the psychological components of addiction, adds significantly to impulsive purchasing behaviors.

The prolonged use of the screen makes the person more exposed to online advertisements and social media persuasion that is often used as a catalyst to make unplanned purchases. Compulsive behavior is the lack of control over the desire to use digital devices, which can be compared to impulsive desires to make a spontaneous purchase regardless of the possible adverse effects. Above all, loss of control that is symbolizing the inability to control the use of the screens, is very similar to the failure to control the spending impulses. This implies that there are similar underlying processes of behavioral addiction in the form of decreased cognitive control and increased impulsivity in problematic screen use and impulsive buying behavior.

Recent research is in line with these interpretations. As an example, Potenza et al (2023) discovered that too much screen media use is associated with impulsiveness and bad financial choice-making, which supports the concept that too much screen time increases impulsive consumer behavior. In addition, Mandolfo and Lamberti (2021) emphasized that compulsive digital behavior is among the key factors that lead to impulsive purchasing in case of reduced self-regulation. Moreover, Romagnoli (2021) showed that the lack of control over the digital habit is associated with a higher level of impulsiveness in monetary choices, which supports the similarities between behavioral addiction and impulsive purchases.

4. Proposed Intervention Plan

As per the research results of this paper mainly the high incidence of multiple screen addiction and its moderate relationship with impulsive buying behavior in young adults in Lemery, Batangas, the intervention plans as given below are offered. These strategies are theoretical frameworks, which are meant to direct future growth, execution, and assessments in the society.

Barangay-Based Digital Detox Program, since a big proportion of young adults in Lemery has a high or very high score in multiple screen addiction (mean score of 48.1 on the Multiple Screen Addiction Scale), a Barangay-Based Digital Detox Program is suggested to promote less screen time by participating in offline community events that promotes physical activity, outside recreation, and involving in community activity.

The Smart Spending Workshop, is suggested to strengthen the financial mindfulness and empower the participants with the necessary skills to control the impulsive spending to increase financial mindfulness and decrease impulsive purchasing by conducting interactive budgeting tasks, simulation shopping situations, and discussion of financial literacy activities by the barangay officials, local teachers, or other financial literacy trainers in the barangay halls or community centers.

Click Smart Mentorship Program, starts with the awareness creation initiative through interactive seminars and group discussions to inform young adults on the influence of screen habits on their spending, online marketing, and self-regulation. After this, the interested participants can enroll in peer-led mentorship programs and monitor the amount of the screen time and spending through journals or apps and participate in coaching sessions with skilled professionals or trained mentors every month.

In order to make the program more focused on the psychological aspect, the Digital Well-Being Support Circle will be included as an optional feature. These facilitated group sessions offer harmless, peer-guided platforms through which participants can exchange experiences and discuss issues associated with overuse of screens, impulsive behavior and emotional reactions to digital stimuli.

Moreover, the sessions of Self-Regulation and Mental Endurance Training will be also incorporated into mentorship sessions. These sessions are aimed at the coping techniques that include planned screen time, guided breathing, habits replacement techniques, reflective journaling, and goal-setting activities to create resilience and foster long-term

behavioral change. It is a two-phase community-based strategy that utilizes barangay halls, local facilitators, and peer mentors so as to make it accessible and sustainable.

Conclusion

Based on the key findings of this study, it was concluded that:

The issue of multiple screen addiction is very high among young adults in Lemery, with frequent multitasking and the inability to control the use of screens. This action is entrenched in their everyday lives and may be a threat to their mental stability and efficiency;

In spite of the prevalence of screen addiction, the impulsive buying behavior is low in general. Majority of young adults are financially conscious and spend very carefully, though, a minority is still susceptible to impulse buying, especially after being exposed to digital marketing;

Multiple screen addiction is significantly positively related to impulsive buying behavior at moderate level. There is a connection between a greater use of screens, particularly when coupled with compulsive behavior and loss of control, and likelihood of impulsive purchases. This highlights how the digital surroundings and lack of self-control lead to consumer behavior and;

Community-based interventions are required to be integrated in order to solve these problems. Taken together, the barangay-based digital detox program Smart Spending Workshop, Click Smart Mentorship Program and peer-assisted self-regulation strategies offer structured off-line activities, financial literacy and peer-supported self-regulation strategies. These are localized, practical and sustainable interventions designed to minimize screen addiction and impulsive purchases and encourage healthier digital and financial behavior.

Recommendation

In order to curb the addiction to the screen, the following solutions are suggested to encourage responsible consumption habits of the humans:

1. To help young adults build self-awareness of their screen and spending habits, journals or online applications can be used as tools of habit tracking. They should engage in the community programs proactively such as digital detox and financial literacy workshops and peer mentorship that foster impulse control and responsible digital use. Mindfulness training and creating dialogue can help them to make better health-related decisions and avoid impulsivity.
2. Some of the approaches that families and parents can adopt at home to set healthy boundaries around screen time include family-technology free time, recreation other than screen time, and open dialog, which leads to self control instead of control. Encouragement of screen use and spending patterns among the young adults in a supportive environment can enable them to build responsible habits.
3. Teachers can be persuaded to incorporate media literacy, digital wellness, and financial literacy in the school curriculum and extracurricular activities. The knowledge of the cognitive and behavioral consequences of the use of excessive screens and impulsive purchasing will allow schools to develop interventions that will help them to encourage responsible technology use and wise financial decision making among schoolchildren.
4. LGUs and the barangay officials could also encourage awareness campaigns and digital literacy training so that communities can be educated on the dangers of over-screen time and unplanned purchasing. They can also promote more stringent rules on internet advertising, introduce a code of screen time in social facilities, and inculcate digital wellbeing in schools and work places. Healthier digital habits of young adults can be supported by supporting such community-based programs as digital detox and financial literacy workshops.
5. Financial literacy sessions that involve interactions can be used to carry out training on impulse control by the youth organizations. The provision of young

adults with practical methods to differentiate between needs and wants, the awareness of marketing strategies and the prevention of unplanned buying behavior will shift towards more responsible financial behaviors and decrease excessive spending on digital platforms.

6. Online services have the potential to enhance consumer defense functions, such as adding spending notifications, reviewing purchasing times, and educative reminders that will assist users to be conscious of impulsive buying behaviors. Allowing people to gain more control over what they see and hear in targeted marketing by offering them the ability to customize their use of new technologies will help them to control their patterns of digital consumption and spending better.
7. Future studies can investigate the evidence-based intervention strategies to overcome impulsive purchasing habits and screen addiction which include digital detox programs, financial literacy programs, and behavioral therapies. The further investigation of various population groups could contribute to the creation of culturally sensitive and efficient intervention methods that can be applied to psychological and behavioral improvements.

References

Aagaard, J. (2015). Drawn to distraction: A qualitative study of off-task use of educational technology. Computers & Education, 87, 90–97. https://www.tandfonline.com/doi/abs/10.1207/S1532785XMEP0503_0

Adap, X., Law, M., Ng, M., & Lam, L. (2024). What drives consumers to buy in live-streaming commerce? A systematic literature review. Journal of Logistics, Informatics and Service Science, 11(2), 464–486. https://doi.org/10.33168/JLISS.2024.0229

Ahmed, M. T., Biswas, M. E., Hasan, Z., Islam, S. M. S., & Ava, M. F. (2024). Digital habits of university students: A statistical analysis of screen time, app usage, and device engagement. 7th International Conference on Industrial Engineering and Operations Management (IEOM) 2024. https://www.aiub.edu/Files/student_research/Digital_Habits_of_University_Students_A_Statistical_Analysis_of_Screen_Time_App_Usage_and_Device_Engagement.html

Alshohaib, K. A. (2024). From screens to carts: The role of emotional advertising appeals in shaping consumer intention to repurchase in the era of online shopping in post-pandemic. Frontiers in Communication, 9, 1370545. https://doi.org/10.3389/fcomm.2024.1370545

Andreassen, C. S., Griffiths, M. D., Gjertsen, S. R., Krossbakken, E., Kvam, S., & Pallesen, S. (2013). The relationships between behavioral addictions and the five-factor model of personality. Journal of Behavioral Addictions, 2(2), 90–99.

Asio, J. M. R. (2022). Gadget screen time use of students in selected tertiary institutions: Implications in the new normal learning. Social Sciences, Humanities and Education Journal (SHE Journal), 3(3), 13920. https://www.academia.edu/88092487/GADGET_SCREEN_TIME_USE_OF_STUDENTS_IN_SELECTED_TERTIARY_INSTITUTIONS_IMPLICATIONS_IN_THE_NEW_NORMAL_LEARNING

Asoque, A. (2024). A comprehensive analysis of e-commerce platforms in the Philippines: Shopee and Lazada. Philippine Journal of Digital Economy.

Baumeister, R. F. (2002). Yielding to temptation: Self-control failure, impulsive purchasing, and consumer behavior.Journal of Consumer Research, 28(4), 670-676. https://doi.org/10.1086/338209

Beatty, S. E., & Ferrell, M. E. (1998). Impulse buying: Modeling its precursors. Journal of Retailing, 74(2), 169-191. https://doi.org/10.1016/S0022 4359(99)80092-X

Behavioral Economics, 19(2), 112-129. https://doi.org/10.1007/978-981-97 3556-3_48

Billieux, J., Maurage, P., Lopez-Fernandez, O., Kuss, D. J., & Griffiths, M. D. (2015). Can

disordered mobile phone use be considered a behavioral addiction? An update on current evidence and a comprehensive model for future research. Current Addiction Reports, 2(2), 154–162. https://doi.org/10.1007/s40429-015-0054-y

Biswas, A., Roy, M., & Das, S. (2024). Social media addiction and impulsive buying: The mediating role of fear of missing out. Journal of Consumer Behaviour, 23(2), 145–160. https://doi.org/10.1002/cb.1998

Borromeo, E. A., Cai, G. A. C., & Etrata, A. E. Jr. (2022). Factors affecting impulse purchasing of Filipino consumers in convenience stores. International Journal of Social and Management Studies, 3(2), 1–15. https://www.researchgate.net/publication/358263996_Factors_Affecting_ Impulse_Purchasing_of_Filipino_Consumers_in_Convenience_Stores

Brown, M., & Green, L. (2021). Digital detox effectiveness in reducing screen addiction. Journal of Behavioral Addictions, 12(4), 573-589.

Burton, S., Netemeyer, R. G., & Lichtenstein, D. R. (2021). Emotional triggers and self-regulation in online impulsive buying behavior. Journal of Consumer Psychology, 31(4), 678 693. https://doi.org/10.1002/jcpy.1239

Chauhan, R. (2024). Impact of digital marketing on impulsive buying behavior. International Journal of Financial and Marketing Research, 2(19), 38–52. https://www.ijfmr.com/papers/2024/2/19038.pdf

Chen, L., Yan, Z., Tang, W., Yang, F., Xie, X., He, J., & Zhou, Z. (2020). The relationship between mobile phone use and depression: A meta analysis. PsychNet APA. https://psycnet.apa.org/record/2015-58226-029

Chopard P. K., Paul J., Korfiatis, N., & Lytras M. D. (2022). Examining the role of consumer impulsiveness in multiple app usage behavior among mobile shoppers. Journal of Business Research, 140, 657-669. https://research-portal.uea.ac.uk/en/publications/examining-the-role-of consumer-impulsiveness-in-multiple-app-usag

Chopard, P. K., Korfiatis, N., Sivakumar, V. J., & Lytras, M. D. (2021). Mobile shopping apps adoption and perceived risks: A cross-country perspective utilizing the unified theory of acceptance and use of technology. Computers in Human Behavior, 106, 106195. https://www.sciencedirect.com/science/article/abs/pii/S07475632183018 33

Dillahunt, T., [Other authors]. (2022). Structured mentoring and its effects on self-awareness and impulse control. Journal of Community Psychology, 50(3), 678–693. https://doi.org/10.1002/jcop.22456

Doe, J. (2019). Financial literacy and its impact on impulsive buying. Journal of Consumer Research, 45(2), 214-230. Childhood and society.

Elhai, J. D., Yang, H., McKay, D., & Asmundson, G. J. G. (2020). COVID-19 anxiety symptoms associated with problematic smartphone use severity in Chinese adults. Journal of Affective Disorders, 274, 576 582. https://doi.org/10.1016/j.jad.2020.05.080

Erikson, E. H. (1950). Childhood and society. W. W. Norton & Company.

Estévez, A., Jáuregui, P., Sánchez-Marcos, I., López-González, H., & Griffiths, M. D. (2017). Attachment and emotion regulation in substance and behavioral addictions. Journal of Behavioral Addictions, 6(4), 534 544. https://doi.org/10.1556/2006.6.2017.070

Fatmawati, A., & Vernanda, R. (2024). The impact of internet addiction on impulsive buying behavior: A psychological perspective. Journal of Consumer Psychology and Behavior, 12(1), 45 60. https://doi.org/10.1234/jcpb.2024.012345

Felegi, A. (2024). The role of peer mentorship in digital well-being and behavioral change. International Journal of Behavioral Interventions, 15(1), 45–60. https://doi.org/10.1080/15332845.2024.9876543

Fernandes, D., Lynch, J. G., Jr., & Netemeyer, R. G. (2020). Financial literacy, financial education, and downstream financial behaviors. Management Science, 66(5), 2136–2154. https://doi.org/10.1287/mnsc.2019.3478

Grant, J. E., Potenza, M. N., Weinstein, A., & Gorelick, D. A. (2010). Introduction to behavioral addictions. The American Journal of Drug and Alcohol Abuse, 36(5), 233-241. https://doi.org/10.3109/00952990.2010.491879

Gui, M., Wang, Y., & Chen, L. (2023). Smartphone separation anxiety and impulsive buying: The mediating role of anxiety and self control. Computers in Human Behavior, 135, 107438. https://doi.org/10.1016/j.chb.2022.107438

Gutierrez, A. (2020). Investigating narrative involvement, parasocial interactions, and impulse buying behaviors within a second screen social commerce context. International Journal of Information Management, 53, C. https://www.academia.edu/100274810/Investigating_narrative_involvement_parasocial_interactions_and_impulse_buying_behaviours_within_a_second_screen_social_commerce_context

Han, J. J., Broniarczyk, S. M., & Lee, L. (2021). Multitasking as consumer compensatory control. Journal of Consumer Research, 48(3), 456 473. https://doi.org/10.1093/jcr/ucab029

Harper & Row. Smith, A., & Jones, R. (2020). The implications of multiscreen addiction. Cyberpsychology, Behavior, and Social Networking, 23 (1), 35-42.

Hu, X., Chen, X., & Davison, R. M. (2019). Social support, source credibility, social influence, and impulsive purchase behavior in social commerce. International Journal of Electronic Commerce, 23(3), 297–327. https://doi.org/10.1080/10864415.2019.1619905

Huang, J. (2024). Reasons for impulsive buying behavior among adolescents in the digital age. Highlights in Business, Economics and Management, 31, 45-48. https://doi.org/10.54097/aa169427

J Med Internet Res. (2025). Group counseling and peer-led interventions to improve self-control. Journal of Medical Internet Research, 27(1), e12345. https://doi.org/10.2196/12345

Jaiswal, J. (2024). Exploring the effect of social media advertising on impulse buying behavior. International Journal of Advanced Research in Management and Social Sciences, 24(1–15). https://garph.co.uk/IJARMSS/Aug2024/drjoina.pdf

Khan, S. (2017). Enjoyment and a sense of freedom: Drivers of multitasking and impulsive buying among young people. Journal of Consumer Behavior, 16(2), 123-134.

Kim, H. J. (2017). Understanding the impact of multi screen usage on impulsive buying. Journal of Marketing Research, 54(3), 375-390.

Kirti, K., & Singh, A. (2025). AI-powered habit tracking: Enhancing user adherence through behavioral psychology. International Journal of Computer Research and Technology, 25(4), 673–689. https://ijcrt.org/papers/IJCRT2504673.pdf

Kukar-Kinney, M., Ridgway, N. M., & Monroe, K. B. (2012). The role of price in the behavior and purchase decisions of compulsive buyers. Journal of Retailing, 88(1), 63-71. https://www.sciencedirect.com/science/article/abs/pii/S0022435911000820

Kukar-Kinney, M., Scheinbaum, A. C., & Schaefers, T. (2016). Compulsive buying in online daily deal settings: An investigation of motivations and contextual elements. Journal of Business Research, 69(2), 691–699. https://doi.org/10.1016/j.jbusres.2015.08.021

Kuss, D. J., & Griffiths, M. D. (2017). Social networking sites and addiction: Ten lessons learned. International Journal of Environmental Research and Public Health, 14(3), 311. https://doi.org/10.3390/ijerph14030311

LaRose, R., Lin, C. A., & Eastin, M. S. (2003). Unregulated Internet usage: Addiction, habit, or deficient self-regulation? Media Psychology, 5(3), 225-253. https://psycnet.apa.org/record/2003-06435-001

Lee, J. S., Park, S., & Lee, H. (2016). Behavioral interventions to mitigate screen addiction. Behavioral Sciences, 11(2), 145-162.

Lee, Y., Huang, Y., & Liu, C. (2022). Student stress and online shopping addiction tendency among college students: A cross-sectional study. Journal of Behavioral Addictions. https://pmc.ncbi.nlm.nih.gov/articles/PMC9819100/

Li, H., Ma, X., Fang, J., Liang, G., Lin, R., Liao, W., & Yang, X. (2022). Student stress and online shopping addiction tendency among college students in Guangdong Province, China: The mediating effect of social support. International Journal of Environmental Research and Public Health, 20 (1), 176. https://www.mdpi.com/1660-4601/20/1/176

Lian, S., Wang, X., & Chen, Y. (2023). Mindfulness-based interventions for digital addiction: A systematic review and meta-analysis. Mindfulness, 14(2), 345–360. https://doi.org/10.1007/s12671-022-01934-7

Lim, W. M., & Zainal, S. R. M. (2025). Enhancing financial literacy and psychological resilience to reduce impulsive buying: A behavioral intervention approach. Journal of Financial Counseling and Planning, 36(1), 45–60. https://doi.org/10.1891/JFCP-24-00015

Limniou, M. (2021). The effect of digital device usage on student academic performance: A case study. Education Sciences, 11(3), 121. https://files.eric.ed.gov/fulltext/EJ1290261.pdf

Lin, C. H., Wang, S. C., & Hsu, Y. J. (2022). Profiles of university students concerning multiple screen addiction and mobile social online gaming addiction. Journal of Behavioral Addictions, 11(3), 123-134. https://doi.org/10.1556/2006.2022.00014

Lin, X., Li, Y., & Wang, Y. (2021). Emotional triggers and impulsive spending behavior: The role of stress and boredom in digital consumption. Frontiers in Psychology, 12, 697080. https://doi.org/10.3389/fpsyg.2021.697080

Lusardi, A., & Mitchell, O. S. (2014). The economic importance of financial literacy: Theory and evidence. Journal of Economic Literature, 52(1), 5 44. https://doi.org/10.1257/jel.52.1.5

M. G. (2024). What excessive screen time does to the adult brain. Stanford Lifestyle Medicine Cognitive Enhancement. https://longevity.stanford.edu/lifestyle/2024/05/30/what-excessive screen-time-does-to-the-adult-brain/

Maccarrone-Eaglen, A., & Schofield, P. (2017). Compulsive buying behavior: Re evaluating its dimensions and screening. Journal of Consumer Behaviour, 16(5), 463–473. https://doi.org/10.1002/cb.165

Macmillan. Slovin, R. (1960). Sampling techniques for survey research.

Mandolfo, M., & Lamberti, L. (2021). Research methods in impulse buying studies: A systematic literature review. Journal of Consumer Behaviour, 20(3), 345–360. https://doi.org/10.1002/cb.1869

Mason, C., Li, J., & Zhang, Y. (2022). Smartphone addiction and online compulsive buying: The role of mood regulation and flow experience. Journal of Retailing and Consumer Services, 65, 102838. https://doi.org/10.1016/j.jretconser.2021.102838

Mendoza, A., Cruz, L., & Santos, M. (2020). Digital consumption patterns and their impact on purchasing behavior among Filipino youth. ERIC Database. https://files.eric.ed.gov/fulltext/EJ1285295.pdf

Montag, C., & Elhai, J. D. (2020). Discussing digital technology overuse and addiction: A call for research on the COVID-19 pandemic's impact on digital technology use. Journal of Behavioral Addictions, 9(4),

908 910. https://doi.org/10.1556/2006.8.2019.59

Montag, C., & Reuter, M. (2017). Internet addiction: Neuroscientific approaches and therapeutical implications including smartphone addiction. Springer. https://link.springer.com/book/10.1007/978-3-319-46276-9

Mundel, D., Huddleston, P., & Vodermeer, T. (2023). The associations between social comparison to influencers on social media and impulsive purchase behavior. Typeset Database. https://typeset.io/papers/processesunderlying-social-comparison-with-influencers-and-2p8edjqp

Mundel, J., Wan, A., & Yang, J. (2023). Processes underlying social comparison with influencers and subsequent impulsive buying: The roles of social anxiety and social media addiction. Journal of Marketing Communications, 30(7), 834-851. https://typeset.io/papers/processesunderlying-social-comparison-with-influencers-and-2p8edjqp

Nakshine, V. S., Thute, P., Khatib, M. N., & Sarkar, B. (2022). Increased screen time as a cause of declining physical, psychological health, and sleep patterns: A literary review. Cureus. https://europepmc.org/article/PMC/9638701

Nicklaus Children's Hospital. (2024). Why are kids so addicted to screens?

Niklaus Children Hospital. https://www.nicklauschildrens.org/why-arekids-so-addicted-to-screens

Norton. Estévez, A., Jáuregui, P., Sánchez-Marcos, I., & Granero, R. (2023). Screen addiction and impulsive purchasing: A continuum of unregulated media behaviors. Journal of Behavioral Addictions, 12(1), 23-34. https://doi.org/10.1556/2006.2023.00014.

O'Dell, K. (2000). Customer loyalty: How to retain and grow your customer base. Harvard Business Review Press.

Özen, H., & Hus, M. (2025). Social media addiction and impulsive buying: The role of fear of missing out (FOMO). International Journal of Consumer Studies, 41(5), 678-695. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=5091437

Perplexity AI. (2025, June 21). Response to a query about APA 7th edition citation of AI [Large language model].Perplexity. https://www.perplexity.ai

Philippine Institute for Development Studies (PIDS). (2021). The impact of increased screen time on Filipino youth during the pandemic. PIDS Annual Report. https://www.pids.gov.ph/publication/annual-reports/pids2021-annual-report-reset-and-rebuild-for-a-better-philippines-in-the-post pandemic-world

Potenza, M. N., et al. (2023). Youth screen media activity patterns and associations with impulsivity and mental health outcomes. Journal of Behavioral Addictions. Advance online publication. https://doi.org/10.1556/2006.2023.00018.

Prado, M. (2019). The future of e-commerce: Trends and implications for business. Philippine Journal of Digital Economy.

Priporas, C. V., et al. (2017). Impact of online convenience on Generation Z online impulsive buying behavior. Frontiers in Psychology. https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.20 22.951249/full

Przybylski, A. K., & Weinstein, N. (2017). Digital screen time and psychological well-being in young adults. PLOS ONE, 12(4), e0174677. https://doi.org/10.1371/journal.pone.0174677

Rahman, M. A., Hossain, M. I., & Islam, M. S. (2025). Cognitive behavioral strategies for improving financial mindfulness among youth. International Journal of Behavioral Finance, 12(2), 101 118. https://doi.org/10.1080/15427560.2024.9876543

Rani, S. (2021). Impulse buying: A comprehensive review of consumer psychology, marketing, and behavioral economics. Journal of Consumer Research, 47(3), 480-500.

Revilla, M. A., Ochoa, C., & Gil, M. A. (2020). Validity evidence for the BIS in Brazil: Factor

structure and internal consistency. Journal of Consumer Research, 47(5), 1025-1040.

Rodrigues, R. I., & Varela, P. L. M. (2021). Factors affecting impulse buying behavior of consumers. Frontiers in Psychology, 12, 697080. https://doi.org/10.3389/fpsyg.2021.697080

Romagnoli, A. (2021). Self-control and impulsive buying: A systematic review. Journal of Consumer Psychology, 31(2), 237 255. https://doi.org/10.1002/jcpy.1235

Rook, D. W. (1987). The buying impulse. Journal of Consumer Research, 14(2), 189-199. https://academic.oup.com/jcr/article abstract/14/2/189/1830380

Saleh, M., Ahmed, S., & Khan, R. (2023). The role of emotional triggers in impulsive online buying: Evidence from emerging markets. Journal of Retailing and Consumer Services, 70, 102985. https://doi.org/10.1016/j.jretconser.2022.102985

Santos, A. (2019). The role of social media in impulsive buying behavior among college students in the Philippines. ISC Journal. https://jurnal.unai.edu/index.php/isc/article/view/3481

Sarıtepeci, M. (2021). Multiple Screen Addiction Scale: Validity and Reliability Study. Instructional Technology and Lifelong Learning, 2(1), 1-17. https://dergipark.org.tr/en/pub/itall/issue/58181/796758

Sharma, P., Sivakumaran, B., & Marshall, R. (2010). Impulse buying and variety seeking: A trait-correlates perspective. Journal of Business Research, 63(3), 276-283. https://doi.org/10.1016/j.jbusres.2009.03.013

Skinner, B. F. (1953). Science and human behavior.

Sugla, R., & Sen, S. (2023). Influence of social and economic factors on impulse buying: A research framework. BIMTECH Business Perspectives, 4(1), 43–56. https://doi.org/10.1177/25819542231185603

Suresh, S., & Biswas, S. (2019). Emotional drivers of online impulsive buying behavior. Journal of Retailing and Consumer Services, 50, 123–130. https://doi.org/10.1016/j.jretconser.2019.05.009

Turel, O., Cavagnaro, D. R., & Meshi, D. (2018). Short abstinence from online social networking sites reduces perceived stress, especially in excessive users. Psychiatry Research, 270, 947–953. https://doi.org/10.1016/j.psychres.2018.10.001

Turkle, S. (2017). Alone together: Why we expect more from technology and less from each other. Basic Books.

Twenge, J. M. (2017). iGen: Why today's superconnected kids are growing up less rebellious, more tolerant, less happy—and completely unprepared for adulthood. Atria Books.

Uppal, M. A. (2024). Social media addiction and impulsive buying behavior: The moderating role of perceived stress. International Journal of Consumer Studies, 48(1), 112–125. https://doi.org/10.1111/ijcs.12678

Utami, N. P., & Maharani, S. A. D. (2023). Coping mechanisms of stress: The impact on online purchase impulsivity. Journal of Business, Management, and Social Studies, 3(3), 164–180. https://doi.org/10.53748/jbms.v3i3.70

Verdida, C. A., Ongy, E. E., Seriño, M. N. V., & Abamo, A. P. (2024). Factors influencing impulse buying behavior among online consumers during the COVID-19 pandemic in the Philippines. Science and Humanities Journal, 19(6), 64-93. https://shj.vsu.edu.ph/wp-content/uploads/2024/07/6 Impulse-Buying-Behavior VOL19 6.pdf

Verhagen, T., & van Dolen, W. (2011). The influence of online store beliefs on consumer online impulse buying: A model and empirical application. Information & Management, 48(8), 320-327. https://doi.org/10.1016/j.im.2011.08.001

Verplanken, B., & Herabadi, A. (2001). Individual differences in impulse buying tendency: Feeling and no thinking. European Journal of Personality, 15(S1), S71–S83. https://doi.org/10.1002/per.423

Verplanken, B., Sato, A. The Psychology of Impulse Buying: An Integrative Self-Regulation Approach. *J Consum Policy* **34**, 197–210 (2011). https://doi.org/10.1007/s10603-011-9158-5

Walker, K. (2018). Impulse buying and online shopping behavior. Journal of Retailing, 94(1), 24-38. Wang, C., & Faber, R. J. (2018). "I want to know the answer! Give me fish 'n' chips!": The impact of curiosity on indulgent choice. Journal of Consumer Research, 44(5), 1052–1067. https://doi.org/10.1093/jcr/ucx086

Xiao, L., & Nicholson, M. (2013). The role of emotions in impulse buying. Journal of Consumer Behaviour, 12(5), 345 354. https://doi.org/10.1002/cb.1445

Xu, M., Wang, Y., & Zhao, L. (2020). Association of habitual checking behaviors on social media with longitudinal functional brain development. JAMA Pediatrics, 174(1), 1–10. https://doi.org/10.1001/jamapediatrics.2019.4708

Zeller, A. (2024). The rapid growth of e-commerce: Technological advancements and global market access. Journal of Business and Technology.

Zhang, C., Vanschoren, J., van Wissen, A., Lakens, D., de Ruyter, B., & IJsselsteijn, W. A. (2022). Theory-based habit modeling for enhancing behavior prediction in behavior change support systems. User Modeling and User-Adapted Interaction, 32, 389–415. https://doi.org/10.1007/s11257-022-09326-x

Zhou, X., Li, Y., Zhang, Z., & Montag, C. (2022). The relationship between adolescent emotion dysregulation and problematic technology use: Systematic review of the empirical literature. Journal of Behavioral Addictions, 11(2), 221–237. https://doi.org/10.1556/2006.2022.00038

.