

ABSTRACT

It is obvious that devices like smartphones are no longer just for communication but they become a necessity particularly for young people regardless the purpose of use, it can be considered as new behaviour related to the new generation. Nowadays, young people are characterized by forming groups of individuals who share interests, who communicate using electronic means, without needing to be in the same place, or having physical contact creating a kind of virtual social tendency, which led to the appearance of new consumption behaviour symbolized as an impulse buying behaviour. This dissertation research aims to investigate the impact of smartphone addiction on impulse buying behaviour through the new developed construct virtual social tendency among young consumers. The data for this dissertation was collected through an online questionnaire distributed to 384 sample of young people from both Indonesia and Morocco. The analytical technique used to test the new construct with structural equation modelling. The research results indicate that there is a significant effect of smartphone addiction on impulse buying behaviour among young consumers. In addition, virtual social tendency was mediating the impact of smartphone addiction on impulse buying behaviour. The findings also asserted that the nature of the impact of smartphone addiction on impulse buying behaviour through the new developed construct virtual social tendency is negative, based on the perception of young people from both Indonesia and Morocco.

Keywords: Smartphone Addiction, Impulse buying, Behaviour, Indonesia, Morocco