

## Validity and Reliability of Online Shopping Addiction Scale in Iranian Sample

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### Introduction

The rapid growth of e-commerce and the widespread availability of online shopping platforms have significantly transformed consumer behavior in recent years. While these advancements have enhanced convenience and accessibility, they have also introduced challenges, including the emergence of problematic shopping behaviors such as online shopping addiction. Online shopping addiction is characterized by compulsive and excessive online purchasing behaviors that disrupt an individual's daily life, relationships, and overall well-being. Understanding and addressing this phenomenon requires reliable and valid tools to assess its severity and underlying dimensions. In this context, the Online Shopping Addiction Scale, developed by Zhao et al., provides a comprehensive measure to evaluate the multidimensional aspects of online shopping addiction. The current study aims to assess the validity and reliability of the Online Shopping Addiction Scale in an Iranian sample. Given the increasing prevalence of online shopping behaviors in Iran, a culturally adapted and validated assessment tool is essential for identifying at-risk individuals and informing targeted interventions. This study also explores the scale's concurrent and divergent validity by examining its relationship with hoarding behaviors and psychological well-being. By establishing the

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psychometric robustness of the Online Shopping Addiction Scale, this research contributes to the broader understanding of online shopping addiction and provides a foundation for future studies and practical applications in Iranian society.

### **Method**

This study employed a descriptive-analytical evaluation design to assess the psychometric properties of the Online Shopping Addiction Scale. The sample included 500 participants, comprising 404 women and 96 men, residing in Tehran in 2021. Participants were selected through a convenience sampling method and completed three instruments: the Online Shopping Addiction Scale, the Saving Inventory Questionnaire, and the Psychological Well-being Questionnaire. The psychometric analysis of the Online Shopping Addiction Scale involved confirmatory factor analysis, divergent validity, concurrent validity, Pearson correlation, and Cronbach's alpha reliability assessment, all conducted using R software version 4.1 with a significance level set at 0.05. To ensure cultural and linguistic appropriateness, the scale was translated into Farsi by two independent English-speaking translators. The translations were compared with the original English version, and a collaborative effort among the translators resulted in a refined Farsi version. This version was tested with individuals from diverse age groups to identify and address any ambiguities. Following this iterative process, the final Farsi version of the questionnaire was developed and used for data collection.

### **Results**

According to the investigations, the average and standard deviation of the age of the research participants were 29.68 and 9.16, respectively. Based on the results obtained, the six-factor structure (Salience, Tolerance, Mood Modification, Withdrawal, Relapse, Conflict) of the online shopping addiction scale was assessed and validated using confirmatory factor analysis (CFI = 0.93, RMSEA = 0.07). To check the construct validity of the scale, we will first check its confirmatory factor analysis. The suitability of the test items for factor analysis was investigated using the correlation index of the score of each item with the corrected total score. In the study of concurrent and divergent criterion validity, the correlation of the online shopping addiction scale with the positive saving inventory scale was significant. The relationship between online shopping addiction and psychological well-being was also negative and significant. Cronbach's alpha coefficient for the total score of the online shopping addiction scale was 0.93

and for its dimensions was 0.72 to 0.91.

### **Discussion**

The discussion of this study's findings provides strong evidence for the psychometric properties of the Online Shopping Addiction Scale in an Iranian sample. The six-factor structure, including salience, tolerance, mood modification, withdrawal, relapse, and conflict, was validated through confirmatory factor analysis, showcasing the scale's ability to comprehensively assess various dimensions of online shopping addiction. This multidimensional approach aligns with theoretical frameworks of behavioral addiction, emphasizing the relevance of the scale for capturing the complex nature of compulsive online shopping behaviors. The cultural adaptation process, which involved iterative feedback and linguistic refinement, ensured that the scale was both contextually and linguistically appropriate, further enhancing its reliability and validity. Moreover, the study's findings on concurrent and divergent validity highlight significant correlations between online shopping addiction, compulsive hoarding behaviors, and psychological well-being.

### **Conclusion**

These results suggest that online shopping addiction not only shares common traits with other compulsive behaviors, but also negatively impacts mental health and overall life satisfaction. The scale's excellent internal consistency across all dimensions indicates its reliability in identifying individuals at risk. While these results underscore the scale's utility in both clinical and research contexts, they also point to the broader societal implications of increasing reliance on online shopping platforms and the potential psychological challenges that may arise.

**Keywords:** Online Shopping Addiction Scale, Validity, Reliability,

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