

**Consumer spirituality as a protective force against impulsive online buying: An empirical investigation in the context of Viksit Bharat @2047**

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**Abstract**

The rise of digital marketplaces has intensified patterns of impulsive and compulsive online buying, creating a segment of psychologically vulnerable consumers whose material consumption is driven by stress, identity uncertainty, and social conformity rather than genuine need. Situated within India's Viksit Bharat @2047 developmental vision which emphasises sustainable and ethical consumption alongside economic growth, this study examines the extent to which consumer spirituality can mitigate such vulnerability. Specifically, it investigates the influence of four theoretically grounded determinants, stress relief, identity crisis, cognitive dissonance, and peer influence, on consumer spirituality among online buyers. Using a two-phase expert-validated questionnaire drawn from the CONSPRIT scale and the Consumer Vulnerability Scale, primary data were collected from 250 undergraduate and postgraduate students in Agra, India, selected through stratified random sampling. Multiple regression analysis ( $R = 0.721$ ;  $F = 66.37$ ,  $p < 0.001$ ) revealed that stress relief ( $\beta = 0.382$ ), identity crisis ( $\beta = 0.274$ ), and peer influence ( $\beta = 0.236$ ) are significant positive predictors of consumer spirituality, while cognitive dissonance did not reach significance ( $\beta = 0.091$ ,  $p = 0.097$ ). These findings suggest that spiritual orientation functions as a protective psychological resource, particularly against stress-driven and socially reinforced overconsumption. The study contributes to the theoretical extension of the CONSPRIT framework and Signaling Theory in the context of online consumer vulnerability, and offers actionable implications for policymakers and e-commerce platforms committed to fostering ethical consumption in India's developmental trajectory.

**Keywords:** Consumer Spirituality, Impulsive Online Buying, Online Consumer Vulnerability, Stress Relief, Identity Crisis, Peer Influence, Viksit Bharat

**JEL Classification:** M31, D91, D12, Z12

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## 1. Introduction

Viksit Bharat @2047 is India's ambitious roadmap towards a fully developed nation. It emphasises many aspects of development including societal upliftment, empowering the underrepresented, economic prosperity, holistic growth, sustainable lifestyle, health and well-being for masses (Mathew et al., 2025). This massive transformational mission entails realizing the significance of human development, cultural resilience and promoting equity more than achieving GDP growth targets (Government of India, 2025). Since, a nation's growth majorly relies on flourishing business cycles, consumer behaviour research holds extreme value. Consumerism is a driver of economic activity. It not only indorses businesses but also plays a key role in a country's financial soundness. During this process, some victims are created. The Victims of Online Consumerism are people who subconsciously become a part of impulsive buying cycles which result in debt increment, dissatisfaction and over expenditure. This is bound to increase since there is 24\*7 availability of goods and services at one's wish and command. This initially gives them hope but ultimately develops into an urge for repeat purchase. Here, Consumer Spirituality becomes important. It can be explained as the practice which gives spiritual utility by purchasing goods or services balancing existential meaning with material consumption (Husemann & Eckhardt, 2019). Due to this, consumers create spiritual bonds with brands as representatives of faith and loyalty (Ryu et al., 2025). The Victims of Online Consumerism depend on material consumption hoping to prevent fractured identities and fatigue (Mariella, 2020). They find peace in frequent purchases without reflecting much on present requirements. Though this might seem to be advantageous for brands in the short run, it puts excessive stress on business supply cycle. In order to fulfil unsure demands, resources are applied and businesses cannot comply with sustainability norms. Consumer Spirituality can help to reinforce conspicuous consumption within buyer minds (Garg, 2021) since it is the foundation of comfort and identical association which brings them to think before spending making them less vulnerable. In the context of Viksit Bharat, assessing Consumer Spirituality is important. Since the vision of a developed nation is quite ambitious, it cannot be achieved just by economic expansion. We have to deal with psychological strain and pressure of consumerism. Spiritual awareness is something which changes a person internally and relates to actual requirements rather than mere impulsive buying decisions which often lead to addiction. This integration can help to achieve a progressive model which uplifts individuals rather than exploiting their vulnerabilities. The present study aims to study the Victims of Online Consumerism and the relationship of their determinants including stress relief, identity crisis, cognitive dissonance and peer influence with Consumer Spirituality.

## 2. Literature Review

The study of spirituality has often come useful to cope from stress because its principles target psychological strength (Koeing, 2012; Bozek et al., 2020) which is very obligatory to face modern-day pressures. McClintock et al. (2019) prove that spirituality mitigates stress disorders. This is

done by serotonin regulation which in turn influences neurobiological pathways. This develops higher spiritual intelligence, making individuals lower their stress and anxiety levels (Upadhyay & Jahagirdar, 2025). Such results justify the use of spirituality in consumer contexts. The stress and anxiety relief function is used by many meditation apps, health and wellbeing products, spiritual branding and the like. Consumer Spirituality can act as a market driven response to impulsive buying tendencies among the Victims of Online Consumerism. The relationship between spirituality and individual identity (Rodriguez-Rad & Ramos-Hidalgo, 2018) makes this dynamic more interesting. There are many spirituality-related factors, religious beliefs and brand perception responsible for altering consumer's purchase intentions in favour of spiritual products (Roy, 2024) thus affecting one's identity. Through spiritual consumption, identity crises can be dealt, making consumers aware of impulsive buying disadvantages. Consumer Spirituality has the ability to stabilize identity crises and risk by commodification of spiritual fulfilment. Vitell et al.'s (2016) cross cultural study also states when consumers face tension between their moral identity and external consumption pressures, spirituality acts as a compensating factor making them follow ethical consumption. This can also be explained by cognitive dissonance. It is a common phenomenon that influences the attitudes of consumers and their loyalty towards specific brands (Cummings & Venkatesan, 1976). Furthering this, Dalal et al. (2025) map theoretical advancements within consumer decision making which are directly affected by dissonance (Bose & Sarker, 2012). Consumer Spirituality has the capability to reduce dissonance, making consumption meaningful with every purchase. The consumers victimized by brands engaged in unethical practices have internal conflicts between materialism and authenticity because of highly developed negative moral emotions (Kim & Min, 2025). They can get relief from dissonance but after renouncing material dependence during buying process.

Finally, peer influence has also played a role in consumer behaviour research, especially when spirituality is investigated. Khraim (2010) proved peer groups help to reinforce spiritual consumption concepts by validating choices that align with religious and spiritual norms. Spirituality also acts as a guiding framework for collective practices that promote sustainable and ethical consumption by peer networks (Essoo & Dibb, 2004). This is because individuals seek respite in social circles for motivated green consumption (Aggarwal & Balasubramanian, 2023) making peer influence interact with religious affiliations to frame consumer preferences (Mokhlis, 2009) exclusively affecting the Victims of Online Consumerism.

Altogether, this is proof enough to demonstrate how critical these determinants are to justify spirituality as a protective and paradoxical force. Available literature does not directly connect Consumer Spirituality with these determinants, focusing mainly on either consumer behaviour or spirituality. However, the current study targets the fatigued and distressed situation online buyers face and has the capacity to reinstate stability to make logical buying decisions rather than impulsive ones. For a true Viksit Bharat, we need to make sure that the business sector blooms in the right direction, hence investigating the impact of these determinants is critical.

### 3. Methodology

To understand the extent of determinant dependence on Consumer Spirituality, data was collected by self-framed questionnaire from undergraduate and postgraduate private college students of Agra city. The questionnaire was designed by considering Narang's (2013) recommendations to figure out spirituality tendencies among consumers through CONSPRIT scale and Shi et al.'s (2017) Consumer vulnerability scale for understanding the tendency of getting influenced by external stimulation. For refinement, the questionnaire was sent to six industry and consumer behaviour experts for review, to enhance its credibility and constructive soundness since this research is exploratory in nature. The identity of the experts is kept confidential for encouraging honest critique, unbiasedness and ensuring each one to judge the feedback on meritorious grounds rather than undue influence or reputation. The review was conducted in two phases. In the first phase, each expert was asked to score the items relating to Consumer Spirituality and each determinant respectively. Five-point Likert scale was used for scoring. The mean score equalling or more than 3.5 justified the items and hinted no modification is required as it precisely precedes the mid-value. During the second phase, all those statements which already surpassed the mean of 3.5 were not rescored. The remaining ones again underwent scoring after necessary modifications. Table 1 presents the Phase 1 scorecard, recording individual scores awarded by each of the six experts across all five constructs. The results revealed considerable variability in expert opinion at this stage. For Consumer Spirituality, while two criteria — unambiguous wording (Mean = 3.5) and non-overlapping items (Mean = 4.17) — met the retention threshold, three criteria fell below it: understandability (Mean = 2.17), construct representation (Mean = 1.5), and construct adequacy (Mean = 1.67). Experts recommended sentence rephrasing, new item additions, and word replacements. Similarly, Stress Relief passed on understandability (Mean = 3.83), wording clarity (Mean = 3.83), and non-overlap (Mean = 4.17), but failed on construct representation (Mean = 1.67) and adequacy (Mean = 1.33), prompting the replacement of two existing items. Identity Crisis met the threshold on understandability (Mean = 3.5), construct representation (Mean = 4.33), and non-overlap (Mean = 3.5), but fell short on wording (Mean = 1.5) and adequacy (Mean = 2.0), leading experts to recommend the removal of leading words and the addition of at least three new items. Cognitive Dissonance passed on understandability (Mean = 3.83) and construct representation (Mean = 4.0) but failed on wording clarity (Mean = 3.33), item overlap (Mean = 1.5), and adequacy (Mean = 2.17), necessitating the removal of synonymous words and reframing of two sentences. Finally, Peer Influence passed on non-overlap (Mean = 4.5) and adequacy (Mean = 4.0) but fell below the threshold on understandability (Mean = 3.33), wording (Mean = 3.0), and construct representation (Mean = 1.5), with experts recommending replacement of complex terms with simpler synonyms.

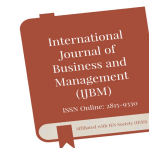
Table 2 summarises the item-level decisions taken following Phase 1 feedback, presenting a construct-wise count of initial items, recommended changes, and the resulting final item count. For Consumer Spirituality, the initial pool of 11 items was expanded to 13 through the addition of

2 new items and the rephrasing of 1 existing item, with no items removed. Stress Relief moved from 9 to 11 items after 2 new items were added and 2 inadequate ones removed. Identity Crisis grew from 7 to 10 items following the addition of 3 new items and the rephrasing of 4 existing ones, with none removed. Cognitive Dissonance retained its original count of 10 items, with no additions or deletions, but 4 items were rephrased for clarity. Peer Influence likewise retained 11 items, with 3 items rephrased and no additions or removals. Collectively, Phase 1 resulted in a more refined and representationally sound instrument across all five constructs.

During the second phase, only those items that had not already met the retention threshold in Phase 1 were resubmitted for expert scoring. Items that had already achieved a mean of 3.5 or above in Phase 1 were not rescored, as expert consensus had already been established for them. Table 3 presents the Phase 2 scorecard reflecting expert evaluations of the revised items. The results indicate a marked improvement across all constructs following the modifications. Consumer Spirituality achieved consensus on all five criteria, with mean scores ranging from 3.5 to 4.5, and experts confirmed that the construct was adequate. Stress Relief similarly met all thresholds, with means between 3.67 and 4.17, and experts noted that the required item replacements had been satisfactorily performed. Identity Crisis demonstrated strong improvement, particularly on wording clarity, which rose from a Phase 1 mean of 1.5 to 4.5 in Phase 2, confirming that the removal of leading language was effective. Cognitive Dissonance recorded improved means across the previously failing criteria, with item overlap rising to 3.67 and construct adequacy reaching 4.0, with experts acknowledging that the required modifications had been completed. Peer Influence met all thresholds in Phase 2, with means ranging from 3.67 to 4.5, and experts confirmed that ambiguity had been satisfactorily reduced. Across all five constructs, Phase 2 resulted in unanimous expert consensus, confirming the questionnaire's content validity and readiness for data collection.

**Table 1. Expert Review Phase 1 Scorecard**

Item Construct	Statement	Scores from 1 to 5 (Strongly Disagree → Strongly Agree)						Mean Score Sum of Scores/ 6	Suggestions
		Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6		
<b>Consumer Spirituality</b>	The item-wise statements are understandable.	2	3	2	3	1	2	2.17	Sentence rephrase; new additions and word replacement is required.
	The wording is unambiguous and non-leading.	4	2	3	4	4	4	3.5	
	The items fully represent the construct.	1	1	2	1	2	2	1.5	
	The items are not overlapping or irrelevant.	4	5	5	4	4	3	4.17	
	The items adequately capture the construct.	1	2	3	2	1	1	1.67	
<b>Stress Relief</b>	The item-wise statements are understandable.	4	3	4	5	4	3	3.83	Two items need to be replaced by new ones.
	The wording is unambiguous and non-leading.	3	4	3	4	5	4	3.83	
	The items fully represent the construct.	2	2	1	2	1	2	1.67	
	The items are not overlapping or irrelevant.	4	5	4	4	5	3	4.17	
<b>Identity Crisis</b>	The items adequately capture the construct.	1	2	1	1	1	2	1.33	Leading words should
	The item-wise statements are understandable.	3	4	3	3	4	4	3.5	



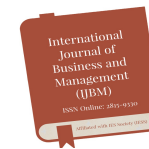
<b>Cognitive Dissonance</b>	The wording is unambiguous and non-leading.	2	1	1	2	2	1	1.5	be removed and at least three new items are required.
	The items fully represent the construct.	4	5	4	4	4	5	4.33	
	The items are not overlapping or irrelevant.	3	3	4	4	4	3	3.5	
	The items adequately capture the construct.	1	2	1	3	2	3	2	
	The item-wise statements are understandable.	3	4	3	4	4	5	3.83	
<b>Peer Influence</b>	The wording is unambiguous and non-leading.	3	3	4	4	2	4	3.33	Synonymous words require removal and two sentences need reframing.
	The items fully represent the construct.	4	4	5	3	5	3	4	
	The items are not overlapping or irrelevant.	1	2	1	1	2	2	1.5	
	The items adequately capture the construct.	3	2	3	2	2	1	2.17	
	The item-wise statements are understandable.	2	3	4	4	3	4	3.33	
<b>Peer Influence</b>	The wording is unambiguous and non-leading.	2	4	4	1	4	3	3	Some words need to be replaced with easy synonyms to avoid confusion.
	The items fully represent the construct.	1	2	2	2	1	1	1.5	
	The items are not overlapping or irrelevant.	4	5	5	4	4	5	4.5	
	The items adequately capture the construct.	4	3	4	4	5	4	4	

Source: Authors

**Table 2. Phase 1 Item Inclusion/Exclusion Summary**

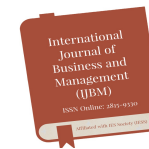
Item Construct	Construct-wise Item Count		
	Initial	Recommended Change	Final
<b>Consumer Spirituality</b>	11	Added- 02	13
		Removed- 0	
		Rephrased- 01	
<b>Stress Relief</b>	09	Added- 02	11
		Removed- 02	
		Rephrased- 0	
<b>Identity Crisis</b>	07	Added- 03	10
		Removed- 0	
		Rephrased- 04	
<b>Cognitive Dissonance</b>	10	Added- 0	10
		Removed- 0	
		Rephrased- 04	
<b>Peer Influence</b>	11	Added- 0	11
		Removed- 0	
		Rephrased- 03	

Source: Authors



**Table 3. Expert Review Phase 2 Scorecard**

Item Construct	Statement	Scores from 1 to 5 (Strongly Disagree → Strongly Agree)						Mean Score	Suggestions
		Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6	Sum of Scores/6	
Consumer Spirituality	The item-wise statements are understandable.	4	3	5	3	3	4	3.67	The construct is adequate, consensus achieved.
	The wording is unambiguous and non-leading.	4	2	3	4	4	4	3.5*	
	The items fully represent the construct.	3	4	4	3	4	5	3.83	
	The items are not overlapping or irrelevant.	4	5	5	4	4	3	4.17*	
	The items adequately capture the construct.	4	4	5	5	5	4	4.5	
	The item-wise statements are understandable.	4	3	4	5	4	3	3.83*	
Stress Relief	The wording is unambiguous and non-leading.	3	4	3	4	5	4	3.83*	Required replacements are performed.
	The items fully represent the construct.	4	5	4	5	3	3	4	
	The items are not overlapping or irrelevant.	4	5	4	4	5	3	4.17*	
	The items adequately capture the construct.	3	4	3	4	3	5	3.67	
Identity Crisis	The item-wise statements are understandable.	3	4	3	3	4	4	3.5*	



<b>Cognitive Dissonance</b>	The wording is unambiguous and non-leading.	5	4	5	5	4	4	4.5	New items are included and leading words changed.
	The items fully represent the construct.	4	5	4	4	4	5	4.33*	
	The items are not overlapping or irrelevant.	3	3	4	4	4	3	3.5*	
	The items adequately capture the construct.	3	4	3	5	3	4	3.67	
	The item-wise statements are understandable.	3	4	3	4	4	5	3.83	
	The wording is unambiguous and non-leading.	3	3	4	4	2	4	3.33	
<b>Peer Influence</b>	The items fully represent the construct.	4	4	5	3	5	3	4	Required modifications performed.
	The items are not overlapping or irrelevant.	3	4	3	5	4	3	3.67	
	The items adequately capture the construct.	5	3	5	4	4	3	4	
	The item-wise statements are understandable.	3	4	4	4	5	4	4	
	The wording is unambiguous and non-leading.	3	4	4	3	5	4	3.83	
	The items fully represent the construct.	3	3	4	4	3	5	3.67	
<b>Peer Influence</b>	The items are not overlapping or irrelevant.	4	5	5	4	4	5	4.5*	Ambiguity reduced and adequate changes done.
	The items adequately capture the construct.	4	3	4	4	5	4	4*	

To calculate the adequate sample size, Slovin's (1960) formula was chosen. This formula is used to find the minimum sample size required to proceed with data collection, for an acceptable margin of error. It indicated a sample size of 247.619 (rounded off to 250) with confidence level of 0.95. The corresponding margin of error is 0.05 or 5%. Stratified random sampling method was used to select the students. During the first stage, screening questions were asked to ensure they shop online to select the respondents as the researchers made sure to first interact with them, figure out their online spending habits and then found suitable respondents to proceed with data collection. This was done by a poll having five dichotomous questions. The respondents who answered in "Yes" more than twice were included in the screened pool. The screening questions are listed below.

**Table 4. First Stage Screening Questions**

S. No.	Question	Options
1	Do you shop online more than twice a month?	a) Yes b) No
2	Do you consider shopping online a necessity?	a) Yes b) No
3	Do you keep a separate budget every month to shop online?	a) Yes b) No
4	Does being unable to shop online make you feel stressed?	a) Yes b) No
5	Do you watch every online shopping advert playing on your gadget screen?	a) Yes b) No

Source: The Author

From the screened pool, every third respondent was chosen in phase two. These students were selected because of their constant involvement in social media and online marketplaces as well as their capacity to spend online. Hence, data was collected from 125 undergraduate and 125 postgraduate students to ensure equal representation. Each stratum included students of similar age bracket, exposed to persistent screen time, having adequate spending capacity either through part-time/online jobs or financial support from home and being digitally literate. Since the main purpose of this study was to find out the relationship between the Victims of Online Consumerism-related determinants with Consumer Spirituality, as well as their impact, regression was opted by the researchers. Its major advantage is two-fold. This analysis explores cause and effect relationship between dependent and independent variables and also quantifies individual relationships by explaining how strongly each independent variable influences the dependent variable. Model summary indicates correlation statistic  $R = 0.721$ , explaining a strong relationship between the dependent and independent variables. The standard error of estimates hints at a marginal gap between the two variables, proving a good fit.

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**Table 5. Model Summary**

Statistic	Value
<b>R</b>	0.721
<b>R<sup>2</sup></b>	0.520
<b>Adjusted R<sup>2</sup></b>	0.512
<b>Std. Error</b>	0.41
<b>Sample Size</b>	250

Source: Primary Data

Next, ANOVA results delineate a high value of the F statistic ( $F = 66.37$ ). This implies that the regression model is strongly predictive. Since the p value is less than 0.05, ( $\text{Sig.} = 0.000$ ), the model is statistically significant as there is almost no chance that results may arise due to random variation among the determinants. The predictors collectively explain Consumer's Spirituality evidently better than a model without any predictors. Hence, it is also important to investigate how proficiently each predictor explains Consumer Spirituality.

**Table 6. ANOVA**

Source	F	Sig.
Regression	66.37	0.000

Source: Primary Data

Note: Regression is significant at 0.05 level.

The predictor-wise (determinants in this case) scrutiny is mentioned in table 7. The standardized coefficient ( $\beta$ ) explains how strongly each predictor variable explains the dependent variable, Consumer Spirituality. All the beta values exhibit significant relationships, apart from cognitive dissonance. This is proved by t values of each predictor, as they are greater than the threshold of 2, but cognitive dissonance is unable to adequately predict the dependent variable ( $\text{Beta} = 0.091$ ;  $t = 1.67$ ). The coefficients table given below summarize these results.

**Table 7. Coefficients Table**

Variable	Beta ( $\beta$ )	t- Value	Sig.	VIF
<b>Constant</b>	0.842	3.91	0.000	—
<b>SR</b>	0.382	6.45	0.000	1.82
<b>IC</b>	0.274	4.98	0.000	1.95
<b>CD</b>	0.091	1.67	0.097	1.56
<b>PI</b>	0.236	4.12	0.000	1.73

*Source: Primary Data*

Note: Regression is significant at 0.05 level; SR, Stress Relief; IC, Identity Crisis; CD, Cognitive Dissonance; PI, Peer Influence

$$\text{Final CS} = 0.842 + 0.382 \text{ SR} + 0.274 \text{ IC} + 0.091 \text{ CD} + 0.236 \text{ PI}$$

As proved, stress relief strongly impacts the Victims of Online Consumerism ( $p = 0.000$ ), justifying the importance of this determinant. Identity crisis strongly impacts the Victims ( $p = 0.000$ ), in a positive relationship. Interestingly, cognitive dissonance shares an insignificant relationship ( $p = 0.097$ ) which is contrary to peer influence's impact on the Victims of Online Consumerism ( $p = 0.000$ ). The VIF of each regression coefficient lies between the threshold of 1.56 to 1.95, highlighting that fairly acceptable variance is inflated due to multicollinearity. It further increases the statistical significance of the results. This regression analysis highlights three determinants of Consumer Spirituality are impactful on the Victims of Online Consumerism, making them vital for aiding them from this vicious circle of spending.

#### 4. Results and Discussion

The main purpose of this study was to scrutinize how various determinants affect Consumer Spirituality with special reference to the Victims of Online Consumerism. Results highlight many important determinants which need attention for bettering the psychology of such victims. Today's world is stressful for youngsters in many aspects. Be it consistent competitive scenarios or dealing with instable careers, students face challenging situations (Barbayannis et al., 2022). With data availability and exposure to digital arenas, they encounter diverse platforms trying to instigate buying prospects. Stress relief is something which has a strong impact on spirituality. It is probably because they realise the difference between needs and desires, mindfully shifting focus from material consumption to awakening senses for self-growth (Daniel et al., 2024). It is evident since stress relief is the strongest predictor among all the determinants of Consumer Spirituality. People are aware of its advantages; they only need the right direction. Identity crisis arises from a

combination of intellect and actions. College-level students are in a building phase where they are trying to figure out oneself (Suri & Ishala, 2018), role in the society and agreeable values at the same point of time. They find remedy in working on physical appearance or lifestyle upliftment by spending more on themselves. This is a way to prove uniqueness of personality but often leads to more clutter, insecurity and even struggle between cultural shift and personal desires (Hasdiansa, 2025). As proved above, spirituality can help them find a balance. Here, peer influence also comes into play. In order to get acceptance and recognition within peer groups, they get motivated to spend online (Niu, 2013). Many good or service online brands also encourage group orders or joint shopping lists so that even if two peers are not physically present with each other, their buying process remains unhindered.

## 5. Conclusion and Recommendations

The regression analysis reveals a noticeable relationship of stress relief, identity crisis, cognitive dissonance and peer influence as determinants of Consumer Spirituality for aiding the Victims of Online Consumerism. The findings reveal a deeper developmental significance enroute to Viksit Bharat @2047. The mission of Viksit Bharat is holistic in nature, not blindly focussed on intense GDP and commercial growth but a balanced regional, societal, cultural and sustainability infused resilience. Consumer Spirituality's impact on the Victims of Online Consumerism presents the challenges and opportunities for this massive vision. Spirituality can act as a protective force from stress and identity crisis among young buyers and its commodification in consumer culture can be done by peer influence. Moreover, this research also offers a groundwork for an extension of Michael Spence's 1973 Signaling Theory (Osburg et al., 2022) and CONSPRIT framework for identifying and exploring online consumer's vulnerabilities. So, this study provides a path for this theory's advancement in business context for improved information conveying between policymakers and online marketplaces. This dual benefit aids to foster authentic spiritual engagement and sustainability driven consumption practices. For the developmental journey of India, integrating Consumer Spirituality in consumer policies can balance material prosperity and ethical sustainable responsibility for a true Viksit Bharat.

### 5.1 Implications of the Study

The findings reveal stress relief, identity crisis and peer influence as prominent predictors of Consumer Spirituality. This solidifies the researchers' attempt to highlight the relevance of spiritual aspects in dealing with consumerism victimisation. The government can play a key role here. Favouring consumers, spirituality-oriented awareness campaigns like philanthropy, advantages of sustainable living, community resilience and intense personal growth online adverts protecting the victims of fraud, exploitation and malicious circle of buying can help regulate this behaviour. Sterner redressal mechanisms, AI driven tools promoting ethical selling and transparency in marketing on e-commerce platforms can prove a practical solution for

merchandisers, guiding them to contribute in making India Viksit. This study provides a pathway for policymakers to legitimise online businesses.

## 5.2 Limitations and Future Research Directions

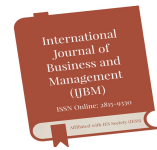
Despite the valuable insights this study offers, there are some limitations. At first, the data is self-reported which might include social desirability biasness and supposed peer manipulation among respondents. Secondly, due to time and financial constraints, the study was limited to college students of Agra city, restricted generalizability of the findings across diverse Indian population. Finally, the deeper nuances of how the determinants are experienced by the respondents are not studied. Future research can work on these limitations and also integrate policy-level analysis how proficiently Consumer Spirituality aligns with the goals of Viksit Bharat in promoting sustainable consumption and shaping the future of online marketplaces.

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