The Phenomenon of Addiction to Electronic Shopping in Iraqi Society: A Sociological Study

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Abstract:
E-marketing is considered a field of modern marketing knowledge, as its strategy is to provide electronic services through the international network of the Internet as a new marketing communication channel that has its unique characteristics that distinguish it from other communication channels, as it is characterized by fast performance and low costs. Transformed from a local market to a space market, and e-marketing relies on the Internet to increase and improve its traditional functions and influence the attitudes and trends of customers The research aims to clarify people's addiction to electronic shopping and its impact on individuals, and the causes and treatment of electronic shopping, A problem revolves around identifying the electronic market and explaining that addiction that wastes a lot of money without prior planning or without a desire to buy. The research aims to clarify people's addiction to electronic shopping and its impact on individuals, and the causes and treatment of electronic shopping

Keywords: Addiction, Shopping, Online shopping

Introduction:

Electronic marketing is the key to achieving the goals of the organization and includes defining the needs and desires for the target market and obtaining desirable satisfaction with more efficiency and efficiency than the competitors, and if the electronic characteristic of marketing is added, we are talking then about an environment and tools that the Internet space brings together with all its technology to communicate between human beings, both from During e -mail or other electronic tools, the term e -marketing means the management of customer interaction via Internet, Internet and Extrant networks to achieve common benefits, regardless of the type of electronic business, It may be used to market services such as electronic education or marketing electronic government services, and electronic marketing works in light of the digital economy that consists of three main sections: the infrastructure supportive of the organization, operations and electronic activities such as the processes of managing the production chain and supply chain, resource planning and customer relationship management, and the third component is trade Electronic and electronic money transactions. The research dealt with four investigations that dealt with the first

topic, the axis of the first axis, the components of the research.

First: the general framework of the study
1.1 Research elements
1.1.1The problem of the study: A problem revolves around the electronic market identification and the statement of that addiction, which wastes a lot of money without prior planning or without purchasing desire.
Questions of the study: By studying this important topic (electronic marketing phenomenon) there are several questions and are as follows:-
1- What is addiction?
2- What is electronic shopping?
3- What is addiction to electronic shopping?
1.1.2 The importance of the study: The importance of this study is reflected in describing the concept of electronic shopping and the details related to it, the role played by e -shopping, the impact of e -shopping on individuals, and the effect of e -shopping on individuals.
1.1.3The goal of the study: The research aims to clarify people's addiction to electronic shopping and the effect of individuals, and the reasons and treatment of electronic shopping
1.1.4 Research methodology: The research used the descriptive approach to study the phenomenon of addiction to electronic shopping in Iraqi society, a sociological study, that this study can be included within the framework of descriptive studies, it depends on collecting and analyzing facts and interpreting them to extract their significance.
1.2 The concepts and terms of research
1.2.1 **Addiction**: Language: Damn on the thing: it is obligatory, and the drink is addicted to the drink and others: its Adwah and did not take off from it, and it is said that the matter is addicted, and it is kept on it (Dictionary, 1985:308) .
Addiction as a term: maintenance on the habit of taking certain materials A 9 performing a specific activity for a long time with the intention of entering into a state of euphoria and excluding sadness and depression (Hammouda, 2015:214).
Addiction is the inability of a person to dispense with something, regardless of this thing as long as the rest of the addiction conditions are fulfilled from the need for more this thing continuously in order to satisfy his need when he is forbidden from it (Ali Falah Al-Zoubi, 2010) .
 Addiction was known to be the frequent use of a psychological substance, to the extent that the addict reveals a severe concern for abuse, as it reveals a deficit, a refusal to interruption, or to amend his abuse, and he often shows withdrawal symptoms (Muhammad, 2011:33) .
Where addiction was defined as an urgent desire to spend the largest possible time in front of the electronic device, which is a kind of sensory research for stimuli or many activities in order to achieve satisfaction, which is generated by

mental preoccupation with these stimuli or activities even if the Internet is not available to the individual, the individual's psychological, behavioral and social condition is affected And the academy (Madani, 2018:10) .

1.2.2 **Marketing**: Marketing is defined as business activities for directing and paying goods and services from the product to the consumer or user (rich, 2021:1) , (where marketing is known as a management, it is the science and art of choosing targeted markets and preserving customers through training, delivery, receipt of a distinct value to the customer (Abdullah) .

Marketing is the group of human activities that aim to facilitate the exchanges (Khalil, 2017:76) . Marketing was defined as an economic, social and cultural process aimed at meeting the needs of consumers for acceptable products and services at acceptable prices (HOWIDI, 2010:73). The marketing is also defined as a set of operations or activities that work to discover Customer desires and develop a set of products (Al-Zoubi, 2010:55) .

1.2.3 **Electronic marketing**: E-marketing knows one of the main factors that are not underestimated in achieving the required marketing goals, and this means is one of the most achieved means, and the lowest cost of traditional marketing, we will not be able to say that e-marketing is greatly different from traditional marketing, as The real difference lies in the form and the method in which the implementation process is carried out. It defines the correct use of the Internet, the networks of the extr It is the process of establishing and preserving customer relationships through electronic activities directly with the aim of facilitating the exchange of ideas, products and services that achieve the goals of the two parties.

Where electronic marketing was also defined as managing the interaction between the organization and the consumer in the sake of the virtual environment in order to achieve common benefits (-Alaq, 2019:17) . E - marketing was defined as "the use of all available technologies to raise the profit of the institution by working to satisfy personal desires for each customer and with a total recipe Interactive permanent (Ahmed, 2014:28). He was also known as the use of the strength of direct communication networks, computer connection and digital interactive means to achieve marketing goals (Youssef, 2009:58) .

Second Determinants, advantages and disadvantages of electronic marketing
2.1 E-marketing determinants:
E -marketing was distinguished from traditional marketing with several properties and has fought several areas that can only be achieved by creating a website.
2.2 The advantages of electronic marketing
  E -marketing can be given to the Internet features, and these features must be

understood for the success of the marketing process. Among these features (-Ayashi, 2016:21).

1. Wave transmission: The Internet enabled the institutions to identify their customers, even before the purchase, because digital technology makes it possible for visitors to the web site to identify themselves and provide information about their needs and desires before purchasing.

2. Interactive: It means the ability of customers to express their needs and desires directly to the institution, in response to the marketing communications carried out by the institution.

3. Memory: It is the ability to access the rules and warehouses of data that includes information about the specific customers and the date of their past purchases and their preferences, which enables the institution marketed on the Internet to use this information in real time for its customers marketing offers.

4. Control: It is the ability of customers to control the information they provide, so that they only declare what they want, without forcing them to provide secret information between them or do not want to authorize them.

5. The ability to reach: It is the ability to make customers have broader and more information about the institution's products and values, with the possibility of comparing the products and other competing prices, so the institution strives to provide its products with improvements and developments according to the desires of its customers who have previously purchased its products, in order to reach loyalty Her customers for her. As the majority of statistics indicate that most of the institutions lose approximately 50 of their customers, after the first dealing with them, therefore the cost of keeping the loyalty of the old customers is more profitable and less expensive than attracting new customers (Ahmed, 2009:22) .

2.3 Electronic marketing properties: The e -marketing process has its distinctive properties through traditional marketing methods and the reason is due to the following matters (Najm, 2004:326-327) .

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2.4 Electronic marketing properties: The e -marketing process has its distinctive properties through traditional marketing methods and the reason is due to the following matters (Kammaki, 2001:109) .

1. Low cost: The marketing process for the product was very expensive in the past, as the announcement of the product was done by traditional means, but now it can be marketed via the Internet at a very small cost.

2. Overcoming the borders of the state: that the media used in e -marketing does not know the geographical borders, as the company was dealing with local customers only for the past, and if you wanted to reach international customers, they were incurring large and unparalleled expenses, but now the company can ensure that everyone is informed of Its products are without any additional cost, especially since the Internet is available in all countries.

3. Wide spread: In the sense that e -commerce is present everywhere and at all times, and you do not need a concrete market and through which the customer can enter this unsuccessful market at any time and from anywhere, the rates of increase in Internet users were accompanied by development and the development of content The sites operating on the Internet, by adding electronic services and entrances to e -mail and communicating with the site.

4. Rich information resources: Electronic commerce, in terms of which enables them to reach all consumer artists around the world, provides the consumer with many information, by using companies for all digital technology media, such as audio, readable and visual media, and it is known that the Internet has made information dense and with excellent

and modern quality And similarly, the e -commerce reduced the mechanism of searching for information and storage and the cost of communications on the one hand, and on the other hand, this technology increased the appropriate time for information and its accuracy (Fadil, 2009:38).

E -commerce also achieves ease and ease in communicating the company's information to the dealers with it, and it is possible on websites to inform customers with all the developments that occur in new products for payment methods and delivery of the commodity, and thus the customers and all the dealings with the company become permanently with the variables that occur in the market (Shaheen, 2000:13).

5. Effective communication: Continuous communication with the customer through the postal lists, and reduce spending on paper and visual ads that cover only a simple group of customers, where e -commerce is a mechanism of communication with very high effectiveness, based on that it is a two -way communication between the customer And the merchant, where the traditional trade of this type of communication lacks, if one of the companies declared its goods on TV, it is not possible for the customer to communicate with the advertiser through the device, but this communication has become possible through e -commerce (Hussein, 2010:124).

6. Personal targeting: In terms of e -marketing, the marketer enables the product to target a specific group of individuals and a special segment of consumers, by modifying ads via the network, by determining the information of the individual desirable to inform the product such as determining age, sex, the nature of his work and any other things The marketer sees it necessary from the various demographic factors.

7. Multiple options: As e -commerce offers a lot of options to consumers, due to the ability to access products and companies that were not available near consumers, so that they can comply between many exhibitors from all parts of the world quickly and low cost, buying on the Internet and paying often Through this network (zibuea, 2001:69).

8. Available to everyone: This network provides an opportunity for all small and large companies to enter global markets and increase sales opportunities and profits, and e -marketing contributes to opening the way for everyone to market their goods or experiences without distinguishing between the giant company with a huge capital and between the average individual or the small company Limited resources (altaayiy, 2010:73) .

9. Improving the quality of purchasing decisions: I have the sectors and segments of consumers and customers, as a result of the Internet marketing process from searching through the electronic website spread and choosing the best of them in a way that suits and its ability to meet the

desires of consumer according to the price, quality, characteristics, and required specifications.

E -marketing has been characterized by certain characteristics, the most important of which are:

- Automatic feature of marketing functions, especially in functions that are repetition and quantitative measurement, such as marketing research, product design and sales, and stock management.

- The integration feature between marketing functions with each other and with the authorities concerned with preserving customers, which is called the curriculum of customer relationships, which developed to what is known as interactive marketing.

2.4 Advantages and disadvantages of electronic marketing

Performing marketing activities via the Internet provides the institution with many advantages, but it is not without some defects that always consider the use of modern technology. One of the most important advantages of electronic marketing for the institution is to mention:

o An unparalleled information marketing system in terms of speed in obtaining data, transferring and information, which has good quality of the marketing process (salman, 2005:75).

o The diversity of products offered for sale: The institution can display a wide variety of its products with the least amount of stock.

o The interaction of the best customers: enables the Internet to interact with customers, with the lowest costs and interactive communication, helps persuade and achieve the customer's satisfaction.

o Expanding the customer base: It helps the Internet to reach potential customers anywhere in the world and deal directly with them without the need for brokers.

o significantly reduce marketing costs compared to the traditional processes between both sides of the marketing process (-Bakri, 2006:264), despite the institution's need for additional investments to design the site and provide some other material facilities, but these costs are few when compared to the costs associated with traditional marketing activities, and the institution decreases It is its costs by reducing the cost of using the phone, regular mail, low employment, and lack of time to support, support and customers.

o The ability to measure and calculate the number of people who visited the Foundation's website on the Internet, and measuring the period they spent wandering inside the site and what are the areas

that attracted their attention inside the site, and these matters can be provided through special software.

o The possibility of obtaining a great deal of response (consumer positions) quickly, which enables the institution to adapt to the changes in consumer and real -time behavior.

As for the disadvantages of this type of marketing, it can be summed up in the following:

- Limited use and purchase: Despite the huge growth in electronic transactions, the share of electronic marketing from the total market is still limited and many network users only see the products than buying them.

- Most customers on the network are relatively high -income groups and high education level, which makes the electronic market for one section of consumers, and some products are marketing and electronically more effective than other products, for example computer products, ready -made programs, banking services and electronics (Idris, 2005:465).

- Disturb and congestion: The Internet provides millions of sites and unlimited quantities of information products, which affects the customer's psyche and feels bored and annoyed.

- The security problem on the network: Many users are still afraid of their money and their information and exposed at any time for piracy and hacking.

- The spread of deception and fraud sites on the network, which constitutes an obstacle to increasing consumer confidence.

Third Goals and problem of electronic marketing

3.1 E -marketing goals:
One of the goals of electronic marketing is the following:

- Reducing the cost of products due to the referendum on advertising in traditional audio and visual means.
- Ease of access to the consumer anywhere worldwide.
- Increase the ability to negotiate purchasing.
- The lack of unnecessary costs and expenses to create traditional stores.
- Ease of obtaining the necessary information and comparing the products the subject of competition.
- Improving the level of the facility's general performance.
- Take advantage of the previous experiences of the facilities that operate within this system.

- Ease in distribution and promotion activities (eabid, 2016:26).
- The marketers also sought the following basic goals:
- Improving the mental image of the company or the organization.
- Providing services and improving customer care.
- Searching for the consumer new and creating new marketing opportunities.
- Increase the rate of access to the largest number of consumers at the local or international levels and increase the scope of the local and global market.
- Reducing costs and achieving speed in business performance.
- Provide an added value and a real interest to consumers (Yusef, 2004:142).

3.2 E -marketing forms

Any organization usually needs to plan various marketing activities in the long term in the form of strategies known as marketing strategies and the goal of course is to try to achieve long -term goals set for the marketing function.

We can simplify matters to the maximum degree when we say that the strategy is a long -term plan and thus a set of goals to be reached in the long run as well as the capabilities necessary to achieve them and the schedule necessary to reach this.

Any marketing strategy in general consists of four main components:

Segmentation.

Targeting.

Positing.

Differntiatin.

In the case of electronic marketing, the market fragmentation is made more deepening, and the collection of information is available and therefore the development of the marketing strategy is done more quickly. E -marketing and the use of internet technology allows more follow -up and monitoring of marketing efforts, and finally electronic marketing can be more integrated between marketing strategies and the general strategy established and their operations.

As for e -marketing, it has been the custom to distinguish between a group of forms by relying on the quality of relations that link the two parties to the exchange process, because the nature of the marketer, especially the nature of the buyer (facility - final consumer - industrial buyer - government) that affects the marketing strategy (amjadal, 2014:65).

1. E -marketing for the final consumer.
2. E -marketing between business facilities.
3. Double electronic marketing (consumer - business).
4. Government electronic marketing directed to business facilities.

3.3 E -marketing for the final consumer.

In this case, electronic marketing is directed to the final consumer, which is very similar to the retail trade in traditional marketing, but it depends here on electronic means, including the name of electronic commercial trade. There are now thousands of electronic shopping centers scattered via the Internet, including the small grocery store (food store) and large called Mall Mall, each of which specializes in marketing a commodity/ service or a group of goods of services ranging from the sale of flowers or porchi cars to barber shops and agencies travel (matali, 2016:110).

Among the forms of this type of marketing can be mentioned the following:

Marketing by electronic public auction is called.

Marketing via a web store that owns its owners a traditional store.

Marketing via an electronic store only.

Marketing through the news group.

Marketing as a result of an advertisement to the consumer by e -mail.

Marketing by regular mail or by phone after searching for a commodity or service by the consumer via the Internet.

E -marketing for the final consumer can be defined on the basis that it is the type of marketing on electronic means that targets the final consumer.

3.3.1 E-marketing for business facilities

In this case, the commercial exchange relationship related to two organizations of business organizations, as most of the latter can be considered sellers and buyers at the same time by virtue of their needs of raw materials, equipment, production means, and others that you need to achieve their productive or service goals (alzughbi, 2019:63)In fact, electronic marketing has provided significant opportunities for business organizations, so that they can link partnership and exchanging relationships and profit a lot of time and effort in their dealings, whether they represent the client party, the supplier party or the service with the service.

Examples of this type of electronic marketing include a company using the Internet to obtain its orders from suppliers and receive electronic bills (online) and the ability to settle it in the same way.

Among the methods used for several years in this type of marketing is the so - called electronic data exchange (EDI) through private networks that link companies between them.

Electronic marketing directed to business facilities can be defined on the basis that it is the type of marketing dependent on electronic means that links business facilities between them in order to magnify their common benefits (rabih, 2013:40).

The most important objectives of electronic marketing can be summarized between business facilities in the following elements

• Providing products at lower costs.

• Improving the general performance of the facility, enabling it to obtain data, analyze it, and make decisions quickly, accurately and effectively.
• Take advantage of the facilities that work within this system in improving their activities.
• It has a better negotiating capacity.

3.3.2 Double electronic marketing

In this case, as evidenced by his name, this type of marketing is directed at the same time to the final consumer and industrial buyer (organizations/institutional), meaning that the products (goods or services) can be sold to the final consumer (fragmentation) and installations (sentences and a half).

It is noticeable that many commercial activities are suitable for double electronic marketing, and then the electronic seller distinguishes between two types of customers and thus two types of marketing for the same product, whether it is a commodity or service. Other than that, double electronic marketing is not different from the previous two types of electronic marketing, and therefore we will be limited to what we have said above in this regard.

3.3.3 Government electronic marketing directed to the business facility

This type of e -marketing covers all government transactions with business facilities. Although this type of electronic marketing is still in its beginnings, it knows a remarkable development, for example in the United States of America, we find that most government purchases are in the form of tenders or others whose details are published on the Internet through secure sites and therefore the business sector can contract directly or that It ends the details of the deals with these government agencies (altaayiy, 2019:99).

 Of course, this type of electronic marketing is dealing with huge deals linking business facilities equipped with large government agencies such as the ministries of defense, education, health, etc.

Some have become called by the government electronic supply, in addition to government purchases, new electronic transactions such as paying tax returns such as VAT (TVA) and other areas have become the formation of what is called the electronic government.

Fourth: Addiction to electronic shopping

4.1 the causes of addiction to electronic shopping

In general, most of the reasons for shopping addiction are psychological reasons that are produced primarily from the feeling of loneliness and depression, which leads the addict to avoid stress, anxiety and negative feelings by spending money and shopping, and these are some psychological reasons related to shopping addiction: shopping can result from emotional deprivation at the stage Childhood, Likewise, shopping addiction can happen as a means of dealing with or avoiding difficult feelings and the inability to endure negative feelings and

seek to escape from reality, when the person is busy shopping, this keeps him away from thinking about these feelings automatically and is busy spending money, the need to fill the internal void where the person who is addicted to shopping feels shopping That the purchase blocks this vacuum, the feeling of excitement, the shopping can provide a feeling of excitement that may be missing in the life of a person, as one of the common reasons for shopping is too bored and the desire to fill the time, for many women shopping is a way to communicate with others, especially Family and friends, in some relationships, shopping is the main or only joint activity between them, Lack of self - confidence may contribute to the emergence of addiction to shopping, as the person believes that when wearing new clothes daily, he gets admiration and acceptance from others, which increases his self -confidence (www.verywellmind.com).

4.2 Symptoms related to addiction to electronic shopping

It is difficult in some halls to differentiate between shopping addiction and those who love shopping within the natural boundaries, as going on a tour of shopping from time to time does not mean that you are a shopping addict necessarily, so there are many signs and symptoms that may be caused by addiction and these symptoms are the following (psychguides.com).

1. Feeling a strong desire to shop and inability to stop thinking about it.
2. Shopping as a reaction to feelings of anger, depression or anxiety.
3. Shopping as a reaction to the feeling of guilt towards the previous shopping process.
4. Compensation for negative feelings by buying things.
5. Feeling excitement and extreme pleasure while doing the shopping experience.
6. Loss of control of shopping and purchase and spending money.
7. Feeling anger or discomfort when not being able to shop.
8. Buy things that you do not need or unnecessary, even when you cannot afford their expenses.
9. Hide things that are for fear that others think they are a waste of money.
10. The objects purchased while shopping are often stored directly without using them.
11. Theft or lying in order to continue shopping.

4.3 Treating electronic shopping addiction and getting rid of the purchase obsession

Shopping addiction is not a disease in itself, but rather a reflection of psychological problems that the addicted person suffers from, and accordingly, the psychological or pharmaceutical treatment that the addicted person is subject to treating its causes by (projectknow.com).

• You can search for the problems and psychological pressure that the addict suffers from and try to treat them.

• Try to fill the void that the addicted person may suffer and causes him to shop to fill the time.

• If shopping addiction is caused by depression, doctors can prescribe antidepressants for the addicted person.

• In the event that shopping addiction is caused by anxiety or psychosis, it is also possible to use the appropriate medicines to treat them

Conclusion

1- Electronic shopping is a modern means that takes place through the web, in which demand and payment are electronically.

2- Shopping is done through the use of electronic devices such as the phone and the computer.

3- Electronic shopping results in spending a lot of money without any need.

4- Resorting to electronic shopping to overcome a painful position, problem, lack of self-confidence and self-esteem.

Recommendations:

1) Not rushing to electronic shopping except after knowing the details of the specifications required for not being exposed to fraud.
2) Not to be drawn behind the false ads that call for shopping without motives or purchasing desire
3) Spreading an electronic shopping culture in the correct way through the regulatory and community authorities.

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