

The Impact of Excessive Online Shopping on Consumer Behaviour

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Online shopping has increased due to excessive internet use, overly active and persistent media campaigns, and the population getting used to using credit cards. Going shopping is a necessity, as well as an opportunity to relax and socialize, and in the online environment socialization is more intense than offline. Online shopping means saving time and money (the best offer is sought) and the pleasure to spend time with other internet users. Virtual communities do not care about material, religious, social or cultural aspects, these being reunited through the desire to obtain the targeted product or to find an opinion about a certain brand. Both introverts and extroverts buy online. Extroverts want to socialize, while more timid individuals or those with lower self-esteem are more comfortable ordering online. Online shopping addiction is manifested when there is a permanent concern to acquire a product as soon as possible, too much time is spent online shopping, and other activities are neglected. The desire to permanently buy online without taking into account that the goods acquired eventually turn out to be useless is manifested through excessive online shopping.

Keywords: onlineshopping, excessive online shopping, Internet, addiction, impulse

1. Introduction

Due to the high number of online shops, purchases are available anytime and in any amount, the only potential limit being financial. Excessive purchasing behaviour affects the quality of life, being an abnormal shopping form, whereby the buyer feels an overwhelming, incontrollable, or repetitive buying impulse, or targets the attenuation of negative states, stress or anxiety. Online acquisition amount or frequency usually leads to financial issues as many of the products ordered are not used upon delivery. In the case of online purchases the tendency to spend is ever more intense, being manifested as an emotional reactivity to the products viewed online, followed by post-purchase guilt. The compulsive buyer spends more than he can afford, cannot refrain from buying and feels guilty at the same time. The shopping addiction has consequences, both emotional, as it creates a state of mental discomfort, and financial, as the ever increasing amounts spent affect the personal or family budget. The feeling of joy, the sensation of relaxation and pleasure, the idea of being in control are associated to shopping addiction. Even if product accumulation is not always useful, the guilt and remorse associated to shopping addiction are proof of the vicious circle of impulse buying. The diminished control over internet use may be problematic, with negative consequences on daily activity, health and well-being (Ko, C. H., J.-Y. Yen et al.,

2010), especially when this behaviour becomes a habit in time, and even an excess in the end (Potenza, M. N, 2014).

Many authors have discussed the character of this type of behaviour, and in defining it many perceive it as a chronic and excessive method of shopping and spending money, while others see it from the perspective of addiction as a behaviour emerging when the customer is extremely worried about buying, being led by an incontrollable motivation to shop and invest so much time and effort in this activity that important life aspects are affected (Andreassen, C. S, 2014).

2. Internet and online shopping

Many individuals use the Internet without having to deal with its negative consequences, but most are negatively impacted (Chen, Y.-F. & Peng, S. S., 2008). According to the study conducted by dr. Irina Carp, psychiatry resident, there are 4 stages of compulsive online shopping:

1. anticipation – occurrence and manifestation of persistent thoughts about acquiring the product;
2. preparation – the subject looks for the best sites, compares offers, thinks about the possibility to pay for the item;
3. online order – the feeling of relaxation occurs rapidly, with high inner tension release, pleasure appears when the order is confirmed;
4. payment – when the product is received (cash on delivery) or online (paid by card before delivery) is the stage when the guilt occurs.

Impulsive online shopping can be categorized as:

- shopping by remembering – the individual remembers the item and develops a strong desire to acquire it;
- shopping by discovery – he sees the item for the first time and buys it without taking into account too many financial aspects;
- shopping by planning – the initial process of searching for the item is followed by planning the purchase.

Online shopping is the result of states of sadness, desperation or fear, and upon obtaining the product it is quite common to feel stress or guilt. Sometimes online buyers are superficial, loving new experiences, adventurers in social media and in search of profitable offers (Cristache, N., Năstase, M., Petrariu, R. and Florescu, M., 2019).

A new concept has been introduced in specialised literature along the years: Internet addiction. It has been used to describe problematic behaviour in regard to surfing the Internet (Leung, L., 2004). However, in 2015, a team of researchers created a new scale contributing to behavioural analysis. This instrument is called “Bergen Shopping Addiction Scale” (BSAS) (Andreassen, C. S. et al., 2015) and appeared as a response to the need to have a scale observing the manifested and influenced online behaviour, and not only. This scale measures if there is an addiction, identified by suggestive elements indicating the known addictions, like gambling or alcoholism, etc.

The Bergen Shopping Addiction Scale is based on 7 basic criteria for addiction assessment, granting a score between 0 and 4 points, according to the answer of the respondent to the questionnaire. Thus, the addiction scale for online shopping proposes 7 statements that the respondent is supposed to evaluate with a score from 0 (complete disagreement) to 4 (complete agreement).

The statements are:

- I think about shopping all the time.
- I keep buying different stuff to boost my mood.
- I spend a lot of time shopping so that it affects my other daily activities.

- I feel the need to buy more and more as I don't get the same level of satisfaction as before.
- I have decided to shop less, but I can't.
- I feel indisposed when from various reasons I have to give up shopping.
- I shop so much that it affected my financial status.

If at least 4 statements are agreed or completely agreed to, it means that shopping addiction is present.

Kim and Forsythe see the Internet as an important shopping means, reaching high sales every year (Kim, J. & Forsythe, S., 2010). Once the Internet has gone commercial, online shopping have 'increased exponentially' (Cho, C.-H., Kang, J. & Cheon, H. J., 2006).

Passionate online shoppers may be divided into the following categories:

- ❖ compulsive buyer – buys as a result of impulse, huge emotional involvement;
- ❖ offer hunter – buys as a result of promotions/discounts;
- ❖ big spender – buys to make an impression, is interested in the social environment of origin;
- ❖ collector – buys items that are part of collections that he appreciates.

In any case, the huge number of adepts that prefer to do their shopping online is an increasing concern among researchers (Kiyici, M., 2012).

The reasons of excessive online purchases are:

- obtaining a higher level of self-confidence;
- improving the mood;
- feeling in control;
- belonging to a social category;
- coping with stress;
- creating the impression of being rich;
- out of boredom, searching for a new activity.

The modern consumer no longer listens to everything he is told, but instead looks for information on his own and compares the findings. The level of information has grown, the publicity mechanisms are becoming increasingly more sophisticated, and dimensions like irony, sense of humour have become specific to consumers who are open to novelty and internet fans (Dragoş Iliescu, Dan Petre, 2008).

The consumer addicted to the Internet as well as purchases becomes an **exploring consumer** wishes to buy fast and save in the process. The buying behaviour may be:

1. complex (consumers have high emotional investment, and the purchasing decision is assessed by means of subjective criteria);
2. oriented towards reducing discrepancies (often found in purchasing expensive items, it is more intensely manifested towards the end of the purchase, higher disagreement or appreciation of the acquired product);
3. regular purchasing behaviour (the level of emotional involvement is lower, the item or brand is rapidly chosen, the purchasing decision is not very important);
4. variety-oriented purchasing behaviour (low emotional involvement, frequent brand changes).

Due to the vast amount of information distributed in the online environment, the consumer understand marketing activities, and his power is a symbolic concept related to accessing information in real time. Consumer involvement is on the increase, consumers develop positive or negative attitudes, manifested by reviews or comments on various social media sites. Online buying trends are on the increase as well, the group of online consumers do not take into account cultural, social or economic differences, they are united through desires, preferences and expectations from certain brands.

The present internet-mediated marketing relations lead to information collection, opinion confrontation, also being the source of pro or con debates on various topics (Netmark's 2016). In the online environment consumers are more anxious to get their expectations met, and the promoted items should satisfy their needs (Sumesh Dadwal, Vipin Nadda, 2015). Strategic approaches with a direct impact on consumer behaviour fall into two classes:

- the consumer's need and desire to know more details related to the product, brand or company;
- the wish to obtain instant gratification.

Knowledgeable consumers have access to much information and consider that they are entitled to know all the details (Dragoş Iliescu, Dan Petre, 2010). But there are also negative aspects, too much information may create confusion due to contradictory information. The most efficient solution is conveying information in a clear order, to avoid confusion, so that the promotion campaign may be assessed and managed.

3. Deep shopping and the buying impulse

The concept **deep shopping** (acquisition with a high level of emotional involvement) designates a type of involved consumer who takes into account both the emotional and the cognitive aspect. The involvement is supported by rewarding the consumer, by performing the purchasing act or by initiating a symbolic relation between the company and the consumer by promoting the company's history or values.

Deep shopping involves elements adding symbolic value to brands, social aspects evincing the emotional benefits to the consumer. The purchasing act with a high degree of emotional involvement aims at extending the customer-company relation, building an emotional basis so that the desire to buy the respective brand would be greater.

The customer will become the protector of the brand and thus get over a potential dissatisfaction faster and easier, considering that it is just **a phase**. Knowing the behaviour of consumers and identifying market characteristics are indispensable for setting up efficient communication strategies. On the Internet consumers are more vocal, more eager and do not hesitate to show their displeasure (Mark Coeckelbergh, 2019).

The brands that do not raise to consumers' standards and expectations as a result of a promise made by the company are instantly **punished online**. The online buyer develops a change-oriented behaviour—he is willing to make certain adjustments, accepting the novelty and challenges of technology. The Internet benefits online buyers, as well as the companies activating by mobile acquisitions applications, social networks or virtual communities.

To the buyers the opportunities are multiple, and the company that is present online it is easier to identify itself. Online consumers may be categorized according to the acquisition view:

- economic view—objective consumer;
- behavioural view—passive consumer;
- subjective view—subjective consumer;
- social view—active consumer.

The objective consumer knows how to use his resources efficiently, looks for variants at affordable prices, does not form emotional attachments to a product or brand but evaluates the choice by taking into account the fast material gain, and the satisfaction of his needs in a reasonable and efficient manner.

The buying impulse is stronger online than offline as the idea of giving up money is easier to understand on the Internet, as payment is cash on delivery or in the account (Kit Smith, 2016). The impulse is manifested when acquiring a product that was not originally on the list and is not determined by the consumer's need. The unplanned acquisition process

manifested by remembering or the idea that *it will come in handy one day* results in spontaneous acquisition (Isaac K. Ngugi, Helen O'Sullivan, Hanaa Osman, 2020).

Online purchases are often made by immediate interest, the item is bought, and then the buyer becomes aware that it needs to be paid, so calculations are made at the time of the acquisition.

By explicit memory, online ads remind the consumer of a product or a brand. By mere exposure purchasing decisions may be strengthened, repeated advertising has an effect on the consumer's psychic dimension. If the consumer does not remember the advertisement, but knows the product, then the implicit memory is at work (Cristache Nicoleta, 2008). In online campaigns, publicity is based on the affective attitude in order to rapidly trigger acquisition based on the purchasing impulse. Online campaigns quite frequently use the *like-do-learn scheme*. The affective attitude triggers the idea *I like the product, I want to buy it*, and finally *I assess the experience I had with that particular product or brand*. Online ads target the affective, behavioural, cognitive dimension in turn. The online manner of presentation makes the consumer order the product, even if all information is not given in detail.

Online advertising campaigns are more sophisticated, customer-oriented, easier to capture and receive, and the targeted audience consists of all categories, young and old (Alice K. Sylvester, Max Sutherland, 2008). Visiting a physical store is replaced by visiting the webpage of a site, so that through the internet the company site becomes the virtual company headquarters. The contact point is directly made with the selected company through internet. (Cristela Maia Bairaada, Arnaldo Coelho, Viktoriya Lizanets, 2019). This virtual seat provides all the information the customer needs, and he does not need to know details related to geographical location, and the selling personnel does not influence the acquisition decision. The online shop is open 24/7, which makes it possible to accept a large number of orders, thus increasing the company's profit.

By intense advertising on the Internet expenses decrease, and the efficiency ratio is better. Online ads are interactive, dynamic, personalized and more interesting. The company site may be rapidly upgraded, and the dialogue is ensured by a chat button or an email address for customer contact. The Internet is interactive, it does not mean sitting down and watching like watching TV, but instead on the Internet you are active, searching for information and expressing views. The Internet is the step towards decision and persuasion.

4. Qualitative research on excessive online shopping by means of the “Bergen Shopping Addiction Scale”

4.1. Data collection

The study involved the population of Galați regarding consumer behaviour in the online environment, in order to identify if there is such a thing as online shopping addiction. The study included 522 people, who had to answer to an online quiz shared on social media within 1 June – 1 August 2020. The answers collected were measured by means of the Bergen Shopping Addiction Scale (BSAS).

4.2. Measurement method

4.2.1. „Bergen Shopping Addiction Scale”

BSAS (**Bergen Shopping Addiction Scale**) is a 28-item scale, which was translated into Romanian prior to application. The Likert scale was used to collect the answers, ranging from complete disagreement = 1 to complete agreement = 7. The study in question identifies 5 factors explaining the excessive shopping behaviour under investigation: *tolerance, salience, mood modification, conflict, withdrawal* (Andreassen, C. S. et al., 2015). Thus, tolerance expresses the degree of accepting the habit of excessive shopping, while the salience variable evinces the importance of this act to the user.

4.2.2. „Internet Addiction Test”

In order to find the degree of the problems in using the internet, a test was used, consisting of 20 items measured on a scale from 1 =complete disagreement, to 7 =complete agreement. It includes questions that may stress the manner in which the internet may affect daily activities, social relations, sleep and mental mood. The total score for each consumer varies between 20 and 140 points, and the score over 70 shows a problematic use of the internet (Lai, C. et al., 2015). Only one factor was defined for this scale: Internet use, referring to excessive use and triggering behavioural issues.

4.2.3. ”Self-Esteem Scale”

In order to measure self-esteem, the 10-item Rosenberg scale was used. These items evaluate the consumers’ positive and negative feelings regarding themselves. So, to evaluate feelings, the Likert scale was used, where 1 =complete disagreement, and 7=complete agreement. High scores designate a high level of self-esteem. The present study will also investigate the correlation between online shopping and low self-esteem (negativity).

4.2.4. „Self-Efficacy Scale”

The General Scale measuring self-efficacy was developed by Schwarzer. It includes 10 items, each being measured with the Likert scale starting from 1 =complete disagreement, to 7 = complete agreement. The high level of personal efficacy is shown by high scores.

4.2.5. „Self-Control Scale”

This scale was defined by Tangney, who used 10 items to measure the control degree related to the consumer’s own behaviour. The scores were measured by means of the Likert scale, where 1 is complete disagreement, and 7 is complete agreement. High scores designate self-control ability and the high level of the desire to reach objectives (Tangney J.P., et al., 2004). These serve to measure the degree of impulsivity, which is of high importance when checking the existence degree of influence.

4.3. Demographic data

The beginning of the quiz contained questions with a demographic character related to age, gender, monthly income, etc., in order to better grasp the phenomenon of online shopping addiction. The table below (table 1) provides the general image, i.e. out of the 522 respondents, 59.6% (311 respondents) are aged 19-25 years, 71.6% (374 respondents) are female, while 28.4% (148 respondents) are male.

Table 1 –Descriptive statistics for the demographic data questions

Variable	Category	Percentage % (Frequency)
Age	14 – 18 yo	11.9 (62)
	19 – 25 yo	59.6 (311)
	26 – 35 yo	9.8 (51)
	36 – 45 yo	9.6 (50)
	46 – 55 yo	7.5 (39)
	Over 55 yo	1.7 (9)
Gender	Feminine	71.6 (374)
	Masculine	28.4 (148)
Background	Urban	73 (381)
	Rural	27 (141)

Variable	Category	Percentage % (Frequency)
Siblings	yes	71.5 (373)
	no	28.5 (149)
Monthly income	0 -700 RON	36 (188)
	701 – 1400 RON	21.3 (111)
	1401 - 2100 RON	13.2 (69)
	2101 - 2800 RON	8.8 (46)
	2801 – 3500 RON	7.1 (37)
	Over 3500 RON	13.6 (71)

Source: authors processing

4.4. Statistic analysis

First and foremost, the factor analysis is performed, finding the factors of each scale used, and identifying the influence relation between variables, then a structural model is composed, explaining the phenomenon. At the same time, it should be mentioned that the number of factors found does not overlap with the figures in specialized literature. The statistic analysis was performed by means of the R program, taking into account the functions that it makes available.

A model was created (figure 1) able to explain the phenomenon of excessive online shopping identified when the consumer is involved in an action of online acquisition. WarpPLS 6.0. is a world recognized, efficient program with a special software special executing the modelling of the structural equation, used in the present study. At this stage we introduced various variables selected from the factors previously found, and the following were detected: tolerance, salience, efficacy, negativity, impulsivity, and the level of internet use are the pillars by means of which a model was created, able to explain the tolerance degree that a consumer has towards the occurrence of the excessive online shopping.

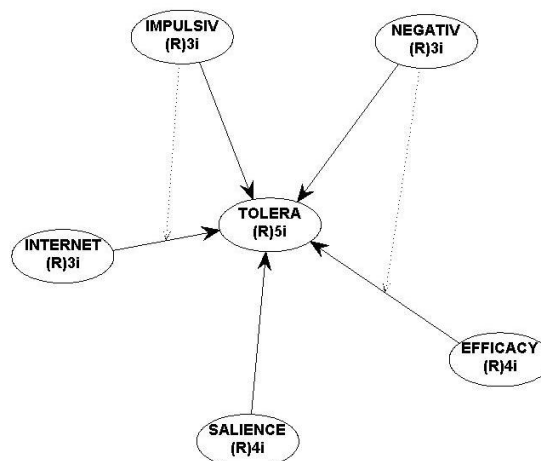


Figure no. 1 – Basic analysis model

Source: authors processing

4.5. Results of the study

The present research may be viewed from two perspectives. On the first level, called “External structural model”, are the variables contributing to creating the basic model. Thus, this is an analysis of the loadings matrix, the Cronbach’s Alpha values, CRI (Composite Reliability Coefficients), AVE (Average variances extracted). This section strictly refers to the implications at the level of each tool used in measurements. On the second level the overall picture is seen, discussing latent variables mentioned in the first stage. We are particularly interested in the final model, P values, its explanatory power (R^2 and R^2_{ajusta}), β coefficients, and last but not least, the effects existing between the reference factors and the role of these values in determining the degree of internal influence.

4.6. Results of the external structural model

4.6.1. Loadings & Cross-loadings

The matrix of *loadings and cross-loadings* looks at the implications found in each variable that further defines the dimensions. The value in the matrix should observe the condition so that the variable should be valid. If not, it will be excluded from the final factor. In the present case, there is no such issue, so no variable is excluded. At the same time, for cross-loadings, defined as the values below and above the main diagonal (in colour), there are no values exceeding the limits imposed in each loadings column. Also the phenomenon of factor overlap is excluded.

Table 2 – The variable loadings and cross-loadings matrix

Variables	Latent variables					
	TOLERANCE	SALIENCE	INTERNET USE	EFFICACY	NEGATIVITY	IMPULSIVITY
SHOP13	0.834	0.081	0.067	0.005	0.05	-0.062
SHOP14	0.72	-0.031	0.024	0.141	0.056	0.12
SHOP15	0.882	-0.025	-0.017	-0.024	-0.048	0.03
SHOP16	0.888	0.026	-0.043	-0.068	-0.018	-0.034
SHOP21	0.787	-0.059	-0.025	-0.031	-0.031	-0.039
SHOP1	0.011	0.817	-0.083	-0.048	0.048	-0.03
SHOP2	0.031	0.908	-0.022	-0.022	0.045	-0.032
SHOP3	-0.061	0.85	0.049	0.041	-0.036	0.016
SHOP4	0.016	0.895	0.052	0.026	-0.055	0.045
INT6	-0.076	0.031	0.867	-0.054	0.037	-0.091
INT8	-0.096	-0.005	0.859	-0.017	-0.034	0.013
INT14	0.191	-0.029	0.777	0.08	-0.004	0.087
EFFIC2	-0.126	0.223	-0.039	0.727	-0.047	0.124
EFFIC6	-0.074	0.003	0.039	0.821	0.051	-0.005
EFFIC8	0.134	-0.151	0.024	0.879	0.025	-0.07
EFFIC10	0.041	-0.038	-0.029	0.851	-0.034	-0.029
ESTEEM3	0.057	0.021	-0.012	0.015	0.871	-0.005
ESTEEM5	-0.002	0.006	0.008	-0.039	0.834	-0.109
ESTEEM9	-0.059	-0.028	0.005	0.024	0.82	0.116
CONTR1	-0.035	0.018	0.061	0.002	0.018	0.799
CONTR3	0.048	-0.057	0.007	0.029	-0.023	0.819
CONTR10	-0.015	0.041	-0.07	-0.032	0.006	0.784

Source: authors processing

4.6.2. Reliability test

The truthfulness of the results of the statistic data analysis results from observing the reliability criteria. The reliability test in this study only uses three criteria. Cronbach’s Alpha refers to the internal consistency of the existing data, the Reliability Coefficient (CRI) provides safety in the decision made, the latent variables chosen, and the Average Variances Extracted

(AVE) synthesize the variance ratio precisely explained by the indicators measured through latent variables. The recommended values for each of the 3 coefficients are shown in Table 3. The model is statistically reliable, as it observes the normalcy limits imposed by specialized literature. All the values obtained tally in with the recommended ones.

Table 3 – Reliability test for latent variables

	CRONBACH'S ALPHA	CRI (Composite Reliability Coefficient)	AVE (Average Variances Extracted)
RECOMMENDED VALUES	>0.7	>0.7	>0.5
TOLERANCE	0.88	0.913	0.68
SALIENCE	0.89	0.924	0.754
INTERNET USE	0.782	0.873	0.697
EFFICACY	0.838	0.892	0.675
NEGATIVITY	0.794	0.879	0.708
IMPULSIVITY	0.72	0.843	0.641

4.7. Results of the internal structural model

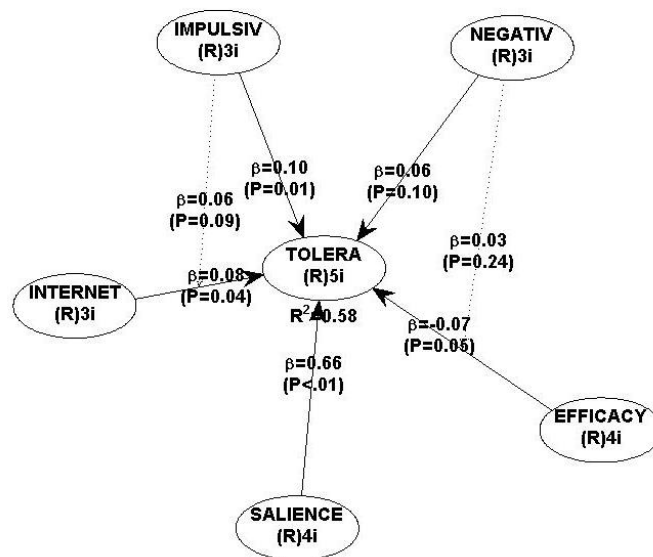


Figure no. 2–Structural model

Source: authors processing

Figure no. 2 validates the research hypothesis. Tolerance to excessive online shopping is influenced by the degree of internet surfing, a feeling of impulsivity, the importance attributed to this activity, low self-esteem, and at the same time the efficacy that we intend to have when concluding online purchases in due time. Next we are going to explain in detail this final model.

Table 4 Results of the structural model

	TOLERANCE		
	P-VALUE	EFFECT SIZE	PATH COEFFICIENTS (β)
SALIENCE	<0.001***	0.486	0.665
INTERNET USE	0.04**	0.026	0.076
EFFICACY	0.052	0.01	-0.071
NEGATIVITY	0.103	0.013	0.055
IMPULSIVITY	0.014*	0.036	0.058
R ²	0.582	-	-
R ² - adjusted	0.576	-	-

Source: authors processing

Table 4 contains all the data validating the hypothesis. For starters, it should be said that the *p*-values accept the following significance parameters: *= $p < 0.05$; **= $p < 0.01$; ***= $p < 0.001$. *P-value* = 0.05 is the lowest value for which the hypothesis is accepted. So, the variables *salience*, *internet use* and *impulsivity* significantly influence tolerance towards excessive online shopping behaviour. The variables *efficacy* and *negativity* do not have a level of influence. „Path coefficients” or β are defined in specialized literature as indices showing the direct effect of an independent variable upon the dependent variable. In the present situation, the maximum β value corresponds to the variable *salience*, 0.665, and the minimal one to *efficacy*, -0.071. There is a relation between the dependent variable and the independent ones. The increase of the importance degree attributed to shopping by one unit will trigger an increase of tolerance by 0.665 units, when the other variables remain constant. On the other hand, for a positive modification of the *efficacy* variable, which counters an excessive manifestation of online shopping, the dependent variable will decrease by 0.071 units, if the other independent variables remain constant. Another aspect worth mentioning is the *effect size*, which is not practically relevant for a coefficient <0.02. The variables *negativity* (*effect size* = 0.01) and *efficacy* (*effect size* = 0.013) do not have a visible effect on the dependent variable.

The explanatory power of the model provided by R² as 0.582 is supported by the close value of R² adjusted, 0.576. Thus, we are confident that 58.2% of the total variation of the dependent variable is explained by the independent variables for a sample of 522 observations.

5. Discussions and limitations of the study

The present study aims at exploring the influencing factors of the phenomenon of excessive online shopping found in the 522 respondents. At the same time, the research aimed at checking the validity of the main research hypothesis, which was confirmed after the statistic process. Tolerance to behaviour of excessive online shopping is actually directly proportional to certain determining factors: the importance granted to this activity, the feeling of impulsivity that makes a buyer continue the buying action, and at the same time the manner of internet use, marking the appearance of an addiction. In case of an excessive manifestation, the degree of internet use, the impulsivity and importance granted stress the tolerance to continuing the action of online shopping. The model has a variable aiming at balancing this type of manifestation. The data show, on the other hand, that efficacy has no visible effect. At the same time with the self-acceptance of the problematic behaviour, certain actions are allowed which in time will become factors of psychological diagnosis.

On an economic market online shopping is a ready tool that enabled many small enterprises to get in line with big corporations. The excessive use of this tool brings about a

series of consequences, which have to be borne by future generations. In this regard it is recommendable to look for solutions to diminish the repercussions.

The limitations of this study prove to be strictly technical. The low number of pages imposed did not allow for detailing each chapter, hence the succinct or almost non-existent explanations of the various aspects in need of theoretical background. Also, the basic model needs further investigation, as it is the result of an exploratory analysis. Also, the limited knowledge are seen as another limitation, as in specialized literature excessive online shopping is under-researched, without too many reference points, it is also worth mentioning that this issue has not been tackled from the perspective of the problematic use of the instrument.

6. Conclusions

The permanent exposure in the online environment results in familiarizing the customer with certain brands. Most qualitative and quantitative research is focused on identifying and understanding the consumers' emotional needs and motivations regarding the brand or the item acquired. The connexion between the consumer and the brand through the internet is faster, more efficient, and the benefits to the participants involved in the marketing relation are easier to quantify.

To the customers, the acquisition process is simpler and more economical, and to the company the customer approach is direct, efficient, and easy to monitor. The marketing relations go faster by means of the Internet, and advertising campaigns may be customized to target the intended category.

The present paper proves that excessive online shopping is influenced by a series of factors. These were found, defined, and analysed. As a result, a model was conceived, aiming at defining excessive online shopping. The latent variables involved have a lower or higher significance degree as compared to the chosen dependent variable. The explanatory power of the model is satisfactory, providing analysis safety. Also, the statistic data support and validate the research hypothesis of the present study. So, this investigation can be continued in point of excessive use of the internet, and especially excessive online shopping.

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