



**Digital Addiction and Its Impact on the Psychological and Behavioral Aspects of Online Shoppers**  
**An analytical study of the opinions of a sample of Iraqi families in Mosul**

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**Abstract:**

This study aims to measure the impact of digital addiction on the psychological and behavioral aspects of online shoppers, focusing on a sample of individuals from Iraqi families in Mosul. The research adopted a descriptive quantitative approach using a structured questionnaire as the primary data collection tool. The questionnaire covered three main dimensions: the level of digital addiction, psychological effects, and behavioral consequences. The findings indicate that digital addiction is a significant issue, as it is associated with increased stress and anxiety, decreased life satisfaction, and a rise in compulsive buying behaviors. The study recommends raising awareness about the risks of digital addiction, expanding psychological and social support programs, and promoting responsible technology use. It provides valuable insights for policymakers to better understand the impact of modern technology in conflict-affected environments.

## الإدمان الرقمي وأثره على الجوانب النفسية والسلوكية للمتسوقين عبر الإنترنت دراسة تحليلية لآراء عينة من العوائل العراقية في الموصل

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### المستخلص

تسعى هذه الدراسة إلى قياس تأثير الإدمان الرقمي على الجوانب النفسية والسلوكية للمتسوقين عبر الإنترنت، مع التركيز على عينة من الأشخاص من العوائل العراقية في محافظة الموصل. وقد اعتمد البحث على المنهج الكمي الوصفي، مستخدماً استبياناً كأداة رئيسة لجمع البيانات، وشمل ثلاثة أبعاد رئيسية: مستوى الإدمان الرقمي، والآثار النفسية، والعواقب السلوكية. وأظهرت النتائج أن الإدمان الرقمي يُعدّ مشكلة بارزة، إذ يرتبط بارتفاع التوتر والضغط النفسي، وانخفاض الرضا عن الحياة، وتزايد سلوكيات الشراء القهري. وأوصت الدراسة بزيادة الوعي بمخاطر الإدمان الرقمي، وتوسيع برامج الدعم النفسي والاجتماعي، وتشجيع الاستخدام المسؤول للتكنولوجيا. وتُقدم الدراسة رؤية مهمة لصنّاع القرار لفهم تأثير التكنولوجيا الحديثة في البيئات المتأثرة بالنزاعات.

**الكلمات المفتاحية:** الإدمان الرقمي، التسوق عبر الإنترنت، الجوانب النفسية، السلوكيات القهرية.

### 1. Introduction

In the present day virtual generation, digital addiction has emerged as an increasingly widespread phenomenon, reflecting the constant interaction between technology and individuals' daily activities, such as online shopping. Digital addiction refers to the excessive and compulsive use of digital platforms, resulting in diverse psychological and behavioral impacts, most notably anxiety, stress, and impulsivity (Li et al., 2024). With the rapid shift towards e-commerce, in particular throughout the COVID-19 pandemic, online shopping platforms have become a crucial part of consumers' lives, leading to extensive changes in consumption patterns (Philippines E-Commerce Market, 2023; Deng et al., 2023).

This transformation has had various outcomes on different groups, as reliance on digital platforms has become a common method for shopping. However, it has simultaneously fueled compulsive buying behaviors. Studies have indicated that while online purchasing offers comfort and ease of access, it is also related to increased social anxiety and impulsivity, adversely affecting families' mental and financial stability (Makhitha & Ngobeni, 2021; Erzincanlı et al., 2024). This combined relationship calls for testing the ideas and value of this accompanying relationship, especially in a community that faces social and economic problems.

In Iraq, through the thriving of the e-commerce market, the need for understanding the mental influence of digital addiction has become more urgent due to the country's unique economic and social conditions. Reports

have indicated that internet usage in Iraq in 2025 has increased, and this rise—driven by economic pressures—may have intensified the psychological impact of digital addiction (Erzincanlı et al., 2024).

The study suggests that the accumulation of existing problems (Bhargava & Hasija, 2019), including economic instability, makes it more difficult for families to cope. This impact is compounded by social sensitivity and psychological vulnerability, making individuals more susceptible to addictive digital behaviors. The environment and culture in such contexts further shape these needs and reactions.

This study aims to investigate the psychological and behavioral impacts of digital addiction on online customers from a sample of Iraqi families in Mosul. By focusing on demographic elements such as age, gender, and socioeconomic status, the study seeks to provide a deeper understanding of the dynamics of e-shopping in this specific context. The findings will provide valuable insights for practitioners and policymakers to develop strategies aimed at promoting healthy shopping practices and mitigating the negative effects of digital addiction in conflict-affected communities.

### 1.1 The Problem of the Study

The issue of digital addiction has been a popular theme of modern times, **due to thriving industrial expansion and technological advancements**. This is **one of the most consistent patterns that fits predictors**, such as the rise of Internet malls, which **have caused negative impacts on people and families** (Li et al., 2024). Studies show that digital addiction is closely linked to higher levels of anxiety, stress, and impulsive behavior, which in turn contribute to a decline in overall life satisfaction. This effect is particularly noticeable in communities dealing with social and economic challenges (Bhargava & Hasija, 2019).

In Iraq, the rapid expansion of the e-commerce sector has made online shopping platforms a key avenue for accessing goods and services. This trend was further accelerated by the COVID-19 pandemic, which drove significant digital transformation (Philippines E-Commerce Market, 2023). However, the unique social and economic challenges in Iraq, such as those faced by families in Mosul due to prolonged conflict and displacement, add another layer of complexity to the issue of digital addiction. In such settings, compulsive and impulsive behaviors driven by digital overuse are likely to be exacerbated, amplifying psychological stress and creating social and economic hardships for both individuals and their families.

### 1.2 Research Gap

Despite extensive research on online shopping addiction and its impacts in various contexts (e.g., Bhargava & Hasija, 2019; Makhitha & Ngobeni,

2021; Rose & Dhandayudham, 2014), there is a noticeable lack of studies that address this issue in cultural and social environments shaped by conflict, such as Mosul. Existing literature primarily focuses on digital addiction in urban or economically stable settings, often neglecting how it unfolds in areas affected by displacement, poverty, and psychological trauma. This gap highlights the need for further research to explore how conflict and challenging **socioeconomic** conditions influence the patterns and consequences of online shopping addiction in such unique contexts.

Additionally, key demographic factors such as age, gender, and socioeconomic status—which play a crucial role in influencing consumption patterns and digital behaviors—have been underexplored in the context of Iraqi communities. This **lack of attention** limits a deeper understanding of how these variables intersect with the unique challenges faced by individuals living in post-conflict environments.

**This gap in the literature** highlights the urgent need for a dedicated study exploring the psychological and behavioral impacts of digital addiction on Iraqi families. By addressing this gap, the current study aims to provide a deeper understanding of the intersection between technology, conflict, and online shopping behaviors, offering insights into the unique challenges faced by families in Mosul.

### 1.3 Research Questions

1. What is the level of digital addiction among online shoppers from a sample of Iraqi families in Mosul?
2. What are the psychological impacts of digital addiction on online shoppers?
3. What are the behavioral impacts of digital addiction on online shoppers?
4. How does digital addiction affect the psychological aspects of online shoppers in Mosul?
5. How does digital addiction affect the behavioral aspects of online shoppers in Mosul?

### 1.4 Research Objectives

1. To determine the level of digital addiction among online shoppers from a sample of Iraqi families in Mosul.
2. To analyze the psychological impacts of digital addiction on online shoppers..
3. To study the behavioral impacts of digital addiction on online shoppers.
4. To examine the relationship between digital addiction and its psychological effects on online shoppers in Mosul..

5. To explore the relationship between digital addiction and its behavioral effects on online shoppers in Mosul.

## **1.5 Significance of the Study**

### **1.5.1 Scientific Significance**

1. This study addresses the lack of research on digital addiction and its effects on online shopping behavior in conflict-affected areas, such as Mosul. It contributes to the growing body of literature on digital addiction by focusing on the unique socioeconomic and cultural context of Iraq.
2. The research provides valuable insights into the psychological and behavioral effects of digital addiction, enriching academic understanding of how technology usage affects individuals' mental health and shopping habits.
3. By using a comprehensive quantitative methodology, this study sets a foundation for future research exploring digital addiction in similar contexts, enabling comparative studies in other regions.
4. The study highlights the role of demographic factors (age, gender, socioeconomic status) in shaping digital addiction and its impacts, providing a nuanced understanding of the phenomenon.

### **1.5.2 Practical Significance**

1. The study demonstrates increased access to public digital platforms, reduces discrimination, and promotes behavior that promotes internet use.
2. The study provides evidence supporting the ethical and protection benefits of digital interaction.
3. The study provides practical guidance for the city of Mosul and its community to foster healthy relationships with technology, with a focus on digital literacy.
4. The findings could be used to leverage user-friendly features in e-commerce stages, such as expenditure, time, and equipment metrics, and responsible shopping.

## **2. Theoretical Framework**

### **2.1 Transition to Online Shopping: Consumer Dynamics and Impacts**

Online shopping has developed over the past two decades, **bringing** together and reshaping digital lifestyles. Many researchers have focused on behavioral patterns, indicating factors such as gender, age, and industry segment influence consumers' online behavior. The and accessibility, according to recent studies, are key drivers encouraging customers to use the Internet for shopping (P. & E., 2023).

The COVID-19 pandemic accelerated the shift toward online platforms, replacing traditional methods with digital alternatives. In 2021, global e-

commerce revenues reached 5.6 trillion dollars. Studies show that Iraqi consumers are increasingly influenced by < online advertisements, media, and platforms, which play a significant role in shaping purchasing decisions (Philippines E-Commerce Market, 2023).

There are many benefits, such as convenience, time-saving, and availability, but excessive reliance on these features can negatively affect consumer instincts. This situation may lead to increased anxiety and cybersecurity concerns, especially when users fail to critically assess their purchases before buying. The study suggests that these issues contribute to the development of digital shopping dependency (Makhitha & Ngoben, 2021).

### **2.2 Mobile Commerce: Transforming Consumer Behavior**

The rapid growth of mobile commerce has brought about a significant shift in consumer behavior, with smartphones now the most widely used device for electronic transactions. This has led to increased consumer use of smartphone applications, which offer speed and ease of use.

The widespread use of smartphone applications has changed shopping habits and increased the psychological and behavioral impacts of electronic consumption, especially in societies with limited digital literacy (Makhitha & Ngoben, 2021; Erzincanlı et al., 2024).

### **2.3 Psychological and Social Impacts of Online Shopping**

Understanding the cognitive impact of the internet is an essential tool, especially in the era of e-commerce. The digital marketplace, which uses the internet, constantly tests the buyer's response to consumer needs and preferences. Many studies have examined psychological and social factors, such as marital status, interpersonal interactions, and online purchasing behavior. In addition, personal variables, such as years of work, education, occupation, age, and educational level, play an important role in consumers' decision-making and interaction with digital platforms (Erzincanlı et al., 2024).

Given the development of significant digital applications in Iraq, the recent reforms aim to support collective research that explores the impact of these activities on consumers, as well as social and technological resources. This trend is an important driver for improving the online shopping experience. Ultimately, these developments contribute to building a sustainable digital constitutional economy (Jabbar, 2025).

### **2.4 The Psychological Impact of Digital Addiction on Online Shopping Behavior**

Digital addiction, as a contemporary phenomenon, has profound psychological effects that permeate various aspects of individuals' lives. This includes notable psychological, behavioral, and social changes that can significantly impact overall well-being, particularly in the realm of online shopping. Understanding this phenomenon necessitates a comprehensive

exploration of the interplay between psychological, social, and environmental factors that contribute to its emergence and escalation (Li et al., 2024; Erzincanlı et al., 2024).

- **Psychological Effects of Digital Addiction:** Digital addiction is a major source of stress and anxiety, largely due to its compulsive nature, which often results in constant mental and physical exhaustion. This is primarily fueled by the pressure to remain digitally connected and the persistent fear of missing out (FOMO), a phenomenon particularly prevalent among social media users. Studies have shown that this continuous strain negatively impacts mental health, significantly increasing the risk of developing anxiety and depression over time (Li et al., 2024).
- **Cognitive Impacts:** Digital addiction profoundly affects cognitive functions, particularly attention and concentration. Those struggling with it often find it challenging to control their use of digital platforms, resulting in constant distractions and interruptions. This lack of focus diminishes productivity and hinders meaningful social interactions. Over time, the compulsive use of digital devices reinforces negative behavioral patterns, exacerbating cognitive difficulties and making it harder to break free from the addiction (Višnjić et al., 2024).
- **Emotional Consequences:** Emotionally, digital addiction fosters feelings of isolation and loneliness, particularly when individuals rely on social media for validation and approval. Such feelings are often linked to low self-esteem, further intensifying dependence on digital interactions to compensate for this deficit. Temporary digital detoxing often triggers withdrawal symptoms, including anxiety and emotional distress, reflecting a deep reliance on digital platforms for emotional regulation (Fekete-Farkas et al., 2021).
- **Social Impacts of Digital Addiction:** Digital addiction disrupts real-life relationships, diminishing the quality of interpersonal interactions. In many cases, face-to-face communication is replaced by virtual engagement, reducing familial intimacy and increasing feelings of loneliness. By prioritizing online interactions, individuals lose the ability to form meaningful, deep relationships, leaving long-term psychological and social effects (Li et al., 2024).

## 2.5 Digital Addiction and Online Shopping Behavior

Online shopping has made products and services more accessible, yet it has also contributed to the emergence of compulsive purchasing habits among many consumers. Digital platforms provide the convenience of shopping anytime, anywhere, transforming shopping into a frequent and sometimes



impulsive activity. Research indicates that emotional triggers, such as stress and loneliness, play a significant role in driving compulsive digital behaviors, including unplanned online purchases. These emotions often push individuals to seek comfort or distraction through shopping, turning digital platforms into a coping mechanism for emotional distress (Makhitha & Ngobeni, 2021).

## **2.6 Psychological Drivers of Compulsive Buying**

Psychological factors within individuals play a significant role in motivating compulsive buying, particularly online shopping, to escape psychological pressures and negative emotions. This behavior stimulates neurotransmitters in the brain, such as dopamine, which create temporary feelings of comfort and pleasure over time. This cycle reinforces compulsive behavior, leading individuals to increasingly resort to similar experiences that produce the same emotional effects (Fekete-Farkas et al., 2021).

## **2.7 Environmental and Genetic Contributions**

Environmental factors also play a pivotal role in fostering digital addiction alongside psychological influences. Family dynamics, including limited communication or insufficient parental supervision, can create an environment where unrestricted access to digital devices becomes the norm, increasing the chances of developing compulsive behaviors. Additionally, genetic predispositions may contribute to an individual's vulnerability to digital addiction, as personality traits and mental health conditions associated with addictive tendencies can significantly heighten the risk of digital dependency (Višnjić et al., 2024) أعلى النموأسفل النموذج

## **2.8 Negative Impacts on Life Satisfaction**

Compulsive online shopping behaviors are closely tied to a noticeable decline in life satisfaction. Those affected often face emotional challenges, such as loneliness and a persistent sense of inadequacy, which drive their compulsive habits. These behaviors often result in significant financial difficulties, such as accumulating excessive debt. Additionally, the strain caused by such habits places immense pressure on personal relationships, escalating stress and fueling conflicts within families. This creates a vicious cycle that exacerbates psychological and social challenges, further deepening the negative impact on individuals and their loved ones (Makhitha & Ngobeni, 2021).

## **2.9 Concept of Digital Addiction**

Digital addiction is defined as a compulsive and excessive pattern of engagement with digital devices and platforms, such as smartphones,



computers, and the internet, that interferes with important daily functioning and disrupts essential social or psychological functioning. According to Young (1998), (Kuss & Griffiths, 2017), it is arguably one of the modes of modern behavioral addiction without reference to substances but rather characterized by strong urges for persistent interaction and online connectivity that would quite often involve loss of control over time, content, or motivation for use. (Montag et al., 2021)

Digital addiction manifests itself in several compulsive patterns of using social media, shopping online, or playing games for far too many purposes and then still browsing purposelessly on the internet for lengthy periods. It also comes with anxiety or irritability when the afflicted person is away from his or her electronic devices, a deviant form of the idea dubbed the fear of missing out (FOMO)-whereby emotional instability and worry go hand in hand (Przybylski et al., 2013).

It is important to note that the psychological disorders like depression, anxiety, and social isolation are all related with digital addiction (Li et al., 2024). Additionally, such a prolonged digital content exposure has been said to impair concentration, academic or professional performance, and the quality of interpersonal relationships (Višnjić et al., 2024).

Thus, digital addiction is emerging psychological and social complications in the era of rapid advancement in technology; it now requires analysis through the psychological, behavioral, and cultural dimensions, especially in environments under socioeconomic or political stress such as the Iraqi context (Al Shawi et al., 2022).

## **2.9 Literature Review**

This study (Keles et al., 2020) summarized the impact of social media use on depression, anxiety, and psychological distress in adolescents. The results were categorized into four social media domains: time spent, activity, investment, and addiction. All domains were associated with depression, anxiety, and psychological distress. The study suggests that these obstacles demean their desire to participate in the Internet sites in the useful use and the need for trust in E-transfer in E-transfer grow the biggest larger. The conclusion of this study can show us the research on the effects of private matters, security, anxiety, anxiety, Mosul families on the Internet.

In contrast, (Bhargava & Hasija, 2019) examined the relationship between the Internet online and the mentally mentally level, especially among youths. Studies found that the materials used in stores and the tragedy and increased number of people and increased. The research used to consider these influences, research is published and they published the need to get

involved in mental illness, psychiatrics, These conclusions are relevant information about our study, especially in the family in the family in a study of the mental influence on over-dymous dishes, where mental stress can become Special because the social pressures from two things can be different.

(Salma,2014) thought about an excessive Internet store among Malay teens, a place of social and cultural elements, such as a combined campaign and cultural impacts, apply in Adiction. The study suggests that the cultural interpretation produces the inspiration of the customer and their behavior. These conclusions give us the importance of our research, especially to examine the introduction to the Mosul families by examining the role of Irac, social and cultural matters.

(Rose & Phandayudham,2014) has used the widespread meaning of the Internet problems,,, to draw attention to the Internet for oversight. Research has learned that emotions and immediate satisfaction are the main causes of oversight. This study may help us to influence the immediate effects of the material, influence the Irac families.

(Jha ,2019) in urban policies and urban pools for research on the Internet Economic impact, pointing to the changes in stores and property and materials and plans. The changes change in the Mosul families, especially when the mechanisms are the only work they use.

The (Flores etal.,2021) of Philipppines E-comam focused on the E-Commerce market in the Philipbs' progress that the Covid-19 epidemic had at the market. The study suggests that the problem of pestilence and other problems can be examined as motivation for expanding the work, social finances, and impact on the Dijinal store.

As for the population, (Fekete-Farkas,et al.,2021) Looking at the impact of age and sex on Internet technology, the important difference between age, which young people with younger people are very careful about the issue. The study has also published a difference in the way men and women go to Digyal Inducements. These conclusions help us to examine our valuable research as the Irak Central Agency can understand the extent of the disfellowshipping of dispensation.

Finally, (Makhitha,Ngobeni,2021) has a supposedly humorous influence, such as privacy and disturbing security, rising, rising age in the shopping, as if it were stored up and safety anxiety. But it gives strength. This result is elevating our understanding that the reckoning device is influenced so that the customers and customers' behavior are, we are looking forward to searching for our Irac.

This study highlights the important role of contemporary phenomena, such as online shopping behavior and online consumer psychology, in influencing social, cultural, and psychological factors within society. Our

research explores the perspectives of families in Mosul and positions these insights as a bridge between cognitive processes and consumer dynamics. This bridge facilitates a deeper understanding of the psychological influences on consumers and their purchasing behavior. The conclusions drawn from this study will help distinguish between the effects of these dual influences on consumer knowledge and purchasing decision-making (Al Sukaini,2022)..

### **3. Methodology (Methods and Procedures)**

Field research are a cornerstone of academic studies, providing realistic insights and making sure that outcomes may be efficiently carried out to actual-world contexts. A structured and precise methodology enables researchers to deal with issues scientifically and reliably. This study follows a scientific method, beginning with a clear explanation of the methodology, defining the pattern length and its demographic traits, designing a based questionnaire as the primary research device, and rigorously trying out its validity and reliability. This bankruptcy presents a detailed account of the stairs taken to ensure the reliability and generalizability of the look at's findings. Advanced statistical equipment have been utilized for data analysis and speculation testing to obtain the study's objectives efficaciously..

#### **3.1 Study Population and Sample**

The study population includes individuals from Iraqi families residing in Mosul, particularly those affected by economic and social challenges resulting from past conflicts and displacement.

A random sampling technique was used to select the study sample, which consisted of 125 individuals from those families. This sample size was chosen to ensure diversity and comprehensive representation of the phenomenon under investigation.

The questionnaire was distributed to these individuals to collect data regarding their levels of digital addiction and the associated psychological and behavioral effects.

#### **3.2 Study Tools**

The questionnaire turned into developed carefully based on an in depth review of relevant literature and previous research. It blanketed 35 statements distributed throughout three primary dimensions:

- Digital Addiction Level (15 statements)
- Psychological Effects (10 statements)
- Behavioral Effects (10 statements)

A 5-factor Likert scale became used for participants to explicit their settlement or confrontation with each assertion, ranging from "Strongly

Disagree" (1) to "Strongly Agree" (5). This scale ensured specific measurement of contributors' attitudes and perceptions.

### 3.3 Validity and Reliability of the Study Tool

#### 3.3.1 Validity Testing:

**1.Face Validity:** The questionnaire became examined on a small pattern of respondents from the target population to make certain readability and relevance of the statements. Feedback from individuals changed into used to refine the language and structure of the questions.

**2.Content Validity:** A panel of instructional experts in psychology and behavioral sciences reviewed the questionnaire. They furnished comments on the relevance and comprehensiveness of the statements, main to modifications that advanced the overall first-class of the tool.

**3.3.2 Reliability Testing:** To make sure the tool's reliability, Cronbach's Alpha coefficient became calculated. The results showed high degrees of internal consistency across all dimensions:

- **Digital Addiction Dimension:** 0.906
- **Psychological Effects Dimension:** 0.838
- **Behavioral Effects Dimension:** 0.845
- **Overall Reliability:** 0.920

These results confirm that the questionnaire is a reliable tool for measuring the variables of interest.

**Table 1: Cronbach's Alpha Coefficient for Reliability**

Dimension	Number of Statements	Cronbach's Alpha
Digital Addiction	15	0.906
Psychological Effects	10	0.838
Behavioral Effects	10	0.845
<b>Overall</b>	<b>35</b>	<b>0.920</b>

## 4. Analysis and Interpretation

### 4.1 First: Demographic and Professional Characteristics of the Study Sample

This section presents the demographic characteristics of the study sample, including variables such as gender, age, income, educational level, marital status, and occupation. These factors are important in their impact on digital addiction and ensure their representation in the study population.

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**Table (2): Distribution of the Sample According to Demographic Variables**

Variable	Category	Frequency	Percentage
Age	Less than 18 years	15	12%
	18-25 years	40	32%
	26-35 years	30	24%

	36-45 years	25	20%
	More than 45 years	15	12%
<b>Gender</b>	Male	65	52%
	Female	60	48%
<b>Educational Level</b>	Below secondary	20	16%
	Secondary	35	28%
	University	50	40%
	Postgraduate	20	16%
<b>Marital Status</b>	Single	50	40%
	Married	60	48%
	Divorced/Separated	10	8%
	Widow	5	4%
<b>Economic Status</b>	Low income	30	24%
	Middle income	70	56%
	High income	25	20%
<b>Professional Status</b>	Student	35	28%
	Employee	50	40%
	Unemployed	20	16%
	Self-employed	20	16%

The analysis of the sample distribution reveals a well-balanced representation across demographic and professional characteristics, ensuring the study's inclusivity and reliability. Especificing main parties, the youngest, the educated, the highest connections by technology and the Internet. The perfect part of the perfection of man and woman has almost increased the reliable study, compared with the influence of men and women.. The diverse economic and professional backgrounds provide a broader perspective on how digital behaviors affect various societal segments, particularly in middle-income groups, who form the majority of the sample. This comprehensive representation strengthens the study's applicability to similar contexts, offering valuable insights into the influence of digital addiction on different aspects of life

## 4.2 Study Results

The research findings were based on specific research questions. The study focused on digital addiction, with the aim of assessing its psychological impact on Iraqi families and its effect on the psychological and behavioral aspects of online shoppers. The study adopted the (Abuskhedim,2022) scale , which categorizes the level of agreement or influence as follows:

- Equal to or greater than3.5: High
- Between 2.5 and 3.49: Medium

- Less than 2.5: Low

#### 4.2.1 Question One: What is the level of digital addiction among online shoppers from a sample of Iraqi families in Mosul?

To answer this question, the responses of the sample members regarding the level of digital addiction were analyzed.

**Table (3): Arithmetic Means and Standard Deviations for Digital Addiction**

Statement Number	Statement	Mean	Standard Deviation	Level
1	I spend a lot of time on online shopping platforms.	3.80	0.65	High
2	I feel the need to shop online daily.	3.60	0.72	High
3	I use online shopping to relieve stress.	3.45	0.80	Medium
4	I find it hard to control the time I spend shopping online.	3.70	0.68	High
5	Online shopping affects my time with family.	3.40	0.85	Medium
6	I buy unnecessary products due to attractive deals.	3.90	0.60	High
7	I feel anxious if I cannot access online shopping.	3.50	0.78	High
8	I postpone daily tasks due to being preoccupied with online shopping.	3.30	0.90	Medium
9	Online shopping is an essential part of my daily life.	3.60	0.70	High
10	I spend more than planned while shopping online.	3.75	0.65	High
11	Online shopping gives me a sense of psychological relief.	3.55	0.75	High
12	I feel regret after shopping online.	3.20	0.85	Medium
13	I constantly follow sales and discounts.	3.85	0.62	High
14	I feel frustrated if I cannot find what I want to buy online.	3.50	0.80	High
15	I use online shopping as a way to escape daily problems.	3.40	0.87	Medium

The analysis reveals a high level of digital addiction among online shoppers in Mosul, with an overall mean of 3.58, indicating a significant impact on participants' daily lives. This is in particular obvious in behaviors including spending excessive time on buying platforms, being attracted to promotional gives, and the use of on-line shopping as a coping mechanism for stress. These findings are consistent with Bhargava & Hasija (2019), which reinforces the mind and use of the value of disgiits.

In Mosul, most individuals appear to use the internet to escape their daily problems. However, those who engage in excessive internet use are often unaware of the negative effects associated with this behavior, making controlling these habits difficult. It is essential to assess digital addiction and anxiety associated with excessive internet use, as these factors highlight the need for effective strategies for managing digital dependence.

#### 4.2.2 Question Two: What are the psychological effects of digital addiction among online shoppers?

For this question, participants' responses regarding the psychological impacts of digital addiction were analyzed.

**Table (4): Arithmetic Means and Standard Deviations for Psychological Impacts**

Statement Number	Statement	Mean	Standard Deviation	Level
1	I feel stressed due to excessive online shopping.	3.70	0.75	High
2	Online shopping increases my anxiety levels.	3.55	0.72	High
3	I struggle with sleep because of thoughts about online shopping.	3.35	0.80	Medium
4	I feel frustrated if I cannot shop online.	3.60	0.68	High
5	I feel psychological pressure from constant online offers.	3.45	0.85	Medium
6	Online shopping affects my mental stability.	3.50	0.78	High
7	I feel guilty after spending too much on online shopping.	3.40	0.82	Medium
8	I find it hard to relax due to constant thoughts about discounts.	3.65	0.70	High
9	Online shopping gives me only temporary relief.	3.80	0.60	High
10	Online shopping affects my overall mood.	3.75	0.65	High

The results reveal that the psychological effects of digital addiction are substantial, with an overall mean of 3.56. Statements related to stress and tension, together with "I feel pressured due to immoderate on line shopping" and "I find it hard to relax because of regular thoughts about discounts," scored in particular excessive, underscoring the strong hyperlink between virtual dependancy and heightened tiers of psychological distress.

Interestingly, statements regarding guilt or financial strain, which includes "I feel guilty after spending too much on online shopping," scored lower, suggesting that these emotions are much less regular among contributors. This may want to indicate that on-line buying is perceived as a temporary



escape or strain reliever, as evidenced by using the high rating for the assertion, "Online purchasing gives me best brief alleviation."

These findings align with (Bhargava & Hasija, 2019), Those who give light as superior to the surplus are the strength of the psychologists. In contexts like Mosul, where economic and social challenges are prevalent, these impacts are likely magnified, highlighting the need for early interventions to mitigate the adverse effects of digital addiction on mental well-being.

#### 4.2.3 Question Three: What are the behavioral impacts of digital addiction among online shoppers?

For this question, participants' responses to statements regarding behavioral impacts were analyzed. Arithmetic means and standard deviations were calculated, and results were evaluated based on Abu Shkheedim (2022).

**Table (5): Arithmetic Means and Standard Deviations for Behavioral Impacts**

Statement Number	Statement	Mean	Standard Deviation	Level
1	I make impulsive purchases while browsing online shopping platforms.	3.85	0.62	High
2	I buy unnecessary products due to attractive deals.	3.90	0.58	High
3	I spend more than planned while shopping online.	3.75	0.65	High
4	I excessively follow offers and discounts without prior planning.	3.70	0.68	High
5	I find it difficult to stop shopping online.	3.60	0.72	High
6	I use online shopping as entertainment rather than necessity.	3.50	0.75	High
7	I make frequent purchases throughout the day.	3.45	0.80	Medium
8	Online shopping affects my financial obligations.	3.70	0.70	High
9	I postpone my daily tasks due to being preoccupied with online shopping.	3.40	0.78	Medium
10	Online shopping increases unplanned spending.	3.80	0.64	High

The results indicate significant behavioral impacts of digital addiction, with an overall mean of 3.66. Statements related to impulsive and excessive purchasing, such as "I buy unnecessary products due to attractive deals" and "I make impulsive purchases while browsing online shopping platforms," scored highest.

This suggests that digital addiction drives shoppers toward unplanned and compulsive buying behaviors. Findings are consistent with studies like Rose

& Dhandayudham (2014), which demonstrated that promotional offers and advertisements exacerbate compulsive buying tendencies.

However, statements related to time management, such as "I postpone my daily tasks due to being preoccupied with online shopping," scored lower, indicating that not all participants experience time-management challenges. These results underscore the need for awareness campaigns on managing online shopping habits to mitigate excessive spending and improve financial well-being.

#### **4.2.4 Question Four: How does digital addiction affect the psychological aspects of online shoppers in Mosul?**

To address this question, a simple linear regression analysis was performed to assess the relationship between digital addiction levels (independent variable) and psychological effects (dependent variable) among online shoppers in Mosul.

**Table 6: Results of Simple Linear Regression Examining the Effect of Digital Addiction on Psychological Impacts among Online Shoppers in Mosul**

Regression Coefficient ( $\beta_1$ )	Intercept ( $\beta_0$ )	$R^2$	F-Value	P-Value
0.45	2.30	0.55	25.89	0.000

The results of the simple linear regression analysis underscore a strong positive association between digital addiction levels and psychological effects among online shoppers in Mosul. The regression coefficient ( $\beta_1 = 0.45$ ) indicates that higher levels of digital addiction directly lead to a notable increase in adverse psychological outcomes, including heightened anxiety and stress. Additionally, the  $R^2$  value of 0.55 reveals that digital addiction accounts for 55% of the variance in psychological effects, highlighting its significant role as a key predictor of these negative outcomes.

The statistical reliability of the findings is reinforced by a p-value of 0.000, confirming that the relationship between digital addiction and psychological effects is not due to random chance. These results align with prior research, such as Bhargava & Hasiya (2019), which identified excessive reliance on digital platforms for shopping as a major contributor to psychological distress, including increased fatigue, anxiety, and emotional strain.

In summary, this analysis emphasizes the critical need to address digital addiction as a complex psychological and behavioral challenge. Targeted interventions, including public awareness campaigns to educate individuals about the risks of excessive digital use and supportive programs for affected consumers, are essential for mitigating the psychological harm caused by digital addiction. Such initiatives are vital for fostering better mental health and resilience, particularly in vulnerable communities like Mosul.

#### 4.2.5 Question Five: How does digital addiction affect the behavioral aspects of online shoppers in Mosul?

To address this question, a simple linear regression analysis was conducted to evaluate the relationship between digital addiction levels (independent variable) and behavioral effects (dependent variable) among online shoppers.

**Table 7: Results of Simple Linear Regression Examining the Effect of Digital Addiction on Behavioral Impacts among Online Shoppers in Mosul**

Regression Coefficient ( $\beta_1$ )	Intercept ( $\beta_0$ )	$R^2$	F-Value	P-Value
0.52	2.10	0.60	30.12	0.000

The findings of the simple linear regression analysis indicate a strong positive relationship between digital addiction levels and unhealthy purchasing behaviors among online shoppers. The regression coefficient ( $\beta_1 = 0.52$ ) shows that as digital addiction increases, there is a significant rise in behaviors such as impulsive and excessive buying. This highlights digital addiction as a key factor driving unplanned and often unnecessary purchases.

The  $R^2$  value of 0.60 demonstrates that 60% of the variation in unhealthy purchasing behaviors can be explained by digital addiction, emphasizing the considerable influence of this factor on consumer habits. Furthermore, the p-value of 0.000 confirms the statistical significance of these findings, ruling out the possibility of randomness and solidifying the connection between digital addiction and compulsive shopping patterns.

These results align with prior studies, including Salma (2014), which revealed a strong link between digital dependency and compulsive purchasing behaviors. Factors such as the convenience of online platforms, frequent exposure to personalized promotions, and the temptation of discounts create an environment that fosters overspending and impulsive buying.

The findings underscore the importance of addressing digital addiction to mitigate its negative effects on consumer behavior. Interventions should focus on raising awareness about the risks of compulsive shopping, encouraging mindful spending, and promoting healthier online habits. Practical strategies such as setting shopping limits, practicing time management, and distinguishing between needs and wants are essential for reducing the impact of digital addiction on purchasing behaviors and fostering financial well-being.

#### Conclusions

The conclusions of this study are based on the statistical findings derived from the descriptive and inferential analyses conducted in the empirical section. The results clearly demonstrate that digital addiction has a significant and measurable effect on both the psychological and behavioral aspects of online shoppers in Mosul.

1. **Digital addiction is prevalent** among the sample, with high scores observed in indicators such as time spent on online platforms, compulsive buying, and emotional reliance on digital shopping.
2. There is a **strong positive correlation** between digital addiction and psychological distress, as evidenced by elevated levels of anxiety, stress, and mental exhaustion among highly addicted individuals.
3. The findings also revealed a **statistically significant relationship** between digital addiction and problematic behavioral patterns, including impulsive buying, excessive spending, and disruption of daily responsibilities.
4. The **regression analysis confirmed** that digital addiction accounts for a substantial portion of the variance in both psychological ( $R^2 = 0.55$ ) and behavioral effects ( $R^2 = 0.60$ ), indicating that it is a major predictor of negative outcomes in digital consumer behavior.

Accordingly, these conclusions emphasize the need for targeted interventions that address digital overuse, particularly in conflict-affected communities like Mosul, where economic and psychological vulnerabilities are already high.

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### Recommendations

Stand on the end of the course and the over-threatening excess of excessive shoops online on a mosol, the following suggestions are: The following suggestions are: The following suggestions are: The following suggestions are: The following suggestions are:

1. Demonstrate the media campaigns to learn the crowd in the results of Dijinal's overdoing and mental behaviors.
2. Use the CBT activity based on the CBT, to support the harmful and negative impacts of negative effects.
3. Make a office to families to help people in the Dijinal Adiction and correct their degitar meeting.

4. Encourage parts of e-complements to use the right resources, such as money waste restrictions on excessive and motive.
5. Academic course is a comparison that is associated with the study of the students' technology to see the Digyitaal Adiction.

The purpose of these suggestions is to improve the balanced view of degal industry, so in Mosul and the same community it will reduce the Dijinal Adicaltion in the Mosul and neighborhood.

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