

**INTELLIGENT CUSTOMER BEHAVIOR AND ITS ROLE IN
REDUCING THE INCIDENCE OF ADDICTIVE CONSUMER**

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ABSTRACT

Specialists often seeks in the field of marketing to focus on cases that lead to customer safety, by seeking to introduce mechanisms specific action to help the customer current or future to get rid of some of the purchasing habits that ultimately lead to harm him. So is the subject of consumer addiction of topics related to the condition and safety of the healthcare customer, psychological, and that prompted specialists to go away for determining addictive consumer which led to the launch of the idea of research which crystallization as a result of negative situations that led one way or another to the impact on customer behavior, with reference to the final results, which will inflict great Damage in companies, so research seeks to promote and apply the ideas of intelligent customer behavior and its role in reducing the incidence of addictive consumer dwell in that repeat purchase cases,

purchasing habits, addiction to technology and addictive products that achieve tidbit in the short term, The sample was composed of 245 customers selected style intentionality sample of the number of supermarkets in the province of Najaf were distributed questionnaire them with adequate explanation for each customer where the main problem focused on (whenever the customer behavior the smart thing whenever led to reduce the incidence of addictive consumer) The study aimed to alert customers and motivate and develop understanding and perception and awareness of when the acquisition of any product must be selected according to the capabilities of intelligence which possess while the main study hypothesis which is no

statistically significant correlation between intelligent customer and addictive consumer behavior was reached the most important conclusion It is whenever the customer is attentive and enjoy understanding and perception and awareness and excellence was able to acquire a product actually needed The most important recommendation was the customer to think carefully about what products that achieve his long-term satisfying and stay away from the same bad effect that contribute to find a consumer anxiety to curb addiction Products.

INTRODUCTION

Intended addiction consumption that the human being consumes more than he needs, and he can not give up the habit of consumption and wasteful, so it becomes wasteful or extravagant, and perhaps there are forces suggest this human addiction consumption, and we mean this octopus that spread his poison everywhere powers, and Etjraha every human being, As is the case in advertising and major advertising companies, as a result of technological development and subjected to Gore in human mysteries and manipulate the nature of the human soul, the human becomes malleable and plaything, subject to the wishes of the owners of wealth who absorb consumers money; that they may add richness and wealth, so find in our time getting billionaires richer while the poor grow poorer! Just as a drug addict prisoner drug dealers and promoters, the human consumer spend all they have to consume what you like himself; because he became a prisoner of overtones and means of advertising and publicity, and a prisoner of the same hue, and meets the wishes of commodity traders and luxuries; as these goods and luxuries but necessities - because it is not There are accessories in the era of consumption - with varying rates of which every human being can; the poor and the average case and well off, they all can buy.

First topic: The methodological framework for Search

The largest part of the solution to the problem is to know the real dimensions and find appropriate solutions because the understanding of the problem is half the solution. So This research aims to clarify the approved methodology for a systematic search and sequential steps to reach the goal of which is capable of treating a particular phenomenon or scientific solutions to the problem so it can be addressed to the following:

First: the research problem: the customer behavior is one of the important topics that build upon many of the purchasing decisions of customers, and that contribute to reassure the person when making the right decision, as well as address the psychological factors and the impact it has suffered as a result of the use of the products are right or wrong. So our problem

lies in the following whenever the customer behavior whenever the smart thing led to reduce the incidence of addictive consumer. This stems from the main problem many questions, namely

1. Does the customer is able to understand the most important dimensions of intelligent behavior?
2. Is there a role for understanding in reducing addictive consumption?
3. Is there a role for the realization in reducing addictive consumption?
4. Is there a role of consciousness in reducing addictive consumption?
5. Is there a role for excellence in reducing addictive consumption?

Second: The importance of research: the importance of research and the importance of the variables examined, which dealt with intelligent customer behavior, and addictive consumption It is possible for individual consumers to limit the cases of addiction and that based on the underlying variables smart customer's behavior. So we can define the importance of research through the following key points are:

1. Educate customers and make them more intelligent when you buy a particular product.
2. We must attend all perceptions of individuals to reduce the products that cause enrich and psychologically healthy for the customer.
3. We must distinguish between customer exhilarating short-term and long-term products, whichever is better.
4. Stay away from products that may cause the customer addictive consumer through a review of purchasing decisions based on the basis of consumer awareness.
5. Increase Consumer immunity to the customer from the practices of some marketers or organizations intending to marketing of the impact it clear products.
6. Clarify the most fundamental risk for addiction consumption and what are the legal, social and psychological consequences on the customer's behavior.

Third: The aim of the research: In recent attention to the customer and products that are trying to buy them colorful some regulatory organizations on the customer's warning of owning some of the products because of their effects may addictive recently and this will be reflected on the economic side and the material to the customer and its impact on income as well as other affecting factors on psychology and health. So the goal of this research is to:

1. Alert customers to products that can contribute to the deterioration of their psychological state and health.

2. Analysis and diagnosis of the dimensions of intelligent customer behavior and its relationship to the reduction of cases of addiction consumer.
3. Creating a culture of smart behaviors for the acquisition of the delightful products in the short term.
4. Attempt to reduce the risk of addictive consumption and maintain customer of exploitation of some consumer marketers and organizations.

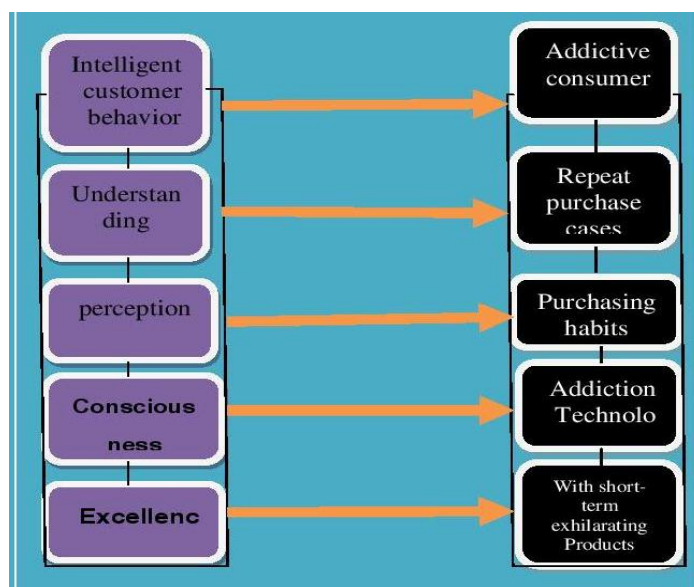
Fourth: The research hypotheses: Based on the above problem and the importance of goals and search will be to formulate a set of hypotheses, namely:

1. The main premise of the research: no statistically significant correlation between intelligent customer behavior and addictive consumption of which is derived and the following sub-hypotheses:

1. There is a relationship between consumer understanding and addictive.
2. There is a relationship between cognition and addictive consumer.
3. There is a correlation between consumer awareness and addictive.
4. There is correlation between excellence and addictive consumer.

Fifth: The scheme Search: Find scheme represents a group of logical relationships that illustrated the general framework for the search, so search scheme will be built from what was presented and the importance of the problem and the goals and research hypotheses:

The form of (1) the planned premise Search



The second topic: The theoretical framework of the research first: Intelligent customer behavior: Developments in scientific fields to stimulate researchers to apply some of the

themes and terminology used in the technological sciences and seek to transfer its principles and mechanisms applied to different fields as a field marketing and customer behavior (Shank, 2013: 17). While sees (Perlis, 2013: 3) that some of the applications used in the field of high-tech machines transfer (Kalrobotat) that will affect the customers and it depends on the availability of visions and specific, which seeks to accomplish the change in social systems to enhance the ability to use the behavior of the superior and intelligent for the purpose of properly dispose of and influence decision. Customer By this and the other hand see (Bunnell & Forsythe, 1999: 8) that intelligent behavior is designed to focus on a set of standards that provide the intellectual premises of Applied Science based on the use of models contribute to clarify how others link between different areas with the possibility of using and the application of standards and requirements of other sciences In the fields of non-original squares. In this pointed frame (Matari, 1994: 89) that some marketers are seeking to the possibility of the application of the style of intelligent behavior in the field of management of marketing and in particular customer behavior when making a decision SPV and that the desire of marketers to focus on all that is useful for the purpose of paying customers to repeat procurement cases and repeat review marketing centers (Jrease & Washone, 1978). Note that intelligent behavior is one of artificial intelligence applications in applied science Report. Can be known as a smart customer behavior that building on the basis of the interpretation and understanding of the behavior of common sense based on the basis of comprehensive intellectual perceptions based on the improvement and development of customer purchase decisions through the starting of the quality of human actions? While sees (Giulian, 2010: 7) that the customer smartphone based on the idea of success catalog landslide, which aims to apply some of the techniques on the customer by relying on the process that seeks through which researchers customer's payment for effective adaptation is based on addressing the problems that are the result of repeated cases of behavior purchase. Recalling (Bryant, 2000: 22) that intelligent customer behavior expresses the ability to deal in a systematic way with a group of derived from the steady evolution in the nature of the products that lead to the emergence of challenges in front of the customer decision problems, which reflects the ability to build and description, interpretation and comparison, modification and use marketing information available for the purpose of handling complex situations. While He (Turner, 1998: 310) that intelligent behavior is that behavior that should be smart and be identical results with the orientations and decisions that the customer seeks to take. So see (Cuevas, 2011: 6) that multiple concepts of behavior intelligent did not specify a particular type of behavior, but it seems that the basic idea of the behavior of the smart is to

focus on customers behavior according to a short conceptual formulations focus, in essence, to adopt intelligent behavior in a logical way to help him achieve his goals purchasing correctly. Lama (Fu, 2005: 5) sees the intelligent behavior includes group based on creative thinking and sustainable planning and problem-solving capacity literal way with the ability to understanding and learning and discernment in understanding things.

Second: The dimensions of intelligent customer behavior

After reviewing the literature on the subject of intelligent customer behavior, we note the lack of agreement among researchers about specific and clear dimensions, and after reviewing the literature marketing observed a trend of researchers refers to the three dimensions of smart customer's behavior, while others see the presence of four or five major dimensions of behavior Intelligent customer, in this context would be to rely on four key dimensions smart customer's behavior and is understanding, perception, awareness and excellence, which will be described in below:

1. Understanding: It is that mental process that enables humans to see the external things and events and activities that occur within the body (mind), and things such as mental ideas and media thinking, self in relation to the physical or mental things. Also reflects the ability to analyze what is happening in the internal and external environment based on a complex process occurs inside the human mind based on a set of data necessary to stimulate the human understanding of things after detect them directly to the requirements of the tasks accomplished with a move away from the cases of the expected complexity(Turner, 1998: 310).

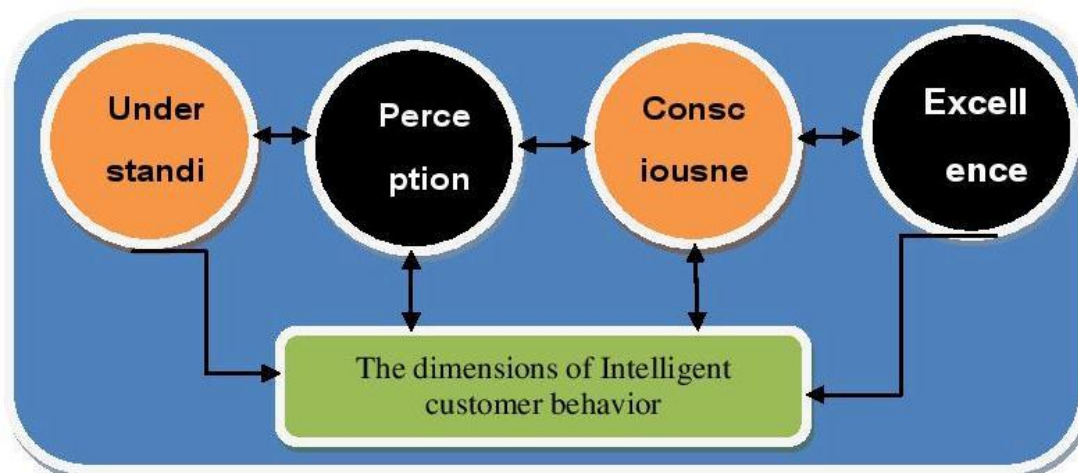
2. Perception: these include cognitive mental process that focuses on the interactive aspects that drive customers toward collecting information and data as a result of external influences, which focuses on the production of ideas, attention, memory, language and mind. And it supports cognition on mental complex process helps the customer to interpret the input of data that has been stored previously and which are analyzed for the purpose of obtaining information that often come as a result of the exercise of activities and interaction that occurs during exercise acquisitions or any event happening in the internal and external environment (Cuevas.2011: 6)

3. Consciousness: a mental process that enables customers to refer to the relationship that occurs between him and the products and companies and marketers that can help them to

self-promoter. So self-awareness to the customer provides the meaning of self. As requirements provides the show's complex feeling reflected in self-managed customers, especially show self-confidence situations when faced with the multiplicity of procurement cases that need to be multi-purchasing decisions for the purpose of reaching a final decision helps customers to derive what they need properly without outside their effects, so it requires awareness of the customer provide some capabilities that help to build the planning process which is governed by Customer awareness for the purpose of reaching a satisfactory resolutions by the customer with the possibility to move away from complex situations facing it directly (Bryant, 2000: 22).

4. Excellence: the ability to deal with the knowledge for planning and implementation through the initiation for the purpose of focusing on new answers to any problem perceived as threatening the survival or well-being of the customer within the marketing environment that are effective to find solutions to marketing problems that may be experienced, so it may reflect excellence the customer's ability to rely on the situation that lead to rely on facts uses when the trade-off between the products of different companies, depending on the information available (Nakagaki, 2007: 33) can be illustrated in the figure the following.

Form (2) the dimensions of intelligent customer behavior



Through the figure above, and based on the dimensions that have been mentioned possible to check these dimensions behaviors smart Customer able to better selection of products with a variety Trading programs from marketers to influence the customer on the goods to be purchased again until access to the labor behavioral to the customer, but a repeat times purchase behavior to become the practice of kiss.

Third: Addictive consumer

Despite the importance of some of the important marketing trends to the researchers, but some trends to help people shed light on the problems faced by customers in order to pay those in charge of marketing in corporate management to provide all the necessary requirements for the purpose of influencing the customer after stirring their attention to the issues that will inflict their harm in time later. (Nakken, 2006: 33) note that most of the customers often fall victim to repeat purchase situations that lead to cases of addiction, whether this addictive positive or negative Cadman buy coffee or drug addiction, as the customer can now use any product or service in repeated for the purpose of satisfying specific needs, as it can contribute to some problems in meeting the customer's need to the extent that rely on some of the products that lead to the emergence of a direct impact on the customer (Brevers, 2011: 3). But in spite of addiction include alcoholism, drug addiction, and nicotine addiction, but it seems that the customer can become dependent on almost anything, as Tells us researchers that there are certain products that drive the customer to repeat the special cases of purchase. (Hendershot, 2011: 12) In this context, researchers have sought to determine the cause of addiction as a result of the effects of psychological or genetic effects in some cases, for example, you could push the pressures of life customer addiction as a product, or may pay quality products and high levels of consumption to addiction, or in some Sometimes there may be effects of genetic coming because of the effects of genetic factors that drive individuals to repeat the consumption of products without the other, so it takes addictive several forms Cadman on certain products as We have mentioned previously or addiction to technology (Kranzler, 2008: 99), as he believes researchers that even technology it can be a component of addiction to the customer, which is what we observe clearly when the person who owns the BlackBerry device that contains high technologies as well as access to the World Wide Web, which is now characterized by the availability of many applications that drive the customer to the repeated use daily, and for the purpose of satisfying specific needs, for so see (Wiers, 2007: 33) It is very difficult to paying customers or direct them to stop and because of the aura owned this that techniques that rely on it's needed in everyday life, either for the purpose of business to the customer accomplish or for the purpose of leisure and fun.

Fourth: The dimensions of addictive consumer

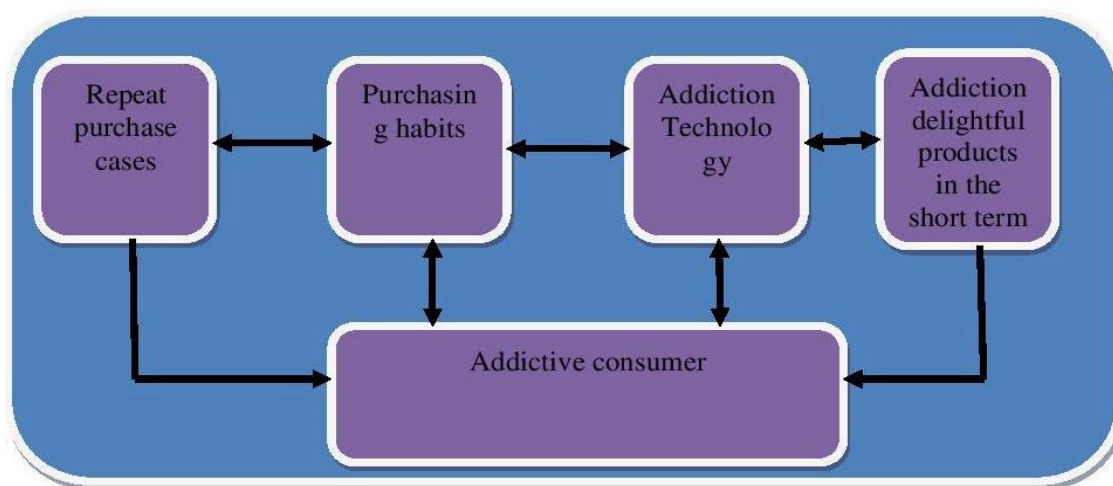
After reviewing the research efforts in the field of marketing, especially in the field of addictive consumer note the lack of research orientation shows the dimensions of addictive

consumption, so it will be relying four key dimensions of addiction, a repeat purchase cases, buying habits and repeated use of technology and with a short-term exhilarating products which will It is explained in detail below, as in:

1. Repeat purchase cases: Marketing and psychologists seeks to examine cases of addiction, which comes as a result of repeat purchase cases, as these specialists believe that the repetition of procurement cases are the result of the presence of some psychological effects that be a motive pay the customer to repeat purchase cases due to external such as the quality effects the product and the need for continuous consumption of certain products as well as the desire to acquire some products and because of the likelihood that need it at any time may be required by the customer (Elizabeth, 2006: 333).
2. Buying habits: buying habits reflect the customer's desire to continue in the process of purchasing specific products, and in this context can be referred to some of the effects that stimulate buying habits develop, such as customer satisfaction, as well as some of the products that result in a repeat consumption in some cases to establish the consumption of some Products that lead to the promotion and customer loyalty based on satisfaction for the first use of the products needed by the customer at any time he needs (Elizabeth, 2010: 321).
3. Addiction Technology: It reflects the repeated use of technology or technological addiction, which illustrates the repeated use customers' existing technology, can be illustrated through the desire of customers in the frequent use of the network spider and either because it's needed for the purpose of getting some work done or entertainment, so the addiction Tec take second place after drug addiction, so often grumbling specialists, especially psychiatrists of the increase in cases of addiction to technology because of the emergence of some electronic applications that drive customers to use its continuation, for example, programs of social networking such as Facebook and Twitter and YouTube as well as some services provided by the information network which leading efforts to reduce and cost and time, such as using e-mail services and send free e-mails. Even technology can be a component of addiction, as customers seek to buy small devices, which are the gateway to technology addiction (Leslie, 2007:21).
4. Of exhilarating short-term products: One of the things that occupy the real world today is the addiction to cigarettes and drugs and alcohol, as customers often seek to repeat many of these narcotic substances and that lead to the emergence of behavior is desirable in some cases, consumption, So many countries are seeking to address this problem, because it is a booming trade between the countries and earn those who made it amounts very huge and these products it is possible to add the euphoria and happiness and delight when used in the

short term but it will be harmful in the long term and the customer can be abandoned and that because of addiction, as needed left many rehabilitation programs and the process of psychological and other rehabilitation, but some may seek to use chemicals as tools for addiction. Although most people may be equal in drug addiction, as can be Consumers use any product or service to ease the addictive process, because some of the problems contributing to meet the need for some degree to rely on some of the things that are in the form of the effect despite the addiction includes addiction to cigarettes and alcohol and drugs. (Mariano, 2012: 145).

Form (3) the dimensions of consumer safety



It is clear from the above table that these dimensions and the foundation of the addiction will strengthen consumer addiction as if it were in the correct orientation by the manufacturer or marketer organizations for products that have to be repeated acquisitions.

The third topic: The analysis of correlations variables of the study

This paragraph deals with the analysis of the correlation between each of the dimensions of intelligent customer behavior and the dimensions of addictive consumption through the use of Pearson correlation coefficient in order to test the validity of the first hypothesis president and hypotheses emanating from it to the effect that a correlation relationship with statistical significance between the intelligent behavior of the customer and addictive consumer For the purposes of this paragraph, the statistical analysis of the relationship of the link between model variables of the study on a sample study level and adopted as follows:

Relationship between intelligent customer behavior and addictive consumer

The table following shows the correlation between the results of intelligent behavior to the customer as an independent variable and addictive consumer as a certified variable.

Table 1: correlation between intelligent behavior to the customer and addictive consumer

Adopted variable The independent variable		Addictive consumer			
		Repeat purchase cases	Purchasing habits	Addiction Technology	Addiction delightful products in the short term
Intelligent customer behavior	Understanding	0.88	0.76	0.77	0.70
	Perception	0.56	0.75	0.66	0.59
	Consciousness	0.66	0.74	0.80	0.80
	Excellence	0.68	0.71	0.66	0.65

$P < 0.05$, $N = 245$.

Evidenced by the results of the table in the above there is a statistically significant positive correlation between intelligent behavior to the customer and addictive consumer within the abstract level (0.05) of any degree of confidence (95%) and this indicates a significant relationship can be explained by this result that the study sample whenever sought to application behavior Intelligent in the procurement process through understanding and perception and awareness and excellence by them whenever they led to an audit and verification operations repeat purchase and failure to respond to technological influences that could affect the awareness and understanding of the customers and this leads to reduce the acquisition of goods that meet the tidbit in the short term and try to stay away from them as much as possible and can be illustrated as follows:

*And no statistically significant positive significant correlation between understanding which is owned by the customer and the addictive consumer variables repeat procurement cases, Purchasing habits, technology addiction, addiction delightful products in the short term: the link between them was as follows :

0.70	0.77	0.76	0.88
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Within a moral level (0.05) of any degree of confidence (95%) and this indicates a significant relationship and explain this result over the study sample study and analysis capabilities possessed by the customer to understand and grasp and awareness and excellence will contribute to the reduction of cases of addiction consumer in the surveyed sample interesting.

*There is a statistically significant positive significant correlation between cognitive variables and addictive consumer (repeat procurement cases, purchasing habits, technology addiction, addiction delightful products in the short term): the link between them was as follows:

0.59	0.66	0.75	0.56
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Within a moral level (0.05) of any degree of confidence (95%) and this indicates a significant relationship and explain this result over a sample of the study sample perception owned by consumers and which will contribute to the reduction of cases of addiction to the lowest possible level of interest.

*And no statistically significant positive significant correlation between awareness and consumer variables addictive (repeat procurement cases, purchasing habits, technology addiction, addiction delightful products in the short term) as the link between them was as follows:

0.80	0.80	0.74	0.66
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Within a moral level (0.05) of any degree of confidence (95%) and this indicates a significant relationship and explain this result over the study sample strategy of awareness, which will contribute to the achievement gains to customers in non- Possession products the attention they do not need it, even if these products check them tidbit temporary.

*And no statistically significant positive significant correlation between variables and addictive consumer (repeat procurement cases, purchasing habits, technology addiction, addiction delightful products in the short term) as the link between them was as follows:

0.65	0.66	071	0.68
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Within a moral level (0.05) of any degree of confidence (95%) and this indicates a significant relationship and explain this result the attention span of the study sample to excellence, which makes the customer is characterized by the acquisition of a product that was actually needed without being influenced by marketing substances by the marketers to market products are already the existing customer.

In light of the above statistical analysis can be accepted hypothesis main and sub-hypotheses, which reads linked to customer behavior variables variables smart consumer addiction.

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

1. It turned out that a growing understanding of consumer area of the customer who owns the customer impact is clear in cases of addiction reducing consumption and its impact extends also to the reduction of short-term exhilarating related products.
2. Showing that the perception an important role in reducing cases of addiction and avoid consumer sample of the acquisition of high-repetition products which already exist or have the possibility of indispensable.
3. Also been reached that pre-awareness contribute to a vigilant and alert to the impact of which will be caused by the product to the customer in cases of unjustified repetition.
4. Achieved excellence stimulate the ability to distinguish products with long-term and short-term interest and repeated purchase and the ability of the customer to develop a purchasing plan and search for products, check excellence and welfare patronage actually.

RECOMMENDATIONS

Through the above conclusions were reached a set of recommendations:

1. Work on smart behaviors owned by customers in order not to fall into the trap marketers or bad effect on future product development.
2. Stimulate the desire of the customer to repeat the products that caused him tidbit continuous long-term and do not search for products that meet the immediate and emotional satisfaction and to be unaffected by the process of product display, which psychologically affect the customer.
3. Work on the development of awareness and understanding of the customer loyalty to a brand or a particular product has been tested in advance And given the multiple benefits and stay away from prankster marketing and work to reduce the addiction to certain products, which may affect the customer's continuing concern when you buy them.
4. Try not to be affected useless ads that are obtained from the World Wide Web because it cluttered purchasing decision and the customer is reluctant to make the decision of purchasing the actual product or real.
5. Work on reducing repeat purchase some products that contribute to delight the customer in the short term and not to allow the marketer using the marketing end behaviors which

attract customer's products do not have a value, which creates a sense of change customer behaviors which increases the feeling of anxiety and tension.

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