

Drunk Shopping in Online Context(S): Exploring its Antecedents, Processes and Outcomes – With a View on Ethical and Managerial Implications

Solon Magrizos

University of Birmingham

Katerina Kampouri

Aristotle University of Thessaloniki, School of Economics

Minas Kastanakis

ESCP Business School

Michael Christofi

University of Nicosia

Cite as:

Magrizos Solon, Kampouri Katerina, Kastanakis Minas, Christofi Michael (2025), Drunk Shopping in Online Context(S): Exploring its Antecedents, Processes and Outcomes – With a View on Ethical and Managerial Implications. *Proceedings of the European Marketing Academy*, 54th, (123425)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



Drunk Shopping in Online Context(S): Exploring its Antecedents, Processes and Outcomes – With a View on Ethical and Managerial Implications

ABSTRACT

Drunk shopping online is a billion-dollar industry with a high annual spending from alcohol intoxicated consumers shopping online. Considering the implications drunk shopping can have on both consumers and businesses plus the lack of research in this particular field of inquiry, this paper draws on various literature fields (i.e., psychology, neuroscience, marketing and alcohol literatures) to provide an understanding and to spark development of future research on this largely unexplored phenomenon in the marketing literature. Based on the analysis of the literature, the authors develop a theoretical, integrative framework of the processes of drunk shopping – linking with antecedents, mechanisms and outcomes of alcohol misuse. This paper addresses a problem of relevance to both academics and practitioners, also propose future research directions accompanied with seven propositions for future research.

Keywords: *drunk shopping, impulse buying, alcohol intoxication*

Track: *Consumer Behaviour*