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Investigating the Impact of Media on Smuggled Cosmetics and Toiletries Consumption

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Abstract

Purpose: The spread of consumption in this day and age has gone so far that today it is considered an indicator of lifestyle and even some find modern life without consumption meaningless and unthinkable. In this regard, since the consumption of smuggled cosmetics in West Azerbaijan province has an increasing trend, so in this study, the communicative and social determinants and factors affecting the consumption of smuggled cosmetics in West Azerbaijan province are investigated.

Method: The research method is an applied type as regards purpose and has been carried out using a survey method. The statistical population includes citizens over 15 in West Azerbaijan province, 674 of whom have been selected by multi-stage cluster sampling. Data was collected using a questionnaire and research variables are above 0.7, which indicates the acceptable reliability of the variables. Statistical data analysis was done using SPSS and Lisrel software.

Findings: The findings showed that the consumption of smuggled cosmetics and toiletry products is more than average among the respondents and the use of domestic media is less than average and the use of foreign and virtual media is above average. The results of explanatory analyses in the quantitative phase of the research showed the variables of gender (in favor of women), socio-economic status (in a positive direction), rate of using internal media (in a negative direction), rate of using external media (in a positive direction), The use of virtual media (in a positive direction), health literacy (in a negative direction) and tendency towards differentiation (in a positive direction) have a significant impact on the consumption of smuggled cosmetics and toiletries. It is explained that the impact of foreign and virtual media is greater than other variables.

Conclusion: As a result of lack of content management and inaccuracy in advertising in the virtual sector and social media, the possibility of emergence and escalation of social issues and all kinds of deviant trends related to consumerism in the field of cosmetics and toiletry products increases. Also, domestic mass media can be effective in reducing the consumption of cosmetics by not broadcasting commercial advertisements at intervals.

Keywords: Information and Communication, Media Literacy, Virtual Media, Smuggled Cosmetics, West Azerbaijan.

1.Introduction

Before the beginning of the industrial revolution and the foundation of the capitalist system, consumption was considered only an economic matter, but after that, with the rise of mass production and consumption, it was not only the goal of meeting financial needs, but little by little, it went beyond merely economic boundaries and affected all aspects of people's lives. Changing attitudes towards consumption, changing traditional patterns, the emergence of new ideals and aspirations, increasing the tendency towards consumption and, as a result, new tendencies and many other similar cases are among the things that have entered people's lives in the wake of modernity and modernization. As a result, there are new and different tendencies, desires, behaviors and actions. Consumerism at the macro, medium and micro levels is related to various social, economic, cultural factors, etc. (Talabi and Ramezani, 2016, Turner, 2006), in this regard, factors such as values, traditions, identities, personality point out that it has a significant relationship with the orientation of consumerism (Yano & et al., 2014). Along with all the consumer items in the market of capitalism, paying attention to the consumption of products that claim to create beauty (makeup accessories) and the efforts of foreign capitalists and domestically affiliated capitalists to the female population, who are permanent and reliable consumers of these products, is very thought-provoking.

Today some women regard the use of cosmetics as an integral part of life, and this desire has made Iran the second consumer of cosmetics in the Middle East and the seventh importer of cosmetics in the world. In this regard, according to the investigations of a Dutch business group about the export and import of cosmetics in 2017, the total volume of Middle Eastern cosmetic imports was 2.7 billion dollars and the volume of Iranian imports was 1.2 billion dollars (Kiani and Mogoi, 2012). On the other hand, the consumption of foreign cosmetic products in Iran is still considered a sign of fashion and dignity due to the high price of those products and insufficient access to them. In addition to consuming foreign clothes, Iranian people have turned to using cosmetics and having plastic surgeries. According to the country's officials, 70% of the country's cosmetics are imported from abroad, and millions of dollars of stock are exported from the country every year due to the import of cosmetics (Safiri and Qobadi, 2013).

It should also be acknowledged that due to the fact that many classes of the society have low incomes, the tendency towards obtaining cheap cosmetics and smuggling has increased. The high profit in the market of cosmetics and toiletry products has attracted profit seekers to the smuggling of these products, and the market of cosmetics and toiletry products is full of low-quality products. So that fake cosmetics are even more expensive than standard and high-quality ones . For this reason, many customers do not care about smuggling and buy these products under the illusion that their cheapness is only because they are smuggled.

Border areas are considered critical and strategic points of Iran. Potential inability to produce, lack of employment, low income and lack of access to basic needs are the main socio-economic characteristics, which create the basis for problems and disturbances such as migration, smuggling goods, rebellion and insecurity in these areas. (Karimzadeh, 2015). West Azerbaijan province is also exposed due to the common border with Azerbaijan, Iraq and Turkey and the weakness of investment in various dimensions and the lack of attention of the country's officials to its border. The unemployment rate in West Azarbaijan province, drought, the approximate drainage of Lake Urumia, occurrence of salt storms and its detrimental effect on agriculture as the main career or business in the province and the only means of making a living for the majority of the people of the province has caused the amount of smuggling of all kinds of goods, especially cosmetics and toiletry products, to be very high in this province and the amount of using smuggled cosmetics which are of poor quality has increased, and as a result, the health of the people of the province has been endangered. According to experts in the field of health, unhealthy and smuggled cosmetics inflict irreparable risks on people's health, so that the harm of using these products on daily basis can threaten people's health far more than smuggled drugs. (Astani and Ranjbar Zarrabi, 2018).

One of the factors influencing consumerism, especially the consumption of cosmetics, is the media, especially the virtual media (Vijayalakshmi & et al., 2020; Sharma & Kalra, 2020; Kelm & Dohle, 2018; Sundararajan, 2019; Awobamise, 2018). In the third world countries, the phenomenon of media and consumerism is an exogenous phenomenon and it is thought of as a product and culture

of the western world, for this reason, in the third world countries, they do not use these two phenomena correctly (Dalir and Akbari, 2013; Sari , 2017). Today, with the help of mass communication media, which mostly work for the interests of the capitalist system, they advertise and market products. Media messages have caused social activists to favor cosumerism (Panayotakis,2021). The role of communication and virtual media in the expansion of this social, cultural, and economic phenomenon is very high, so that the ideology related to consumerism can be seen today in advertisements and commercial messages for consumer goods (Bonadio, 2020; Kim & et al., 2020).

Iran is also exposed to internal and external media stimuli of consumerism. It seems that the people of Iran, in addition to being drawn to consumerism by the international and foreign media, also witness the approval of consumerism by the domestic media. In the Iranian society, in the contemporary period, advertising and commercial activities have increased greatly, as now, mass communication devices in the country devote a lot of time to advertising programs and commercial advertisements. It seems that the recent external and internal actions of the media have fostered and accelerated the growth mechanisms of consumerism and, as a result, discrimination in Iran; That is, the domestic and foreign media with their various programs cause the internalization and normalization of consumerism among the people of Iran (Dalir and Akbari, 2013). Considering that the people of Iran are very much influenced by advertisements through virtual and communication media, the current research seeks to answer the following questions: What factors have an effect on the consumption of smuggled cosmetics?, and what is the effect of communication and social factors on the consumption of this type of cosmetics?

2.Research literature

According to the highlighting theory of Shaw and McCombs, the media creates a kind of priority or highlighting in the transmission of messages. This theory limits the influence of the media on behavior, but by highlighting some topics, it can affect the audience's information. In other words, although the media cannot determine how the audience will think; But they can decide what to think about. The salient function of media has described the tendency of media

towards influencing what people will think about, or perceive. This effect can be investigated by depicting information and programs, considering the time, the duration of the highlighting operation, and the final limit of the effect (Mehdizadeh, 2013).

The meaning of highlighting the media is that the media, especially in news and news reports and documentary programs, have the power to direct the public's attention to a set of specific and limited issues and topics and ignore other issues and topics. The result is that some specific issues are discussed by many people in the public sphere and outside the realm of the media, while other issues do not recieve attention (Qadian Anarmarzi, 2018). In highlighting, the media, by choosing some issues and placing them in a specific framework, provide the basis for evaluating the "good" or "bad" of an issue, as well as the "credibility" or "discredit" of individuals. The audience also evaluates the importance of a person or topic according to the emphasized topics that they have recently heard through news and messages from the media (Windal & et al., 2017).

In order to investigate the importance and role of virtual media, communication and differentiation in consumption, especially the consumption of cosmetics and toiletry products to obtain research background, databases and external sites such as Elsevier, Emerald, Science Direct, Springer, ProQuest, etc. ..; Also, domestic databases such as Nurmags, Magiran, comprehensive humanities portal(Ensani)[1], Irandoc[2],Scientific Information Database (SID)[3]were searched. The search results showed that few studies have been done on the topic of the current research and there is an obvious lack of studies in the field of communication and social factors affecting the consumption of smuggled cosmetics and toiletry products and the lack of proper use of virtual space and satellite networks for people in the country. Some related researches are mentioned below:

Shahid & et al. (2022) in an article entitled "Determinants of intention to repurchase halal cosmetics among Muslim consumers" among 371 Indian Muslims using a survey method, concluded that

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1. http://ensani.ir/fa
2. https://www.irandoc.ac.ir
3. https://www.sid.ir/

religious knowledge , religious commitment and halal certification and labels affect the behavior of cosmetic consumers.

Hajiani and Nik Ahed (2021) came to this conclusion in a research entitled "Analysis of the factors affecting the consumerism of cosmetics in Iran" which was a method combined with the methods of document analysis and systematic review, documental and historical study, meta-analysis and interviews. that the background and social and cultural values, the role of the activist, and the influence of the media are among the most important factors affecting the consumerism of cosmetics in Iran.

Sharma and Kalera (2020) did a research entitled "investigating the effect of social media on the behavior of consumers in the cosmetics industry". In this research, the effect of social media on the evaluation of media marketing and the consumer's understanding of buying a product or deciding to buy a product has been investigated. The results of this study showed that social media has an effect on the buying behavior of the audience and most of the respondents agreed that social media has an effect on their motivation as to buy advertised cosmetics. In addition, according to the results of this research, the opinions of friends and family also have a significant effect on the consumption of the type of cosmetics products.

Clarita & et. al. (2020) conducted a research entitled "Factors affecting customer attitudes towards purchasing halal cosmetics in Jabudtabak in Indonesia". This research was conducted with the aim of investigating the relationship between religiousness, the level of customers' awareness of customers' attitudes towards halal cosmetics, and the relationship between customers' attitudes towards halal cosmetics and their purchasing intention. The study sample of this research consisted of 302 people. The results showed that there is a positive relationship between health knowledge, religiousness and respondents' attitude towards halal cosmetics among Indonesian Muslim women. In addition, the results indicated that Muslim women in Indonesia have a positive attitude and intention towards halal cosmetic products.

Kazemi & et al. (2019) did a research entitled "Evaluation of factors affecting the consumption of smuggled cosmetics". The statistical population of the research was the students of Hazrat Masoumeh University in Qom in 2017. The analysis of these data was done by AHP method of pairwise comparison using SPSS software.

The results of the research showed that the combined improvement of marketing of smuggled products, the role of the government and the role of consumers are the most important factors in analyzing the cause of the consumption of smuggled cosmetics among women.

Sama and Trivedi (2019) did a research entitled "Factors influencing consumer loyalty towards halal cosmetics: an emerging market perspective" in India. This research was conducted with the aim of investigating the effect of consumer beliefs and subjective norms on the attitude of halal cosmetics products among Muslim consumers. Descriptive-analytical method was used to conduct this research. The data was collected from Jawapura district in Ahmedabad, India. The results showed that the belief of Muslim consumers has the greatest effect on the consumption of cosmetics and the relationship between religiousness, mental norms and consumers' attitudes towards halal cosmetics with the consumption of cosmetics is significant.

Anjana (2018) wrote an article entitled "A study of the factors affecting the behavior of consumers in buying cosmetics". This research was mainly focused to understand the factors that explain the purchasing pattern of consumers for cosmetic products. In this article, an attempt was made to identify the factors affecting customers in purchasing cosmetic products. The results of this study showed that various factors such as the quality of cosmetics, brand name, price of cosmetic products, advertisements and product packaging have an effect on the buying behavior of cosmetics.

Hamlin & et al. (2018) conducted a research entitled "Consumption of colored cosmetics among Moroccan women: investigating the relationship between attitudes, religion and media" in the field of silk. This study showed that attitude and perceived behavioral control have a positive effect on the purchase of colored cosmetics. Also, the results showed that religiousness has a negative effect on the perception of cosmetic products. In addition, this study showed that different types of media have a significant effect on the consumption of cosmetics products.

Khanleri & et al. (2018) in an article entitled "Presenting the model of the choice behavior of consumers of luxury cosmetics: an analysis of Iranian women's behavior" identified the effective and driving factors of purchase and analyzed the selection process of women consumers of luxury cosmetics in Iran. This research was

conducted using a mixed method (qualitative and quantitative). The results showed that external stimuli (such as self-expression and distinctiveness), valuation during shopping, influential groups (remaining friends and family) and internal stimuli (increasing self-confidence and shopping excitement) respectively had the greatest effect on consumer choice. .

Talebi Delir and Akbari (2013) in a research entitled "Media and Consumption" investigated the relationship between the use of various media and consumerism, and using the survey method, they investigated 385 people over 18 years of age in Tehran. The results showed that among the types of media, satellite and internet had the highest effect on consumerism. Among the types of media programs, dance and music showed the highest effect on consumerism. Also, following the Iranian media reference group did not have a significant effect on consumerism, but following the foreign media reference group showed a significant and increasing effect on consumerism.

Based on theoretical discussions and background review, in this research, in order to investigate the relationship between independent variables (economic-social base, health literacy, discrimination, domestic media, foreign media and virtual media) and dependent variable (the amount of consumption of smuggled cosmetics and toiletry products), the following hypotheses were proposed:

- There is a significant relationship between the amount of using domestic media and the necessary toiletry and cosmetics consumption of contraband among the citizens of West Azerbaijan.

-There is a significant relationship between the amount of using foreign media and the necessary toiletry and cosmetics consumption of contraband among the citizens of West Azerbaijan.

- There is a significant relationship between the amount of use of virtual media and the necessary toiletry and cosmetics consumption of contraband among the citizens of West Azerbaijan.

- There is a significant relationship between health literacy and toiletry and cosmetics consumption of contraband among the citizens of West Azerbaijan.

- There is a significant relationship between the desire for differentiation and the necessary toiletry and cosmetics consumption of contraband among the citizens of West Azerbaijan.

- There is a significant relationship between the economic and social base and the necessary toiletry and cosmetics

consumption of contraband among the citizens of West Azerbaijan.

3.Methodology

The present research is of an applied type as regards purpose and has been carried out using a survey method. The statistical population of this research includes all citizens over 15 years of age in West Azerbaijan province, 674 of whom were selected for the study using Cochran's formula. The sampling method is a multi-stage cluster. This method is used when the complete list of people in the community is not available. In this method, people and main elements are selected at more than one stage (several stages) and during the stages, random sampling technique is used to select the elements of each of the selected clusters. In this research, in the first stage, the cities of West Azarbaijan province were considered as a cluster, and in the second stage, people were randomly selected from each city of West Azarbaijan province for the study.

The questionnaire tool, which is designed for demographic information and main variables, has been used to collect data. 11 questions were used on a Likert scale to measure the dependent variable (consumption of smuggled cosmetics). Also, to measure the health literacy variables of 33 items (it is necessary to explain health literacy with 5 components; 1- access, 2- reading skills, 3- comprehension, 4- evaluation and decision-making, and 5- use of health information), differentiation of 11 items, the amount of use of internal media 5 questions, external media 4 questions and virtual media 4 questions. It should be noted that the variables of consumption of smuggled cosmetics, and discrimination variables related to the media are without components) all were used in the form of a Likert scale. Such socio-economic base was measured through 4 questions

In checking the face validity of the questionnaire, the opinions of experienced professors and experts in the subject area were used. Also, to measure the reliability of the questionnaire, Cronbach's alpha was used, which is presented in table number one. Based on the results of the mentioned table, the reliability of all research variables is above 0.7, which indicates the acceptable reliability of the variables. Statistical data processing was done using SPSS and Lisrel software.

Table No. 1: Reliability of the questionnaire

Variables	Cronbach's alpha values
Use of cosmetic products	0.82
The amount of internal media use	0.71
The amount of use of foreign media	0.75
The amount of use of virtual media	0.82
health literacy	0.86
discrimination	0.79

Research findings

Table No. 2: Distribution of respondents by Gender

Gender	Abundance	Percentage
Man	112	16/62
Female	562	83/38
Total	674	100

According to the results of Table No. 2, 83.38% of the respondents are women and 16.62% are men. It is necessary to explain that due to the type of subject, most of the respondents were chosen from the female Gender.

Table No. 3: Descriptive information related to the distance variables of the research

	minimal	Average		the maximum	The standard deviation	crookedness		Elongation	
		statistics	standard error			statistics	standard error	statistics	standard error
Use makeup	1	4/41	0.027	6	0.714	0.57	0.127	0.349	0.156
Internal media	1	05/3	0.027	6	0.417	0.97	27/1	1/01	0.156
Foreign media	1	4/04	0.032	6	0.898	0.81	27/1	0.097	0.156
Virtual media	1	21/4	0.051	6	0.619	0.845	27/1	0.987	0.156
health literacy	1	4/04	0.032	6	0.709	0.81	27/1	0.097	0.156
discrimination	1	16/4	0.119	6	04/1	0.515	27/1	0.691	0.156
socio-economic base	0	48/1	0.031	14/3	0.621	0.127	0.071	0.147	0.156

Table No. 3 presents the descriptive statistics related to the interval variables of the research. Based on the results of the mentioned table, the range of changes in *the consumption of smuggled* cosmetics and

toiletry products is between 1 and 6, and the average of this index is 4.41 (equivalent to 68.2 percent) with a standard deviation of 0.714. which represents that the score of consumption of contraband toiletry and cosmetics products is higher than the middle of the spectrum according to the range of changes in the relevant spectrum. This means that the amount of consumption of toiletry and cosmetics contraband is high among the respondents.

The range of changes of the *domestic media* usage index is between 1 and 6, and the average of this index is 3.05 (equivalent to 41%) with a standard deviation of 0.417. which indicates that the score of the use of domestic media is lower than the average according to the range of changes in the relevant spectrum. It means that respondents use domestic media less. The range of changes of the foreign media usage index is between 1 and 6, and the average of this index is 4.04 (equivalent to 60.8 percent) with a standard deviation of 0.898. which indicates that the score of the use of foreign media is higher than average according to the range of changes in the relevant spectrum. That goes to show that respondents use internal media more.

The range of changes of the *virtual media* usage index is between 1 and 6, and the average of this index is 4.21 (equivalent to 64.2 percent) with a standard deviation of 0.619. which indicates that the score of the use of virtual media is higher than average according to the range of changes in the relevant spectrum. It means that respondents use virtual media more.

The range of literacy index changes is between 1 and 6, and the average of this index is 3.62 (equivalent to 52.4 percent) with a standard deviation of 0.709. which indicates that the health literacy index score is average according to the range of changes in the relevant spectrum. It means that the respondents' health literacy is average.

The variation range of the differentiation index is between 1 and 6 and the average of this index is 4.16 (equivalent to 63.2 percent) with a standard deviation of 1.04. which indicates that the discrimination score is more than average according to the range of changes in the relevant spectrum. It means that the respondents are somewhat discriminating.

The range of the socio-economic base is also between 0 and 3.14, and the socio-economic base (obtained by calculating the average

scores of the items) is 1.48 (equivalent to 47.13 on a 0-100 scale) with a standard deviation of 0.621, which according to the middle value of the range of surveyed respondents is slightly lower than the average in terms of socio-economic base.

Table No. 4: Average consumption of cosmetics by gender

Gender	Number of observations	average	standard deviation	quantity t	Degrees of freedom	The significance level
Male	112	2.47	0.61	347/3	672	0.000
Female	562	3.52	0.54			

According to the results of Table No. 4, the information on the significance of the difference in the average consumption of toiletry and cosmetics contraband by gender indicates that the average consumption of toiletry and cosmetics contraband among women (3.52) is more than men (2.47). Paying attention to the significance level of the mentioned relationships also shows that the significance level of the mentioned relationships (equal to 0.000) is statistically significant.

Table No. 5: Pearson's correlation test of independent variables and the use of cosmetics

Consumption of smuggled cosmetics		
Domestic media	The correlation coefficient	-0.286
	Significance level	0.000
Foreign media	The correlation coefficient	0.415
	Significance level	0.000
Virtual media	The correlation coefficient	0.397
	Significance level	0.000
Discrimination	The correlation coefficient	-0.254
	Significance level	0.01
health literacy	The correlation coefficient	0/304
	Significance level	0.005
Socio-economic base	The correlation coefficient	0.321
	Significance level	0.000

In Table No. 5, the results of the Pearson correlation test between the independent (interval) variables and the dependent variable are presented. Based on the results of this table, the relationship between the amount of use of domestic, foreign, virtual media, discrimination, health literacy and socio-economic base and the amount of

consumption of smuggled cosmetics and toiletry products considering that the significance level of all relationships is lower than 0.05. The opinion is statistically significant. Meanwhile, the direction of the relationship between the variables of the use of external and virtual media, differentiation and socio-economic base with the dependent variable is positive, and the direction of the relationship of the variables of the use of internal media and health literacy with the dependent variable is negative.

In order to more accurately evaluate the effect of independent variables simultaneously on the amount of consumption of smuggled cosmetics, the results of the fitted path model of the mentioned variable using the independent variables of the research are presented. Figure 3 shows the path model and standard coefficients of the consumption of smuggled cosmetics. This model depicts the relationship between independent variables and dependent variable.
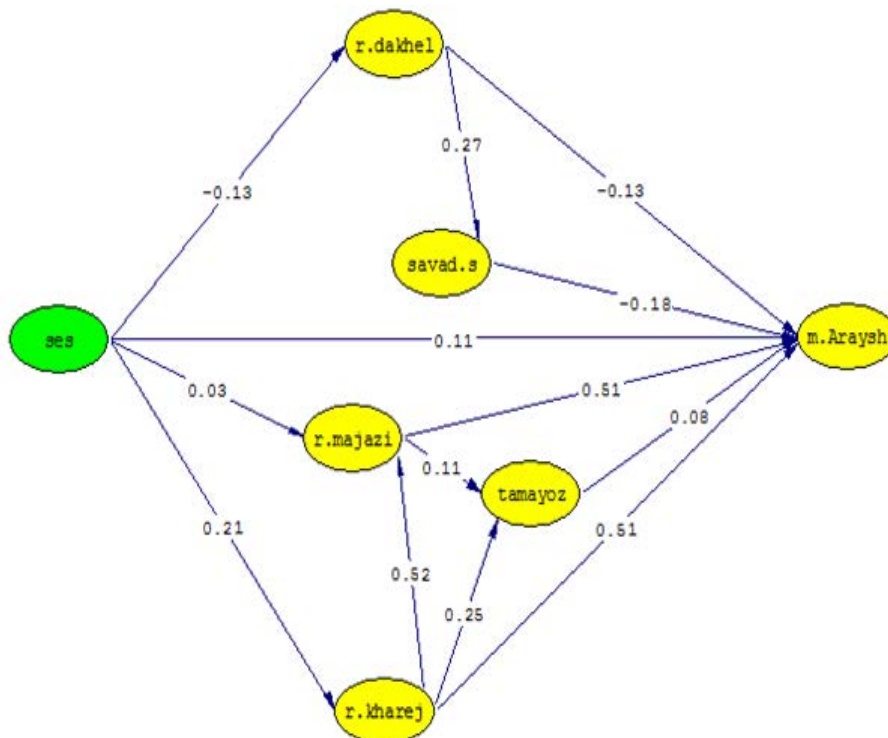

Figure 1: Model of the route of consumption of toiletry and cosmetics contraband products (standard estimates)

Based on the results of Table No. 6, the socio-economic base variable has been able to have a significant and positive effect on the consumption variable of toiletry and cosmetics contraband with a total effect of 0.34. This means that with an increase of one standard unit in the variable of economic and social base, the amount of consumption of contraband toiletry and cosmetics products increases by a factor of 0.34 standard units. Also, the variable of the use of domestic media has a significant and negative effect on the variable of consumption of toiletry and cosmetics contraband with a total effect of -0.17. This means that with an increase of one standard unit in the amount of use of domestic media, the consumption of smuggled toiletries and cosmetics decreases with a factor of -0.17 standard units. The variable of health literacy also has a significant and negative effect on the consumption variable of toiletry and cosmetics contraband products only directly and with a coefficient of -0.18. In this way, with an increase of one standard unit in the variable of health literacy, the amount of consumption of toiletry and cosmetics contraband decreases with a coefficient of -0.18 standard units.

Also, the amount of use of virtual media has been able to have a significant and positive effect on the consumption variable of contraband hygiene and cosmetics with a total effect of 0.52. This means that with an increase of one standard unit in the variable of the amount of use of virtual media, the amount of consumption of toiletry and cosmetics contraband increases with a factor of 0.52 standard units. Also, the differentiation variable has a significant and positive effect only directly and with a coefficient of 0.08 on the consumption variable of toiletry and cosmetics contraband. In this way, with an increase of one standard unit in the differentiation variable, the amount of consumption of contraband toiletry and cosmetics products increases with a factor of 0.08 standard units. The variable of the use of foreign media has also been able to have a significant and positive effect on the consumption of toiletry and cosmetics contraband with a total effect of 0.68. This means that with an increase of one standard unit in the variable of the amount of use of foreign media, the amount of consumption of toiletry and cosmetics contraband increases with a factor of 0.68 standard units.

Table No. 6: The standard effects of independent variables on the consumption of contraband hygiene and cosmetics

Independent variables	direct effects	Indirect effects	Total effects	The coefficient of determination
Economic base and development	**0.11	**0.23	**0.34	
Internal media	** -0.13	** -04/0	** -0.17	
health literacy	** -0/18	-	** -0/18	
Virtual media	**0.51	*0.01	**0.52	0.43
discrimination	**0.08	-	**0.08	
Foreign media	**0.51	**0.17	**0.68	
RSMEA= 0.069 GFI= 0/94 AGFI=0.91 NFI=0.89 IFI= 0/91 CFI= 0/91				

* Significance at a level smaller than 0.05 ** Significance at a level smaller than 0.01

Table number 6 shows that the independent variables of the research were able to explain 43% of the changes in the consumption variable of toiletry and cosmetics contraband . Among them, the variable of the use of foreign media had the greatest impact, and after that, the variables of the use of virtual media, socio-economic base, health literacy, the use of domestic media and discrimination were placed in the next categories respectively. Also, according to the model fit statistics (information in the last row of Table 6), the fitted path model indicates that the model of consumption of smuggled cosmetics is appropriate and the model has a good fit.

5.Discussion and conclusion

Considering the importance of the media in people's tendency towards using cosmetics, especially smuggled cosmetics in the border areas, this research also aims to investigate the role of media types, as well as the role of discrimination and health literacy, along with background variables on the consumption of cosmetics in the province West Azarbaijani.

The result of the first to third hypothesis test showed that there is a significant relationship between the use of domestic, foreign and virtual media and the consumption of smuggled cosmetics and toiletry products among the citizens of West Azarbaijan province. So that the effect of internal media is negative and the effect of external and virtual media is positive. So that the statistical population (citizens of West Azarbaijan province) and Iran in general are exposed to the stimuli of foreign and virtual media of consumerism and are

encouraged to consume cosmetics and toiletry products, and this consumerism has greatly increased due to advertising and commercial activities, and the mechanisms of growth of consumerism especially in the field of cosmetics . In this regard, the results of Talebi Delir and Akbari's research (2013) also showed that satellite and Internet have the greatest impact on consumerism and domestic media have no significant impact on consumerism, which is completely similar to the results of this research. Also, the results of Hajiani and Nik Ahed (1400), Sharma and Kalera (2020), Anjana (2018) and Hamlin & et al were identical. This is based on the influence of the media on the consumption of smuggled cosmetics.

Highlighting theory was a theory used to explain the relationship between media and consumption in this research. The basic hypothesis of salience theory is that the media tells us what is important. In highlighting, the media does not tell us what to think about a subject. Rather, they only provide superiority and priority depending on the amount and type of subject coverage. In accordance with the theory of highlighting and the results of the present research, it should be said that just as watching television and satellite is one of the important parts of the life of women in the society, currently smart phones are used by young women to a greater extent than television. They have taken and made a much faster impact on changing patterns and norms and consumption behavior of consumers. In fact, the consumption of mobile media has changed people's lives more quickly than the physical consumption of cosmetics and It affects other areas of a person's life as well. It should also be acknowledged that the media has the power to create a kind of conformity in the habits, behavior and needs of the society. According to this article, the consumers of cosmetics and toiletry products, who were mainly among the women of the society, have surpassed the domestic media in the amount of use of foreign media (satellite) and virtual media. However, in using virtual networks and imitating and modeling the lifestyle, clothing, consumption of cosmetics and toiletry products, they were often influenced by domestic celebrities. This issue reminds us of the breadth of communication media. The media, especially the foreign and virtual media, with their various programs, internalize and normalize consumerism among the people of Iran. In fact, developed countries are the reference group of third world countries, and third world countries follow the values, norms and lifestyle of developed

countries. In developing countries (such as Iran), foreign media, in line with the currents of globalization, cultivate western consumption and lifestyle patterns and destroy local subcultures, traditions, and productions. In this way, in these countries, the creation of needs and the growth of consumerism ultimately leads to the emergence of a consumer society.

The result of the third hypothesis test of the research showed that entire health literacy has a significant but negative effect on the consumption of smuggled cosmetics. This means, people who have high health literacy, are likely to consume cosmetic products less than others. The research results of Clarita & et al. (2020) and Sama and Trivedi (2019) also confirm this research finding. In general, the significant relationship between health literacy and consumption of smuggled cosmetics shows the key importance of health literacy in the consumption of this type of cosmetics.

In this regard, it should be acknowledged that the Iranian society is one of the youngest populations in the world with 50% of the population under 30 years old (Iranian Statistics Center, 2018). And considering that the majority of the young population of the country are the most users of cosmetics and toiletry products, in such a situation, increasing the quality of health and quality of life and reducing the health costs of society depends on increasing health literacy. People who have a high level of health literacy can avoid the harm of using fake cosmetics and maintain their health. In this regard, the results of the path model (Figure No. 3) in the research findings section showed that indoor media have a positive effect on health literacy. Accordingly, one of the factors that can be effective in improving health literacy is the media. In today's world, most of the human life is exposed to all kinds of media and this influence is increasing day by day. For this reason, the media play a vital role in promoting health literacy in society, and many people receive their health literacy from the media. With the place that media and mass communication tools have found in today's human life, they can be considered as one of the major factors influencing the acquisition of health literacy. Therefore, the presentation and production of health-oriented programs should be prioritized by the media, especially popular media.

Also, the results of the fifth and sixth hypotheses of the research showed that differentiation and economic and social base have a

significant and positive relationship with the consumption of smuggled cosmetics. In this way, the more discriminating people are and have a high economic and social base, the more the amount of cosmetics and hygiene products among them is . Also, the results of the path model (Figure No. 3) of the research showed that people who have a high economic and social base are discriminating. Therefore, it can be said that there is a direct relationship between these two variables. The findings of this research are also consistent with the research findings of Khanleri & et. al. (2018). In this regard, Veblen presents his views on the phenomenon of the eye and the same eye and envious behavior. . It seems that having wealth (in this research - the use of branded cosmetics) brings greatness and honor and is considered as a sign of the superior power of the owner of the goods to other members of the community,a kind of privilege engendering envy in others and a desire to keep up with Jonses. Based on the findings of the research, taste can be interpreted as a kind of awareness of class and social position and as a result of consumption tendencies. In fact, consumers,and social classes have their own special taste and that tendency can be seen in the consumption of smuggled items.

In the end, it should be stated that due to the growing progress of communication technologies such as smart phones, followed by universal access to the Internet and people's membership in virtual social networks, and despite the fact that those in charge are aware of the inevitable process of influence. mass communication tools and media such as television on the intellectual, behavioral and consumption tendencies of society members, especially women, in case of lack of content management and inaccuracy in advertising in the virtual sector and mass media, the possibility of emergence and escalation of social issues and all kinds of deviant tendencies related to consumerism in the field of cosmetics (as a result of the lack of correct use of virtual space and satellite networks) and the need to provide preventive and controlling solutions is felt more and more .Just as the domestic mass media can be effective in reducing the consumption of cosmetics by not promoting consumerism and by not broadcasting commercials between programs, in the same way, they can be effective by producing programs with the procedure of awareness and information, regarding the dangers of using cosmetics as a threat to people's health, and prevention of the consumption of

smuggled cosmetics and toiletry products. Also, domestic media, including television, can draw and promote images of life in its non-consumerist style by preparing and broadcasting educational programs and television films with appropriate content, and influence the values and attitudes of the audience that lead to the formation of a type of behavior and style. Consumptive or non-consumptive life can be effective.

Television can produce and broadcast films and series in which the lifestyle and clothing and make-up of women of the upper classes of the society, simple and with the style of natural beauty, are displayed. It is also necessary to create trust in the audience, in fact, by producing and advertising cosmetics and toiletry products with good quality and health standards and at a reasonable price, you can create trust in the audience to buy domestically manufactured products. In the end, it is suggested that the consumers of cosmetics and hygiene products should be taught how to distinguish the contraband from the non-trafficked in visual media, so that the people of the society will benefit from this knowledge in order to activate the power of thinking regarding the phenomenon of consumption.

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Appendix 1. Author's Profile Guide
A Sample Profile of Faculty Members:
Academic Rank (Instructor, Assistant Professor, Associate Professor, Full Professor), Department, Faculty, University, City, Country.
Example: Assistant Professor, Educational Psychology Dept., Faculty of Psychology and Educational Sciences, Allameh Tabataba'i University, Tehran, Iran.

A Sample of Student Profile:
The Student of (Bachelor, Master, Ph.D.), Field of Study, University, City, Country.
Example: M.Sc. Student in Educational Psychology, Allameh Tabataba'i University, Tehran, Iran.

A Sample of Profile for Individuals and Freelance Researchers:
Degree (Bachelor, Master, Ph.D.), Field of Study, University, City, Country / Organization or Workplace, City, Country.
Example: Master of Educational Psychology, Allameh Tabataba'i University / Education Department, Tehran, Iran.