Presenting the compulsive purchase model of consumers using internet advertising of digital content in the television shopping industry of Iran

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Abstract

The main goal of the current research was to present the pattern of compulsive purchase by consumers using internet advertisements of digital content in the television shopping industry of Iran. The research method adopted was integrated (qualitative-quantitative) and practical in terms of purpose. The research community included marketing experts who were selected based on the purposeful sampling method from amidst 10 people. The research tool was interview and data base theory was used for data analysis using MaxQDA software. The statistical population in the quantitative section also included television buyers in Mashhad, and 384 questionnaires were selected based on Morgan's table and random sampling. The research tool was a researcher-made questionnaire and the structural equation method was used for data analysis with the help of SmartPLS software. The validity of the questionnaire was confirmed using face and content validity, divergent and convergent validity, and its reliability was confirmed using Cronbach's alpha, composite and homogenous reliability. The findings showed that the compulsive buying pattern of consumers in the television shopping industry has causal conditions (mixed design of digital marketing appropriate for television sales; digital marketing capabilities; individual demographic characteristics; lifestyle; family); (quick and cursory buying and irrational and emotional buying) as a central phenomenon; (The attractiveness of television in the eyes of the audience; the policies of radio and television, the policies of sales companies, belief and trust in National Television, the awareness and knowledge of the individual in the field of buying products and the culture of society in the field of buying) as intervening conditions; (intellectual structures of society and executive structures of society) as background conditions; (human strategies and structural and organizational strategies) were identified as strategies and (consequences for consumers; consequences for families and consequences for society) as consequences. The results of structural modeling also showed that the identified pattern has significant relationships.

Keywords: compulsive buying, compulsive buying from TV, marketing capabilities, personality causes, psychological causes

1. Introduction

The speed and variety of changes in recent years in consumer behavior patterns, the variety of available products and services, as well as the different methods of consumption, all provide the basis for the analysis of consumption in multiple and related dimensions (Brito and Garcia, 2021). One of the most important developments in recent years has been the growth of information technology, followed by the growth and development of electronic communication tools. In these years, we have faced the widespread penetration of electronic means of sending and receiving messages. Among these numerous electronic systems, the Internet has transformed the world of communication and provided many opportunities for communication by benefiting from a new method. Advertising based on the Internet is

one of the important tools used by organizations, especially radio and television (broadcasting company), to communicate with consumers and customers. Internet advertising has become one of the important channels of digital marketing for organizations, which they use to stabilize their brand and transfer information or promote their business exchanges (Yazdani, 2014).

Since the epidemic of covid 19, the behavior of consumers or rather shoppers has changed. With the announcement of the World Health Organization that there is a low probability of contagion or contamination through ordered packages sent online , digital marketing and online retail sales reached an unprecedented growth. With the closure of entertainment centers, movie theaters and tourism centers, new media such as Internet TV, social networks, and Internet calls became the main alternative for people's entertainment and recreation, so organizations and governments tend to be more innovative in their activities and processes. They also supported e-commerce platforms by applying financial and legal policies and helped to expand the use of e-commerce industry (Nasri & et al., 2021).

Iran inevitably provided the necessary links to increase interactive communication with customers and business efficiency in the national economy by using information technology. Compulsive shopping has grown rapidly in the last few years, especially after the epidemic of covid 19 (Howarth and Joston, 2021). Compulsive shoppers try to hide their shopping activities; Because they are afraid that others will consider them as those people who are constantly shopping , so to speak, shopaholics. Despite the initial pleasure, this disorder is usually associated with feelings of guilt and regret afterwards (Haidari, Hamidianpour and Ismailpour, 1400). McElroy & et al. (1994) emphasized that compulsive buying is an abnormal behavior or buying as a response to negative influences that hinder daily activities and ultimately this behavior will lead to financial problems (Maraz & et al., 2015). In the area of compulsive shopping, the TV industry, also known as a type of e-commerce, refers to the e-retail/home shopping industry, allowing customers to purchase products from their homes (Handrimurtajo, 2016). The existence of a private and friendly environment in TV shopping that is created at home, where there is no judgment of others in the context of people's purchases, may be a reason for some kind of compulsive buying for consumers. There is also evidence that compulsive buying has increased during the Covid-19 pandemic (Mazar and Yee, 2021; Click and Kosi, 2021; Islam & et al., 2021).

This growing share of forced purchases forces the producers of our country, Iran, to identify the factors affecting this type of purchase and by strengthening them, they shall try to increase their sales and profitability so that they can get the better of their competitors or rivals and can make their presence felt more strongly in the commercial sphere . Guarantee yourself. This is necessary because behind every purchase, there is an important decision-making process. The importance of studying forced purchase with internet advertisements of digital content is due to an examination of the negative aspects of consumer behavior. Compulsive buyers, who usually face financial problems due to excessive purchases, can create economic problems for themselves and their families, and marketeers and manufacturers can also take the most advantage of this defect. Of course, it should be kept in mind that the knowledge of any phenomenon can be understood with a detailed knowledge of that phenomenon in its context. For this reason, it is necessary to identify the causes of the phenomenon of forced purchase with internet advertisements of digital content on television, and to correctly identify this phenomenon , along with the background conditions (the platform that creates it). In the meantime, paying attention to internet advertising due to the widespread use of the internet, its cheapness, its quality of being unlimited, high speed, greater

interactive power, personalization and targeting compared to other traditional media, makes internet advertising an important component for better global communications with the consumer, as witnessed today in various industries of foremost industrial countries(Bigham and Doai , 2015).

Accordingly, database theory as a suitable qualitative method has been used in this research in order to provide appropriate solutions for the use of marketing managers and producers and finally by applying appropriate and ethical strategies that are explained based on Iranian and Islamic culture and the environmental characteristics of Iran, the consequences of this model will be identified. Therefore, it is felt necessary to conduct more studies to identify possible factors that cause, maintain or promote compulsive buying behavior among consumers. Considering the nature of television shopping and its characteristics and the lack of theoretical knowledge of digital marketing in the field of forced purchase with Internet advertisements on television, the causes and its effects, this article aims to reduce this negative phenomenon in the behavior of Iranian consumers. Especially viewers and buyers from television channels seek to identify and validate the factors affecting the forced purchase of digital content among television buyers with internet advertisements. Based on the findings of this research, efforts have been made to solve the problem of compulsive buying and to provide suitable solutions for the purposeful and ethical use of digital marketeers and Iranian producers of this phenomenon (Jamipour & et.al ,2021).

2. Research literature

Until the mid-1980s, practically nothing was written about compulsive purchase and it was discussed to a small extent. In fact, this issue, or something like it, was explored in the psychiatric literature as early as 1915 under the title shopping frenzy. Compulsive buying was discussed and studied in the psychiatric literature for 10 years, and then it all but disappeared until researchers such as Ogin and Faber and a few others began to investigate it again in the mid-1980s (Moghadam Jazah, Bahraini Zad and Rajabi, 2016). Today, compulsive buying has become an important area of research in the field of consumer behavior research. The importance of studying compulsive buying behavior comes from the nature of the negative aspect it has in consumer behavior. Therefore, it is necessary to identify the effective factors on the facilitation and development of such purchases .Internet advertising or Online Advertising, also known as digital advertising , is a type of marketing and advertising that uses the Internet to promote products and services and introduce them to the audience and users of Internet platforms. Channels used by digital advertising include websites, YouTube, online banners, social media, email, Twitter, etc. Internet advertising is a wide range of things including email marketing, search engine marketing (SEM), social media marketing, display or banner ads, not to mention mobile advertising. (Mousavi& et.al, 2019).

In order to investigate the compulsive purchase pattern of consumers with internet advertisements of digital contents in the television shopping industry of the country and To access the research background, databases and external sites such as Google Scholar, Emerald, Elsevier , Science Direct, Springer, ProQuest, etc.; Also, domestic databases such as Noormags , Magiran , comprehensive humanities portal(Ensani) , Scientific Information Database(SID) ,Iranian Research Institute for Information Science and Technology (IranDoc) , etc. were searched. The search results showed that few studies have been done on the topic of the current research and there is an obvious research gap in the

field of forced purchase of digital content by consumers in the television shopping industry of the country. Some related researches are mentioned below:

Otra-López & et al. (2021) conducted a study entitled " Big Five personality traits, coping strategies and compulsive buying in Spanish university students". The results showed that apart from gender (especially being a woman), neuroticism and the use of coping strategies such as avoiding problems and wishes are risk factors that increase the tendency to buy compulsively. Using active coping strategies such as problem solving, cognitive restructuring and social support, as well as conscientiousness, are protective factors that reduce the likelihood of becoming a compulsive buyer.

Mazar and Yee (2021)in their research, established that socio-economic status and/or income may play a role in experiencing discomfort and compulsive buying. Click and Koshe (2021) showed in a research that anxiety has a great effect on the dimension of helpless approach, which is one of the styles of coping with stress, and this helpless approach alone has an effect on compulsive buying behavior.

Zarei (2021) showed in his research that family performance has a significant positive effect on compulsive buying behavior and the effect of self-respect and self-control on compulsive buying behavior is negative. They also showed that family functioning, self-respect and self-control are important factors affecting the compulsive buying behavior of adolescent girls.

Wang & et al. (2020) also showed in a longitudinal study that materialistic values reduce self-esteem. However, this influence decreases in people with high social and economic status and the availability of personal resources; Thus, the emergence and maintenance of compulsive buying is related to the role that money and material objects acquire in families and friends through their symbolic meanings. Likewise, parental and peer support increases adolescents' self-esteem, which, at the same time, reduces their need to resort to material goods in order to create a positive and adaptive self-perception.

Muller & et al., (2019) in their research, discoverd that material values are also a predisposing factor for compulsive buying. People with materialistic values consider possessions or material possessions to be necessary for satisfaction and well-being in life. They seek happiness through acquisitions rather than through other means such as personal relationships, experiences or achievements; Therefore, they judge their own and others' success based on the number and quality of assets.

Mousavi & et al. (2019) showed that materialism has a positive and significant effect on compulsive buying, and materialism has an effect on compulsive buying by moderating gender

Nicolai and Mashagen (2018) showed that emotional dysregulation, as well as problems with impulse control, may be important risk factors for compulsive buying. Horvath and Ediguzel (2018) conducted a research entitled" Shopping pleasure to the extreme: motivations for hedonic and compulsive buying in developed and emerging markets". The results of this research showed that, along with the limited research in emerging countries, an in-depth and thorough research in these countries about the moderating role of national culture and economic conditions in the development of obsessive shopping and shopping motivations is required.

Islam & et al. (2017) conducted a study on the determinants of compulsive buying behavior among young adults: the mediating role of materialism. The findings of this study indicated that materialism mediated the relationship between some sociological factors (eg, group, media celebrity endorsement, and television commercials) and compulsive buying. This study highlights the importance of

understanding the material attitudes and consumption decisions of young adults and provides fundamental knowledge for researchers, policymakers, and leading brand managers.

3.Method

The current research method is mixed (qualitative-quantitative) and in terms of the fundamental goal and in terms of the result, it is an exploratory research, and due to the novelty of the research topic, the lack of knowledge and the need to develop this topic in Iran, the lack of theory in this field and the lack of accountability of researches. available in the society to the research questions, the research method used in the qualitative part of the foundation's data theory, which is an inductive method, that is, the method of reaching the whole from the part, was chosen. The participating community in the qualitative part consisted of professors and experts in the fields of marketing based on the purposeful sampling method with a total of 10 experts who are familiar with the subject and meet certain criteria (having experience in the field of marketing at least 5 years, writings and publications in the field of marketing, a doctorate degree and at least a master's degree and willingness to interview) based on the rule of theoretical saturation, the interview was conducted. The method of collecting information in the qualitative section was to conduct an in-depth interview. In this research, a total of 10 expert professors in the fields of marketing and sales, management, sociology and psychology were interviewed, an from interview number 9 repetition was observed in the received information; But in order to be doubly sure, 10 interviews were conducted.

The collection of information lasted from June till October 1400. Due to the fact that one main question and six sub-questions were considered in this research, the questions of the interview protocol were formulated in order to be answered. It should be noted that during the interviews, in addition to taking notes and audio recording, exploratory questions were also asked according to the conditions of the interview and the answers of the interviewees. Strauss and Corbin method was used for data analysis. The researcher obtained the main essence of the obtained information by constantly comparing the data and writing the interviews, field notes and recorded cases verbatim and the processes of conceptualization, interpretation and theorization. Each interview was coded and analyzed before the next interview. For this purpose, the open, central and selection coding stage was carried out .
The researcher looked for the main variable and the process in the data. Repeated review of the data, emerging codes and classes, notes and diagrams written during the data analysis helped to write the main story, the researcher identified the main variable of the study. Some characteristics of the participants in the research are presented in Table NO.1.

Table 1. Characteristics of experts in research (qualitative part)

	degree of education	Organizational responsibility	Marketing work experience
1	PhD in business management	Assistant Professor	5 years

2	PhD in Business Administration (Marketing Management)	Assistant Professor	4 years
3	PhD in business management - international marketing	Assistant professor/consultant of broadcasting sales company	6 years
4	PhD in organizational psychology	Assistant Professor	9 years
5	PhD in Business Administration (Organizational Behavior)	Assistant Professor	4 years
6	PhD in business management	Associate Professor	3 years
7	Specialized doctorate in business	Sales Manager	6 years
8	PhD in business management	Assistant Professor	4 years
9	PhD in business management	Sales manager of broadcasting sales company	3 years
10	PhD in business management	Assistant Professor	5 years

In the quantitative part of the research, the statistical population included television buyers in the city of Mashhad, who were selected as a sample from amidst 384 people using the available sampling method and based on Morgan's table. The research tool was a researcher-made questionnaire based on qualitative findings. The validity of the questionnaire was confirmed using face and content validity and reliability by means of Cronbach's alpha.

In this research, to determine the reliability of the questionnaire from three criteria; Cronbach's alpha coefficient, composite reliability coefficient and homogenous reliability and for convergent validity were used from the average variance extracted. Cronbach's reliability coefficient, homogenous reliability and composite reliability of the questions are calculated between 0.7 and 1, the closer to 1, the better (Henseler &et al., 2015). The average values of the extracted variance should be more than 0.5 recommended for this index; This means that the target structure explains about 50% of the variance of its indicators. If three conditions >0.5 AVE; 0.7 CR; If CR > AVE are maintained, it can be said that convergent validity is strongly confirmed (Habibi & Adenpour, 2016). In the components of the current research, three conditions are verified and it can be said that the components have convergent validity. The calculated values for the research variables are shown in Table (2).

Table 2. Questionnaire components and reliability indices

Questionnaire components	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Intervening moderation	1.00	1.00	1.00	1.00
Strategies	0.77	0.77	0.90	0.81
Background conditions	0.98	0.98	0.98	0.83
Causal conditions	0.96	0.97	0.97	0.79
interferer	0.96	0.96	0.97	0.79
A central phenomenon	0.88	0.88	0.94	0.89
consequences	0.94	0.95	0.96	0.89

Findings

After conducting the interviews , the text of the interviews was entered into the qualitative data analysis software MaxQDA for analysis and open coding, and after that the researcher went to the next interviews. At this stage, the text of each interview was studied several times and its main sentences were extracted and recorded as text codes according to the participant or indicative codes (researcher's perception of the statements). After that, the codes that were conceptually similar to each other were grouped. Below is an example of achieving the main category, "Designing a marketing mix suitable for TV sales" and "a sub-category, a product designed to suit TV sales (TV shop product)".

Achieving the sub-category: product designed for TV sales (TV shop product)

A product mix is a combination of products and product lines that are balanced in such a way that the company meets the needs of the target market while also achieving its profitability goals. By using the product set, marketing managers pay attention to each of the products in the production lines and product mix, and to the products or production lines that have good current or future sales. or are competitively strong, allocate more money; In this way, marketing managers prevent excessive dependence on one or a limited number of products by offering more products; For example, if the sales of a number of products increase to a limited extent, the profit obtained can be improved by using other products. Also, when marketing managers see changes in the marketing environment, they can adjust their product mix by changing the emphasis on certain products or lines. They also consider the number of product lines in the product mix and the number of products in each line. According to the nature of the company's television sales in this field, the interviewees in the field of the type of services and goods (the type of product advertised for sale), the product should be motivating and attractive (innovation and creativity in the product), the practicality of the products (real customer needs and problem solvers). , the known distinction in the product (distinctive product) and the known and unknown quality of the product and its class and the quality of the advertised product were expressed as the codes of this subcategory.

For example, in the field of the type of services and goods (the type of product advertised for sale), the first person has stated: "The type of services and goods provided and what group and people the product is suitable for affects people's purchase" . In this case, number 7 states that "the type of product is effective in compulsive buying, books do not need to be reviewed, they sell very quickly, but those that need to be tested, such as clothes, need to be tested less" in the field of motivating and attractive products. innovation and creativity in the product) and also in the field of practicality of the products (the real need of the customer and the problem solver) interviewee number eight has stated that"The paste container solves a problem and is distinctive, but this is the price of Keyhan leather that makes the customer purchase it. Or it could be the product's newness and innovation. For example, Rabi or Barad's medical back were patented products. It is a distinctive product presenting innovation and no product like that has ever existed

 in the market. The customer is sure that the product is not in the market. That is, it is the primary gateway of the TV company" or interviewee number nine in the context of these cases and also in the context of the known differentiation in the product (distinctive product), and the fact that the product and its class are known and unknown states as follows: "the well-known differentiation of products causes people to buy them from TV, the differentiation of the product should be simply recognizable. If it is very, very distinctive, and we bring a leather bag in Kehan Leather, claiming that it is hand-sewn and suitable for our cellphone , this product is successful. And there has also been a product so distinctive

that the customer has failed to communicate with for example Paktivan, which does not have an internal sample, but the customer can not communicate with it. Sana flooring did the same and said that it is a flooring that is suitable for your car and is special for you."

Also, in the context of the above and another matter such as the quality of the advertised product, interviewee number nine states that "the type of product is very important, and effective. For example, Tan Tak shoes are successful, Sana flooring is successful, Kebab Zan is successful. A product like Kaihan Leather is successful, but a product like Dr. Aryanik is not successful, which means that you cannot trust the product that is advertised on TV. The class of the product, whether the product is known or unknown, the quality of the product that is shown on TV, the expert who is promoting it, and in general, the vom (word of mouth marketing) that happens to the product ,they all interact to create trust."

After the sub-categories were identified, the main categories were identified and named based on the centrality of the sub-categories. For example, the main category of appropriate marketing mix design for television sales was identified among the subcategories. Achieving the main theme: Designing the right digital marketing mix for TV sales

The marketing mix is a set of controllable marketing tools that the company combines to respond to the target market, or the marketing mix includes all the things that the company can do to influence the level of demand. These tasks can be classified into four variables known as the four P's. They are: product, price, promotion and place . This component is considered as a main category in the TV shopping industry. Accordingly, in this research, after conducting interviews with experts, the following subcategories were extracted for the marketing mix particularly suitable for television sales.

- Product designed for TV sales (TV Shop product)
- The price of products is lower than the market
- The stated company guarantee policies in internet advertising
- Designing attractive internet advertisements by the company
- Company distribution system
- Company promotion policies.

Accordingly, the number of open codes obtained was equal to 269. The next step was axial coding. At this stage, the primary codes and categories that were created in open coding and were related to each other, were placed around a common axis. A summary of open, central and selective coding of research data is presented in Table (3).

Table 3. Coding steps resulting from the compulsive buying pattern of consumers with internet advertisements of digital content in the television shopping industry

Type of components	Main article	Subcategories
causal conditions (number of open codes 125)	Tailored Digital Marketing Mix Design for TV Sales (32 Open Codes)	The product designed for TV sales (TV shop product); The price of products is lower than the market; Stated Company warranty policies in Internet advertising; Designing attractive internet advertisements by the company;

		Company distribution system; Company promotion policies
	Digital marketing capabilities of TV sales companies (12 open source codes)	Company history and reputation; Application of scientific marketing by the company; Using extensive internet advertising techniques to sell
	Demographic characteristics of the person (open code 8)	financial status of the individual and the family; Demographic characteristic of the person
	Personality causes (number of open codes 31)	the character of fashion follower and imitator in the society; The character of luxury and consumerism follower; Dominant personality (competitive behavior); Personality involved in material things; Immediate and result-oriented personality; The personality of young people without worries; Personality problems and weaknesses
	Psychological causes (15 open codes)	improving mental/psychological weaknesses; Mental problems of the person; Achieving a great state of mind
	Individual's lifestyle (12 open codes)	the person's purchasing position; individual's buying and consumption style; A person's attitude towards life
	Family (7 open codes)	the person's position in the family; Family and its dominant culture
	The role of cultural and social structures (8 open codes)	the role of the social network and the individual's reference group; Social and cultural environment of the person
The main phenomenon	Compulsive purchase from TV (12)	Buying without thinking and quickly and buying irrationally and emotionally
Background conditions (number of open codes 36)	level of awareness in society (5 coders); Knowledge of people in the field of TV products and shopping (2 open codes); Attitudes and trends of society (3 open codes); Cultural level of society (3 open codes); economic conditions (4 open codes); Society's view of national media and television (5 open codes); Maturity of the TV ecosystem (4 open codes); Growth and development of technology in society (3 open codes); Maturity of digital marketing ecosystem and sales especially in TV (3 open source); The maturity of television sales company supplements (4 open codes)	
Intervening conditions (open code 33)	attractiveness of television in the eyes of the audience (5 codes); Broadcasting policies (5 open codes); policies of television sales companies (5 open codes); Faith and trust in national television (4 open codes); Awareness and knowledge of the person in the field of buying products (4 open codes); Community culture in the field of shopping (3 open codes); components involving status of the individual (4 open codes); The conditions governing the society and the individual's life (3 open codes)	
Strategies (Open Code 32)	Human strategies	improving the cultural level and breaking cultural grounds; Improving the level of consumer knowledge
	Structural and organizational strategies	improving the country's advertising system; Improving the television advertising system and

		the companies involved; Improving the digital marketing performance of companies active in the field of television sales; Improving the performance of radio and television
Results (number of open codes 59	Consumer outcomes (number of open codes 27)	satisfying one's emotional needs; reducing a person's negative emotions; improving one's personality; increasing satisfaction with the purchase; increase of principled and safe purchases; economic and financial benefits for the individual; Development of compulsive buying tendency (negative)
	Consequences for families (number of open codes 7)	change in the family environment; Decreasing family economic pressure
	Community implications (number of open codes 25)	Improving the marketing and sales process of television sales companies;entitling consumers to make the right choice; improving the economic conditions of the country; increasing trust resulting in more income for radio and television; The emergence of cultural problems in society (negative)

Causal conditions: In database theory, causal conditions are categories related to conditions affecting the central category. Causal conditions are events that create situations, topics and issues related to the phenomenon and explain to some extent why and how people and groups engage in this phenomenon. In fact, causal conditions mean the events that affect this phenomenon and lead to its occurrence, As shown in the research model. The causal conditions of the research that cause the occurrence of the phenomenon of forced purchase with internet advertisements of digital content from television by television audiences and television buyers, fall into eight categories of digital marketing mix design suitable for television sales: Digital marketing capabilities of TV sales companies; demographic characteristics of the person; personality causes; psychological causes; life style; family and the role of cultural and social structures .

Background conditions: In this research, intellectual structures of society and executive structures of society are considered as the main categories of background conditions. In the following, the subcategories of each of these categories are described. In the current research, ten main categories were identified as existing categories in the context. These categories include the level of awareness in society; Knowledge of people in the field of TV products and shopping; Attitudes and trends of society; cultural level of society; Economic conditions; society's view of national media and television; Maturity of the television ecosystem; the growth and development of technology in society; Maturity of the digital marketing and sales ecosystem, especially on TV; maturity of supplements of the television sales company.

Intervening conditions: these conditions facilitate and accelerate the implementation of strategies and delay them as an obstacle. These intervening conditions have eight main categories, including the attractiveness of television in the eyes of the audience; broadcasting policies; policies of television sales companies; Belief and trust in national television; awareness and knowledge of the person in the field of

buying products; Community culture in the field of shopping; The components involving status of the individual and the conditions governing the society and the individual's life.

Strategies: specific actions or interactions that result from the central phenomenon. Strategies and actions are plans and actions that help to design the model. In the current research, the strategies were divided into two main categories: human strategies and structural and organizational strategies.

Consequences: Consequences of implementing strategies to reduce the negative effects of compulsive buying with Internet advertisements from TV fall into three main categories including consumer consequences; families and society . Figure (1) shows the identified pattern of forced purchase by consumers in the television shopping industry of the country.
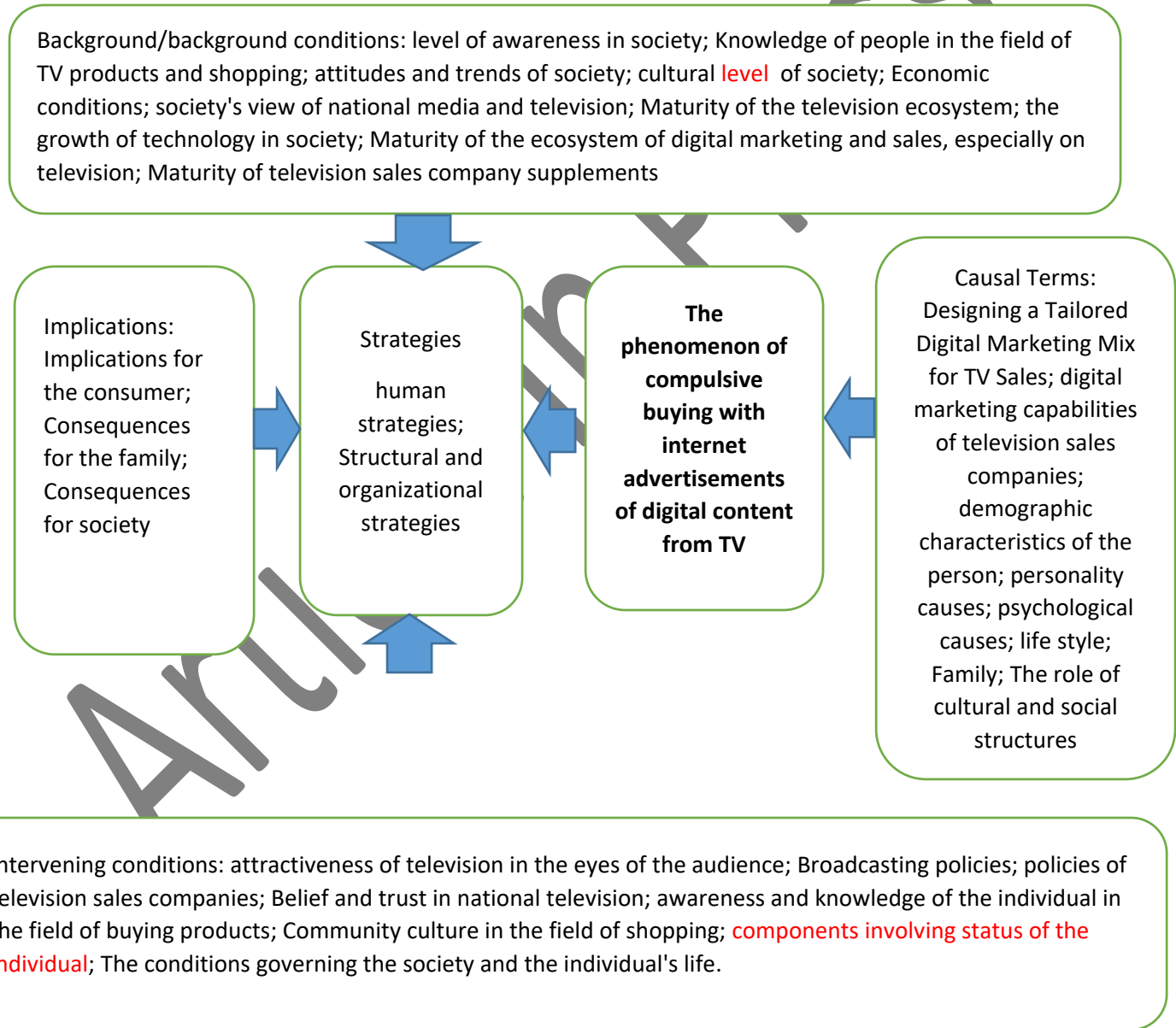
Background/background conditions: level of awareness in society; Knowledge of people in the field of TV products and shopping; attitudes and trends of society; cultural level of society; Economic conditions; society's view of national media and television; Maturity of the television ecosystem; the growth of technology in society; Maturity of the ecosystem of digital marketing and sales, especially on television; Maturity of television sales company supplements

| Implications: Implications for the consumer; Consequences for the family; Consequences for society | Strategies human strategies; Structural and organizational strategies | **The phenomenon of compulsive buying with internet advertisements of digital content from TV** | Causal Terms: Designing a Tailored Digital Marketing Mix for TV Sales; digital marketing capabilities of television sales companies; demographic characteristics of the person; personality causes; psychological causes; life style; Family; The role of cultural and social structures |

Intervening conditions: attractiveness of television in the eyes of the audience; Broadcasting policies; policies of television sales companies; Belief and trust in national television; awareness and knowledge of the individual in the field of buying products; Community culture in the field of shopping; components involving status of the individual; The conditions governing the society and the individual's life.

Figure 1. Paradigm model of consumers' forced purchase pattern with digital content internet advertising in the country's TV shopping industry

Research model test

Fornell-Locker criterion: The Fornell-Locker method was used to check divergent validity. The Fornell-Lacker criterion examines the discriminant validity at the construct level; This means that the Fornell Locker value of each structure with itself is more than its value with other variables; For example, the value of this test for strategies with itself is (0.9) and with other variables is less than this value (0.9). The rest of the variables are the same; Therefore, according to the results of the Fornell Locker test, all variables have the condition of having differential validity.

Table 4. Differential validity of the model

	Intervening moderation	Strategies	Background conditions	Causal conditions	interferer	A central phenomenon	consequences
Intervening moderation	1.00						
Strategies	-0.09	0.90					
Background conditions	-0.02	0.40	0.91				
Causal conditions	0.03	0.35	0.46	0.89			
interferer	-0.12	0.45	0.47	0.38	0.89		
A central phenomenon	0.07	0.34	0.31	0.42	0.21	0.94	
consequences	-0.05	0.28	0.44	0.40	0.34	0.24	0.94

Heterotrite-monotrite ratio: The HTMT criterion is the ratio of the geometric mean of correlations of indicators within the same structure to the average of correlations of indicators within the same structure. The HTMT criterion clearly outperforms classical approaches to discriminant validity assessment, such as Fornell-Larker's criterion and cross-loadings, which are mostly unable to detect lack of discriminant validity. If the value of HTMT is less than 90/. Therefore, the discriminant validity between the two reflective constructs has been confirmed (Eskandari et al., 2021).

Table 5. HTMT index

	Intervening moderation	Strategies	Background conditions	Causal conditions	interferer	A central phenomenon	consequences
Intervening moderation							
Strategies	0.10						
Background conditions	0.02	0.46					
Causal conditions	0.04	0.40	0.47				
interferer	0.12	0.52	0.48	0.39			
A central phenomenon	0.08	0.41	0.34	0.45	0.22		

| consequences | 0.05 | 0.32 | 0.46 | 0.42 | 0.36 | 0.26 | |

Cross-load test: Cross-load test is another criterion for assessing differential (divergent) validity, which has more freedom. In this test, it is expected that the load of each indicator for each latent variable is more than the transverse loads or the load of that indicator for other latent variables. If the Fornell-Locker criterion assesses discriminant validity at the construct level, the cross-sectional load test provides an assessment of validity at the indicator level. The following table shows the transverse loads of the variables.

Table 6. Transverse load test

	Intervening moderation	Strategies	Background conditions	Causal conditions	interferer	A central phenomenon	consequences
Digital marketing mix	0.02	0.35	0.40	0.92	0.34	0.39	0.36
Consciousness	-0.08	0.38	0.43	0.35	0.89	0.15	0.31
national trust	-0.08	0.39	0.41	0.29	0.85	0.19	0.30
human	-0.06	0.90	0.38	0.36	0.37	0.32	0.26
TV ecosystem	0.00	0.36	0.95	0.43	0.42	0.30	0.41
Ecosystem maturity	-0.01	0.32	0.83	0.36	0.35	0.28	0.32
Maturity of supplements	-0.03	0.38	0.95	0.41	0.42	0.30	0.40
Civilization of society	-0.03	0.39	0.90	0.37	0.44	0.23	0.39
Society	-0.04	0.22	0.43	0.35	0.29	0.21	0.93
The appeal of television	-0.12	0.41	0.45	0.39	0.89	0.22	0.34
Family	0.05	0.33	0.39	0.91	0.34	0.40	0.38
Family	-0.07	0.28	0.43	0.40	0.36	0.21	0.96
Emotional shopping	0.09	0.28	0.31	0.40	0.16	0.94	0.24
Cursory shopping	0.05	0.35	0.28	0.39	0.23	0.95	0.21
Knowledge of people	-0.01	0.31	0.87	0.40	0.37	0.27	0.35
The trend of society	-0.03	0.37	0.90	0.42	0.46	0.25	0.40
Cultural structure	0.04	0.33	0.37	0.89	0.31	0.33	0.39
Structural	-0.11	0.90	0.35	0.28	0.45	0.29	0.24
Life- style	0.04	0.27	0.40	0.90	0.32	0.31	0.32
Level of awareness	-0.03	0.41	0.86	0.47	0.46	0.38	0.45
politics	-0.12	0.41	0.41	0.31	0.86	0.18	0.30
Broadcasting policy	-0.08	0.38	0.39	0.29	0.89	0.13	0.29

Economic conditions	-0.02	0.38	0.94	0.42	0.46	0.27	0.40
The conditions governing the society	-0.15	0.44	0.41	0.35	0.92	0.21	0.30
Psychological causes	0.04	0.31	0.43	0.96	0.35	0.36	0.39
Personality causes	0.02	0.33	0.40	0.89	0.36	0.39	0.34
Culture	-0.11	0.45	0.45	0.35	0.92	0.21	0.32
Digital marketing capabilities	-0.05	0.32	0.47	0.79	0.35	0.44	0.36
consumer	-0.01	0.27	0.38	0.39	0.31	0.26	0.94
Individual component	-0.11	0.37	0.39	0.33	0.91	0.16	0.28
View of the media	-0.03	0.38	0.95	0.43	0.43	0.28	0.43
Individual characteristics	0.03	0.21	0.33	0.81	0.27	0.29	0.30
The central phenomenon * interventionist	1.00	-0.09	-0.02	0.03	-0.12	0.07	-0.05
Technological advancement	0.00	0.37	0.95	0.44	0.45	0.27	0.41

Values of factor load and significant number: In the table below, the status of the questionnaire questions is discussed according to the fulfilled t-statistics. If the t value obtained with 0.95 confidence is greater than 1.96, it indicates the appropriateness of the question from the consumer's point of view. According to the obtained results, all items are at a significant level in terms of t-statistics and factor loading (more than 0.5).

Table 7. Status of the factor loading of the questions of the model constructs

	Factor loading	significance number	significance level
Digital Marketing Mix <- Causal Conditions	0.92	89.09	0.00
Consciousness <- interventionist	0.89	65.87	0.00
National Trust <- interventionist	0.85	42.81	0.00
Human <- strategies	0.90	68.62	0.00
TV ecosystem <- background conditions	0.95	161.11	0.00

Ecosystem maturity <- background conditions	0.83	33.72	0.00
Maturity of complements <- background conditions	0.95	142.91	0.00
Civilization of society <- background conditions	0.90	84.36	0.00
Society <- Consequences	0.93	82.86	0.00
The appeal of television <- interventionist	0.89	61.01	0.00
Family <- causal conditions	0.91	103.71	0.00
Family <- Consequences	0.96	193.60	0.00
Emotional buying <- central phenomenon	0.94	122.58	0.00
Mindless shopping <- a central phenomenon	0.95	150.45	0.00
Knowledge of people <- contextual conditions	0.87	45.59	0.00
Community trends <- background conditions	0.90	82.47	0.00
Cultural structure <- Causal conditions	0.89	66.55	0.00
Structural <- strategies	0.90	71.74	0.00
Lifestyle <- causal conditions	0.90	72.55	0.00
Level of awareness <- background conditions	0.86	59.01	0.00
Policy <- interventionist	0.86	47.27	0.00
Broadcasting policy <- interventionist	0.89	49.62	0.00
Economic conditions <- background conditions	0.94	130.35	0.00
The conditions governing the society <- interventionist	0.92	94.89	0.00
Psychological causes <- Causal conditions	0.96	192.08	0.00
Personality causes <- Causal conditions	0.89	74.54	0.00
Culture <- interventionist	0.92	95.56	0.00

Digital Marketing Capability <- Causal conditions	0.79	22.58	0.00
Consumer <- Consequences	0.94	96.31	0.00
Individual component <- interventionist	0.91	58.08	0.00
View of the media <- background conditions	0.95	122.84	0.00
Individual characteristics <- Causal conditions	0.81	27.59	0.00
The central phenomenon * interventionist <- interventionist moderation	1.02	27.29	0.00
Technological progress <- background conditions	0.95	186.32	0.00

Structural model fit

Unlike measurement models, the structural model has nothing to do with questions (obvious variables) and only examines hidden variables along with their relationships. In the review of the structural model, the R2 criterion and the Q2 criterion of the structural model are examined. Coefficient of explanation: in the analysis and evaluation of the overall quality of the model fit, the coefficients of determination (R Square) is one of the main indicators regarding the evaluation of the structural equation model in the variance-based approach (Leguina, 2017). The conventional limit regarding the evaluation of the coefficient of determination of each variable is considered within the range of 0.25, 0.5 and 0.75.

Table 8. Quality evaluation indices of endogenous variables of the model

Structure	R2 coefficient of explanation	Modified coefficient of explanation	Result (R2)
Strategies	0.30	0.29	Strong
A central phenomenon	0.18	0.17	medium
consequences	0.08	0.07	medium

Criterion Q2: This criterion, which was introduced by Stone and Geisser (1975), determines the predictive power of the model in endogenous constructs. According to them, models that have an acceptable structural fit should be able to predict the endogenous variables of the model. This means that if in a model, the relationships between the structures are correctly defined, the structures have a sufficient influence on each other, and in this way, the hypotheses are correctly

confirmed. Hensler & et al. (2009) have determined three values of 0.02, 0.15, and 0.35 as low, medium, and strong predictive power (Eskandari & et al., 2021).

Table 9. Q2 value

	SSO	SSE	Q² (=1-SSE/SSO)
Intervening moderation	384.00	384.00	
Strategies	768.00	596.39	0.22
Background conditions	3,840.00	3,840.00	
Causal conditions	3,072.00	3,072.00	
interventionist	3,072.00	3,072.00	
A central phenomenon	768.00	653.94	0.15
consequences	1,152.00	1,079.40	0.06

Finally, after examining several indicators regarding the evaluation of each part of structural equation modeling, the criteria were introduced for the overall evaluation of the model. One of these criteria is the goodness-of-fit index of the model in structural equation modeling based on the variance-based approach, which is commonly known as the standardized root mean square residual (SRMR). The ideal limit in this index is less than 0.08 (Henseler & et al., 2015). According to the results of the table regarding the overall evaluation of the experimental model in this research, it can be stated that the root mean square index value of the standardized residual is equal to (0.04). This value shows that the model generally confirms and supports the data of the assumed model.

Table 10. General fit indices of the model

SRMR index	Saturation model	Estimated model
d_ULS	0.04	0.11
d_G	0.96	6.26
Square Ka	1.35	1.40
NFI	2,484.67	2,548.40
SRMR index	0.85	0.84

Structural Equation Modeling

After testing the external model, the internal model that shows the relationships between the variables of the research is presented. By using the internal model, it is possible to check the hypotheses of the research. The tested conceptual model is presented in Figures 4 and 3. The numbers written on the lines are actually T coefficients and beta coefficients resulting from the regression equation between variables, which is the path coefficient. The numbers inside each circle are the detection coefficient value (explanation of the hidden structure by representative variables or visible observation) related to the endogenous structures of the model. In Figures No. 3 and No. 4 as well as Table No. (11), the relationship between the research variables is presented based on the research hypotheses, and accordingly, the hypotheses have been confirmed or rejected.
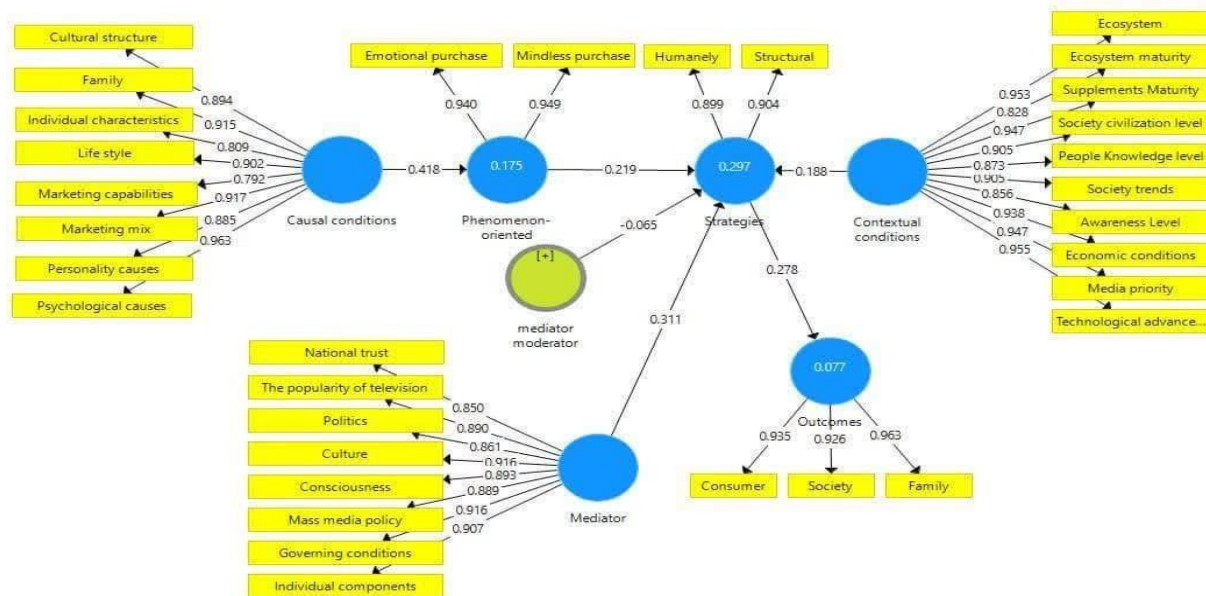
Figure ٣. The tested research model (standard coefficients)

The results of the research relationship test are given in table (11):

Table 11. Status of research relationships

	Impact factor	meaningful	Significance level	Condition
Interventionist moderation -> strategies	-0.07	1.33	0.18	confirmation
Strategies -> Consequences	0.28	5.37	0.00	confirmation
Background conditions -> strategies	0.19	3.63	0.00	confirmation
Causal conditions -> central phenomenon	0.42	9.65	0.00	confirmation
Interventionist -> Strategies	0.31	5.75	0.00	confirmation
Central phenomenon -> strategies	0.22	4.95	0.00	confirmation

5.Discussion and Conclusion

In recent years in our country, television sales companies have sold their products directly through television channels. The nature and type of this style of sales include immediate, quick, unplanned purchases, based on fleeting emotions and based on sentimental and emotional advertisements, prompting television viewers to quickly buy the advertised products when this style of television commercials is aired. This style of shopping is a type of compulsive shopping with many negative consequences for customers and society. Products such as Rabi, Zinvin, Ten Tak shoes, Pama, Shima, Sana floor coverings, Kaihan leather bag and many other products multiplying indicate the good sales situation of direct sales companies from TV; However, due to the extent of the forced purchase phenomenon in the country, as well as the buyers from TV channels, no research has been done in this field in our country. For this reason, this research aims to design the pattern of forced purchase by consumers with internet advertisements of digital content in the television shopping industry using the database theory in order to properly understand this phenomenon, to provide strategies for the reduction of its negative consequences, to identify the platform and the intervening components effective on strategies and also to identify the consequences of implementing these strategies in the society.

The findings showed that eight main categories were identified in the causal conditions section. Digital marketing mix design suitable for television sales is the first category. This means that companies operate in the television sales industry with a proper design of their digital marketing mix, including a product suitable for television sales, lower product prices, company guarantee policies stated in internet advertising, attractive internet advertising design,and company distribution system. And also the promotion policies of the company act to attract customers . In addition, the company's internet advertising style is such that the customer thinks it is the same as the company, and the people used in the advertisement are similar that a person tends to see himself as similar to them, and he experiences personality tension in himself and makes a purchase. On the other hand, the company's easy distribution system makes sure that customers buy TV.

Another main category was the digital marketing capabilities of companies, the growth of these capabilities in recent years has made this industry flourish in the country. The third category of a person's demographic characteristics includes the financial status of the person and the person`s family, which shows the their

income, the type of purchase of products, as well as the amount of budget that the person considers for shopping, especially TV shopping, and other components such as the person's gender and age. It was found that women shop more emotionally than men This issue was in line with the research of Tarka and Babao (2020), who stated that studies show a stronger tendency to compulsive shopping in women than in men. This issue was also confirmed in the research of Otra-Lopez & et al. (2021).

The next main category was the causes pertaining to personality, which was determined to be fashion followers, especially fleeting fashions and so-called surfers in society, people who imitate and follow famous and influential people, family and individuals, and personalities who seek luxury and consumerism. Materialistic personalities, as well as personalities who seek ownership and domination over people and things, as well as curious people who have no financial problems , and finally, people who have personality problems such as lack of self-confidence, low self-esteem, , stress, and other problems. They are more inclined to make compulsive TV purchases.

Psychological causes are the next category, which includes treating mental and psychological weaknesses; Mental and mental problems of the person; Achieving a high state of mind and mental state means that people go shopping to reduce bad state of mind and to obtain its desired state, as well as to suppress unpleasantness, complexes and deficiencies, and resort to shopping as a temporary reliever. These results are consistent with studies such as Tarka and Babao (2020) and Otra-Lopez & et al. (2021). One of its components is the individual's attitude to the issue of money and spending it, which was also presented and expressed in the research of Ong & et al. (2021). Another influential category was the family.The type of family, its structures and the individual's position in the family have an impact on the individual's purchases, and this category was also presented in Zarei's research (1400). The last category of causal conditions was the cultural and social structures that the individual and the role of his social networks as well as the individual's environment on his television purchases, which showed the role of the dominant culture of the society, social class and surrounding people including peers, colleagues and friends on the individual and his purchases. The results regarding the phenomenon of compulsive buying from television showed that this purchase is a kind of thoughtless and quick purchase, and on the other hand, it is an emotional type of purchase, which is consistent with immediate purchase and the research of Zarei and Baluchi (2019).

But its distinguishing feature is irrational shopping in such a way that a person uses little logic to make a purchase when forced to buy TV. This can be seen in the regrets of customers after their purchases and the sale of purchased products on sites and applications selling second-hand products (such as walls and trumpets, etc.).

The background conditions in the society that cause the phenomenon of forced purchase from television with internet advertisements are rooted in the culture of the society which was identified as one of the main categories. Also, the trends of the society and the general attitude of the society towards shopping, especially shopping on TV, are also very effective. Other categories were the level of community awareness, which is the level of literacy, per capita study and knowledge of people in the community. People's knowledge and experience in the field of products and sufficient knowledge of them, especially television products, were other relevant conditions that play an effective role. The economic conditions of the society, which affect the economic conditions of households and individuals, was also identified as another category. The growth of technology and its progress in society, which is used as a platform for conducting online transactions as well as remote transactions such as television, which creates a suitable platform for designing such businesses. It is also one of the field categories, as this type of business flourished and grew in the country in the last decade because its platforms such as the Internet, telephone lines, mobile phones, mail and home delivery process, online payment system or bank payment system (Pose) are effective in facilitating the compulsive buying process from TV. On the other hand, the maturity of the television ecosystem, for example, the maturity of the television industry in the country, the improvement of the quality of advertisements and its growth in this collection, the increase of networks and its quality, and the increase of knowledge in this field are all fundamental components. The performance of television and its maturity creates the society's attitude towards the national media, whether there is trust in it or not, and whether the national media have a high penetration rate or not?

These affect the buying process from this feature of media as a suitable platform. The maturity of television companies as well as their complementary companies , which cause the variety of products, advertisements and new digital marketing methods and the growth of the television sales industry, is also very important.

Eight main categories were identified for intervening conditions, which included radio and television policies and the style of its policies in the field of internet advertising type, advertising company, pricing, and type of support or barriers. On the other hand, the policies of television sales companies that cause the increase and growth of forced purchases also formed another component. The attractiveness of the media on the one hand and trust in it on the other hand were also identified as another intervening component. Also, people's knowledge and awareness in the field of buying products and society's culture in shopping, which shows the society's attitude towards buying and spending money, were other categories, and finally, the general conditions of the society and the individual's living conditions affect the type of purchases, especially his forced purchases. The identified strategies to reduce the negative consequences of forced purchase from television were categorized in the form of two human strategies and structural and organizational strategies. In human strategies, the culture level of the society should be developed by means of education , and increasing the level of literacy . On the other hand, the consumer's knowledge in the field of products and services should be comprehensively developed.

After the implementation of the compulsive purchase model, three types of consequences are expected. These consequences include consumer consequences, family consequences, and community consequences. In the consumer sector, improving one's personality and satisfying one's emotional needs will happen. The person will make his purchases more rationally, as a result of which people will be satisfied with the purchase, which will reduce the regret of wrong purchases, which will reduce the economic and financial benefits for the person. But the negative consequence of that is the development of the tendency to buy compulsively in people. The consequences for the family will include a change in the family environment and an increase in the family's economic pressure. Among the consequences of the society, it can be said to increase the right of choice for consumers and improve the marketing and sales process of television sales companies. This means supporting domestic products and in the macro view, it will improve the economic conditions of the country. It will also increase people's trust in radio and television and its popularity and increase the income of this organization. One of the negative consequences is the growth of fashion and consumerism cultures in the society. Based on the results obtained in this model, it is suggested to modify the existing platforms to prevent forced purchases before any action. To improve the performance of the radio and its programs. On the other

hand, the country's advertising system should be directed towards honest advertising based on ethical principles. Avoiding imitation of foreign examples in the advertising system and trying to make the country's advertising system informative and motivational rather than deceptive and seductive. Also, the performance of television sales companies should be developed by improving the quality of products and closely monitoring its performance so that this industry changes in the eyes of the audience from an industry based on profit to an industry based on the needs of society.

The quantitative results of the research also showed that the effect of the causal conditions and the compulsive buying phenomenon is equal to 0.42, which means that the 0.42 of the compulsive buying phenomenon will increase through the causal conditions. According to the significance value of 9.65, this effect is confirmed.

In the second relation, the impact of forced purchase phenomenon and strategies were investigated. The effect of the forced purchase phenomenon on strategies is equal to 0.22, which means that the amount of 0.22 strategies will increase through the forced purchase phenomenon. According to the significance value of 4.95, this effect is confirmed. Based on this, it is suggested that companies should identify the nature of forced purchase before any action. The third relationship of the model examined the effect of intervening components on strategies. The effect of intervening components on strategies is equal to 0.31, which means that 0.31 of strategies will be increased by intervening components. According to the significance value of 5.75, this effect is confirmed. It is suggested that the correct culture of Islamic Iranian consumption should be institutionalized in the society through Internet advertising programs on the radio and television.

The fourth relationship of the model examined the influence of contextual components on strategies. The result of correlation test shows the relationship between contextual components and strategies. The effect of background conditions on strategies is equal to 0.19, which means that 0.19 of the consequences will be increased by strategies. According to the significance value of 3.63, this effect is confirmed. Therefore, it is suggested that the national culture of the country and society in the field of shopping should be developed and promoted; Improving and increasing the level of people's awareness in the field of digital marketing, shopping and consumption, etc., should be put on the agenda by creating appropriate documentaries.

The fifth relationship examines the impact of strategies on outcomes. The effect of strategies on outcomes is equal to 0.28, meaning that 0.28 of outcomes will be increased by strategies. According to the significance value of 5.37, this effect is confirmed. Accordingly, it is suggested that: by investing in cultural internet advertising, companies should create culture in the field of digital marketing, consumption and consumer, purchase and shopping behavior. Also, the moderating conditions of the intervening conditions according to the significance value of 1.33 which is in the critical range (1.96 and -1.96), was not confirmed.

Acknowledgments

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