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Consumer Compulsive Buying Patterns Influenced by Online Advertisements in Iran's TV Shopping

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Abstract

Purpose: This research aimed at presenting the consumers' compulsive buying pattern through internet advertisements of digital content in Iran's TV shopping industry.

Method: Research Methodology was practical in terms of purpose and conducted using mixed method (qualitative-quantitative). The research community was based on the purposeful sampling method, and consisted of ten marketing experts. The research tool was interview. MAXQDA software was used to analyze data through database theory. The statistical population in the quantitative section included TV buyers in Mashhad. Based on Morgan table and random sampling, 384 samples were selected. The research tool was a researcher-made questionnaire, and the Structural Equation Method (SEM) in SmartPLS software was used for data analysis. The validity of the questionnaire was confirmed by using face, content, divergent and convergent validities, and its reliability was also confirmed using Cronbach's alpha. Both of Composite and homogeneous reliability were evaluated.

Findings: "appropriate digital marketing mix design for TV sales, digital marketing capabilities, individual demographic characteristics, lifestyle, family " constitute the causal conditions in the consumer's compulsive buying pattern in the TV shopping. According to the findings, "quick and transient purchase and irrational and emotional purchase" were identified as a central phenomenon. "TV's attractiveness from the audience's point of view, broadcasting policies, sales companies' policies, national TV belief and trust, individual awareness and knowledge about buying products and society's culture" acted as intervening conditions. In the field of buying, "intellectual structures of society and executive structures of society" identified as background conditions. Human strategies and structural and organizational strategies" acted as strategies and "Consumers outcomes; families and society outcomes" were identified as outcomes. According to the results of structural modeling, the relationships of the identified pattern were significant.

Conclusion: The issue of compulsive buying is one of the most important and common issues, and buying from TV has fueled this issue, and has become the basis for its expansion and, following that, its negative consequences. In this scientific research, efforts were made to reduce the consequences of this phenomenon. The results of this study showed that although the phenomenon of compulsive purchase from TV is negative, but with proper management, useful results can be obtained from it.

Keywords: Compulsive Buying, Marketing Capabilities, Personality Causes, Psychological Causes.

Introduction

One of the most important developments in recent years is the growth of information technology, followed by the growth and development of electronic communication tools. In these years, we have faced widespread penetration of electronic means of sending and receiving messages. Among these numerous electronic systems, the Internet has revolutionized the world of communication by benefiting from a new method and has provided many opportunities for communication. Internet-based advertising is one of the most important tools for organizations, especially radio and TV (broadcasting companies), to communicate with consumers and customers. Internet advertising has become one of the important channels of digital marketing for organizations that use it to stabilize their brand and transfer information or promote their business exchanges (Yazdani, 2015). Iran inevitably provided the necessary links to increase interactive communication with customers and business efficiency in the national economy by using information technology.

With the growth of e-commerce, more and more people are buying/shopping on the internet, resulting in the shift from traditional offline compulsive buying-shopping to online compulsive buying-shopping. Specific internet features (e.g., ubiquity, availability, anonymity, infinite scrolls) and e-marketing (e.g., e-branding, livestream shopping, specific payment options, personalized recommendations) may amplify the addictive potential of online buying/shopping (Müller et al, 2024). Especially the repercussion of Covid-19 pandemic altered the potential consumption behavior towards shopping and buying.The Covid-19 pandemic affected consumers' behaviors worldwide and is bringing about a forthcoming change in their buying habits (Tantawi, 2024). Nevertheless, more recent developments, especially in the online-market (e. g., personalized advertising, social commerce), are expected to intensify the phenomenon (Laskowski et al, 2024). Compulsive purchasing is a chronic aberrant type of shopping and spending depicted by an excessive, uncontrolled, and persistent need to buy regardless of the consequences (Jameel et al, 2024)Compulsive shoppers try to hide their shopping activities. Because they are afraid that others consider them as constantly buyers and so-called shopaholics. Despite the initial pleasure, this disorder is usually accompanied by feelings of guilt and regret afterwards (Heidari, Hamidianpour and Ismailpour, 2022). According to McElroy et al. (1994), compulsive shopping is an abnormal behavior, and it is associated with negative

effects, prevents daily activities and ultimately leads to financial problems (Maraz et al., 2015).

Compulsive shopping behavior is a contemporary disorder gaining traction among researchers.Citation1,Citation2 This problematic shopping behavior has increased quickly in recent years. Scholars determined that television ads, and SNS media exposure might lead to highly compulsive purchase behavior (Jameel et al, 2024). Specific internet features (e.g., ubiquity, availability, anonymity, infinite scrolls) and e-marketing (e.g., e-branding, livestream shopping, specific payment options, personalized recommendations) may amplify the addictive potential of online buying/shopping (Müller et al, 2024).

The growing share of compulsive purchases is forcing Iranian manufacturers to identify the factors affecting this type of purchase. By strengthening these factors, they can increase their sales, profitability, gain an advantage over their competitors, consolidate their presence in the commercial arena, and ensure their success. Investigating compulsive buying factors is essential because behind every purchase lies an important decision-making process. The importance of studying compulsive buying with online advertising of digital content is due to the investigation of negative aspects of consumer behavior. Having more interpretations about consumers' values and behaviors may help marketers design more effective marketing messages for their products(Tantawi, 2024).

Although compulsive buyers usually face financial problems due to their large purchases, creating economic issues for themselves and their families, marketers and manufacturers benefit from their large purchases. Understanding any phenomenon accurately in its context is crucial, so internet advertising and digital content should be examined by considering the causes of the compulsive purchase phenomenon and its background conditions (the platform that creates it). Today, due to the "expansion of the use of the Internet, its affordability, high quality and speed, greater interactive power, and the ability for personalization and targeting in internet advertising compared to traditional media," internet advertising has become a crucial component for better global communication with consumers in various industries (Bigham and Doai, 2015).

In this research, the database theory has been used as a suitable qualitative method to provide appropriate solutions for marketing managers and producers. The aim is to explain the use of suitable and ethical solutions based on Iranian and Islamic culture and environmental characteristics. The implications of this model should be identified, thus

necessitating further studies to identify possible factors influencing the maintenance or promotion of consumers' compulsive buying behavior.

Considering the nature of TV shopping, its characteristics, and the lack of theoretical knowledge in digital marketing regarding compulsive purchases caused by internet advertisements on TV, along with their causes and effects, this article aims to reduce this negative phenomenon in Iranian consumer behavior. Viewers and buyers of TV channels are seeking to identify and confirm the factors influencing the compulsive purchase of digital content among TV buyers through internet advertising.

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In this research, Iranian digital marketers and manufacturers (Jami Pour et al., 2021) have made efforts to address the issue of compulsive buying and provide appropriate solutions for the purposeful and ethical use of this phenomenon. In this research, Iranian digital marketers and manufacturers (Jami Pour et al., 2021) have made efforts to address the issue of compulsive buying and provide appropriate solutions for the purposeful and ethical use of this phenomenon.

Literature Review

Until the mid-1980s, little was written and discussed about compulsive purchasing. In fact, this issue, or something akin to it, was addressed in psychiatric literature as early as 1915 under the title of "shopping frenzy." Compulsive buying was a topic of discussion in psychiatric literature for a decade, then faded into obscurity until researchers such as Ogin, Faber, and a few others began reexamining it in the mid-1980s (Moghadam Jazah, Bahrainizad, and Rajabi, 2017).

Compulsive buying-shopping disorder (CBSD) is characterized by preoccupations/urges to buy, impaired control over buying, not using consumer goods at all/appropriately, buying/shopping as mean to control emotions, persistence to buy despite negative consequences, and experiencing negative emotional and/or cognitive states when reducing or quitting with buying/shopping (Thomas et al, 2024).

Today, compulsive buying has emerged as a significant research area

within consumer behavior studies. The importance of studying compulsive buying behavior stems from its negative impact on consumer behavior. Therefore, it is crucial to identify the factors that facilitate and drive such purchases.

Internet advertising, also known as online advertising or digital advertising, is a marketing and advertising approach that utilizes the Internet to promote products and services to online audiences. Digital advertising channels encompass websites, YouTube, online banners, social media platforms, email, Twitter, and more. Internet advertising encompasses various strategies such as email marketing, search engine marketing (SEM), social media marketing, display/banner ads, and mobile advertising (Mousavi et al., 2021).

In order to examine the compulsive buying pattern of consumers with internet advertisements of digital content in the country's TV shopping industry and access to research background, databases and external sites (such as Google Scholar, Emerald, Elsevier, Science Direct, Springer, ProQuest). etc.), internal databases (such as Nurmagz, Magiran, Humanities Comprehensive Portal, Scientific Information Database (SID) and Iran Information Science and Technology Research Institute (IranDac) etc.) were searched.

The search results showed that only a few studies have been conducted on the topic of the current research and there is an obvious research gap in the field of compulsive purchase of digital content by consumers in the TV shopping industry of the country. Some related research is listed below:

Jameel et al. (2024) investigated the impact of social media sites and television advertisements on compulsive buying behavior among Saudi Arabian university students, examining whether materialism mediates this relationship. The findings of the study indicate that both television advertisements and the use of social media sites are positively associated with compulsive shopping behavior among university students. Furthermore, materialism was found to mediate the relationship between television advertisements and social media sites.

Hajalian et al. (2023) conducted a study entitled Designing an interpretive structural model to shape the online compulsive and impulsive buying behavior of the consumer. The results showed that that among all these factors, marketing mix and branding are fundamental factors for online compulsive and impulsive buying that results in the formation of buying motivation and tendency for impulsive buying, by considering psychological and cultural factors. With marketers' efforts such as running

customer retention and loyalty campaigns, online impulsive buying can result in the formation of consumers' online compulsive buying.

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 compulsive buying tendency. Using active coping strategies such as problem solving, cognitive restructuring and social support, as well as conscientiousness, are protective factors that reduce becoming a compulsive buyer likelihood.

Muller & et al., (2019) discovered that material values are also a vital factor in 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.

Nicolai and Mashagen (2018) showed that emotional dysregulation, as well as impulse control problems, maybe important risk factors for compulsive buying. Horvath and Edigozel (2018) conducted a study titled "Shopping pleasure to the extreme: 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 buying and shopping motivations is required.

Islam & et al. (2017) conducted a study on the compulsive buying behavior determinants among young adults: the mediating role of materialism. This study finding indicated that materialism mediated the relationship between some sociological factors (e.g. group, media celebrity endorsement, and TV commercials) and compulsive buying. This study highlights the role of understanding the material attitudes and consumption decisions of young adults and provides fundamental knowledge for researchers, policymakers, and leading brand managers.

Method
The research method used in this study is a combination of qualitative and quantitative approaches, and in terms of the primary objective and outcomes, it is considered exploratory research. Given the novelty of the

research topic, the lack of knowledge, the necessity to develop this subject in Iran, and the absence of theory in this field, an inductive method (the method of deriving general principles from specific observations) was chosen for the qualitative section.

The participants in the qualitative section were selected using a purposeful sampling method, consisting of professors and experts in the field of marketing. Ten experts who met specific criteria (having a minimum of 5 years of experience in marketing, possessing authorship and publications in the field, holding a doctoral or master's degree, and expressing willingness to participate in interviews) were selected, and interviews were conducted based on the theoretical saturation principle.

The data collection method in the qualitative section involved in-depth interviews. Ten expert professors specializing in marketing, sales, management, sociology, and psychology were interviewed. Although data saturation was observed after nine interviews, an additional interview was conducted for confirmation.

The data collection period spanned from June to October 1400. Considering a main question and six sub-questions in this research, the interview protocol questions were formulated for responses. Exploratory questions were asked during the interviews in addition to note-taking and audio recording, based on the interview context and participants' responses. The data analysis was performed using the Strauss and Corbin method, which involved constant comparison of data, transcription of interviews, field notes, and interpretation and theorization processes. Each interview was coded and analyzed before proceeding to the next one.

The coding process included open, axial, and selective coding stages to identify the main variables and processes in the data. Through repeated data review, emerging codes and categories were noted, aiding in constructing the main narrative by identifying the study's primary variable. Demographic information of the participants is presented in Table No 1.

Table 1. Participant's demographic information (qualitative part)

Organizational responsibility	number	Marketing work experience	number
Assistant Professor	8	1 - 5	4
Sales Manager	2	5 - 10	6

In the quantitative part of the research, the statistical population comprised TV buyers in Mashhad, selected through availability sampling

method, with a sample size determined based on Morgan's table to be 384 individuals. The research instrument was a researcher-developed questionnaire derived from qualitative findings. The questionnaire's validity was established through face and content validity, with reliability assessed using Cronbach's alpha.

To assess the questionnaire's reliability, three criteria were considered: Cronbach's alpha coefficient, composite reliability coefficient, and homogenous reliability. Additionally, for convergent validity, the average variance extracted was utilized. The reliability coefficients (Cronbach's alpha, homogenous reliability, and composite reliability) for the questions ranged between 0.7 and 1, with values closer to 1 indicating better reliability (Henseler et al., 2015). The recommended threshold for the average variance extracted is above 0.5, signifying that the underlying structure explains approximately 50% of the variance among 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 were verified and it can be said that the components have convergent validity. Table (2) shows the calculated values for the research variables.

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 and content were inputted into the qualitative data analysis software (MAXQDA) for analysis and open coding, followed by subsequent interviews. During this phase, the text of

each interview was reviewed multiple times, and key sentences were extracted and recorded as text codes based on the participant or indicative codes (reflecting the researcher's perception of the statements). Subsequently, codes with conceptual similarities were grouped together. 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)".

A product mix is a combination of products and product lines that are balanced in such a way that the company meets the target market needs and also achieving its profitability objectives. By using the product set, marketing managers pay attention to each and every product 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 some products do not increase much, the profit can be improved by using other products.

Also, when marketing managers observe changes in the marketing environment, they can adjust their product mix by shifting emphasis on specific 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 TV sales, the interviewees stated regarding the type of services and goods (the type of goods advertised for sale), the product must have "motivation and attractiveness (innovation and creativity in the product), Functionality (real customer needs and problem solvers), differentiation (differentiated product), quality in its class, and the quality of advertising. These attributes act as the codes of this subset in their mind.

For example, in terms of the type of services and goods (the type of goods advertised for sale), the first interviewee has stated: "The type of services and goods provided and the suitability of the product with the group and people affect people's purchase. In this case, 7th person stated that in the field of motivating and attractive products, "the type of product is effective in compulsive buying, books do not need to be reviewed, they sell very quickly, but products that need to be tested, such as clothes, need to be tried". Regarding innovation and creativity in the product and also in the field of practicality of the products (the customer's real need and the problem solver), 8th interviewee 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. The product 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 will be sure that the product is not in the market. 9th interviewee in the context of the product known differentiation (distinctive product), and regarding the knowingness the product and its class stated: "the well-known differentiation of products causes people to buy them from TV, the product differentiation should be simply recognizable. If it is 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 cannot 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,9th interviewee in the context of the above and other subjects such as the quality of the advertised product, states that "the product type is very important, and effective.

For example, Tan Tak shoes, Sana flooring, Kebab Zan are 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 product class, whether the product is known or unknown, the product quality that is shown on TV, the expert who is promoting it, and in general, the WOM (word of mouth marketing) that happens to the product, they all interact to create trust."

After identifying the sub-categories, the main categories were identified and named based on the sub-categories' centrality. For example, the main category of appropriate marketing mix design for TV 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 for responding the target market, or the marketing mix includes all the things that the company can do for influencing the level of demand. These tasks can be classified into four variables known as the four P's (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 TV sales:

- Product designed for TV sales (TV Shop product)
- The products' price 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 296. 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.

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, 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 compulsive purchase with internet advertisements of digital content from TV by TV audiences and TV buyers, The causal conditions encompass 125 open codes, fall into eight categories of digital marketing mix design suitable for TV sales:
- the tailored digital marketing mix design (32 coders); Digital marketing capabilities of TV sales companies (12 coders); demographic characteristics of the person (8 coders); personality causes (31 coders); psychological causes (15 coders); life style (12 coders); family (7 coders) and the role of cultural and social structures (8 coders).

Background conditions: In this research, intellectual structures of society and executive structures of society were 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 society awareness level (5 coders); people Knowledge in the field of TV products and shopping(2 open codes); societies' Attitudes and trends (3 open codes); society cultural level (3 open codes); Economic conditions (4 open codes); society's perception about national media and TV (5 open codes); the TV ecosystem maturity (4 open codes); the technology growth and development in society (3 open codes); digital marketing and sales ecosystem maturity, especially on TV (3 open source); maturity of supplements of the TV sales company (4 open codes).

Phenomenon: The central phenomenon in grounded theory is a mental representation of a phenomenon that forms the basis of the process. Compulsive purchase from TV (12 open codes) includes buying without thinking quickly and buying irrationally and emotionally.

Intervening conditions: these conditions facilitate and accelerate the implementation of strategies and delay them as an obstacle. These intervening conditions have eight main categories and 33 open code, including the attractiveness of TV in the eyes of the audience (5 codes); broadcasting policies (5 codes); policies of TV sales companies (5 codes); Belief and trust in national TV (4 codes); people's awareness and knowledge regarding buying products (4 codes); Community shopping culture (3 codes); The components involving status of the individual (4 codes) and the conditions governing the society and the individual's life (3 codes).

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. Strategies had 33 Open Code.

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 (open codes 27); families (open codes 7) and society (open codes 25).

Figure 1. shows the identified pattern of compulsive purchase by consumers in the Iran TV shopping industry.
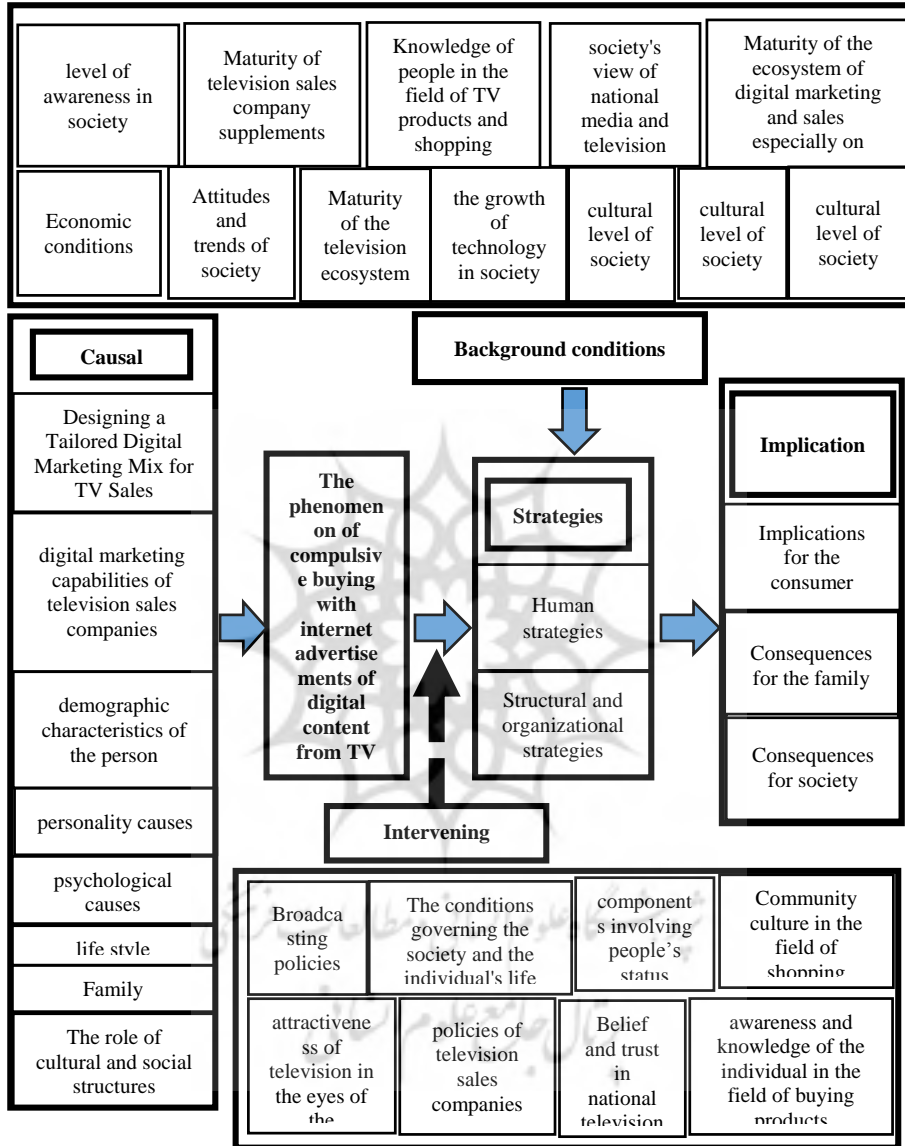
Figure 1. Paradigm model of consumers' compulsive purchase pattern with digital content internet advertising in the country's TV shopping industry

Fornell-Locker criterion: The Fornell-Locker method was used for divergent validity checking. 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 3. Differential validity of the model

	Intervening moderation	Strate gies	Backgro und conditio ns	Caus al cond ition s	Interfere r	A central phenomen on	Conseque nce
Intervening moderation	1.00						
Strategies	-0.09	0.90					
Backgroun d 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		
Acentral phenomeno n	0.07	0.34	0.31	0.42	0.21	0.94	
Consequen ce	-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 of that 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 4. HTMT index

	Intervening moderation	Strategies	Background conditions	Causal conditions	Interferer	A central phenomenon	Consequence
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			
Acentral phenomenon	0.08	0.41	0.34	0.45	0.22		
Consequence	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 5. Transverse load test

	Intervening moderation	Strategies	Background conditions	Causal conditions	Interferer	A central phenomenon	Consequence
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 TV	-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 6. 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 TV <- 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 the measurement models, the structural model has nothing to do with the questions (manifest variables) and only examines hidden variables along with their relationships. In the review of the structural model, the criterion R2 and the criterion Q2 of the structural model are checked.

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 of structural equation model evaluation in the variance-based approach (Leguina, 2017). The conventional limit regarding the evaluation of the coefficient of determination of each variable is considered in the range of 0.25, 0.5 and 0.75.

Table 7. 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 Geiser (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 sufficient influence on each other and thus the hypotheses are correctly verified. Hensler et al. (2015) have determined three values of 0.02, 0.15, and 0.35 as low, medium, and strong predictive power (Eskandari et al., 2021).

Table 8. Q2 value

	SSO	SSE	Q^2 (=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, criteria for the overall evaluation of the model were introduced. One of these criteria is the goodness of fit index of the model in structural equation modeling based on the variance-based approach, 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 value of the standardized residual index is equal to (0.04). This value indicates that the model generally confirms and supports the assumed model data.

Table 9. 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 research variables is presented. By using the internal model, the research hypotheses can be checked. The tested conceptual model is presented in Figures 3. The numbers written on the lines are actually the T coefficients and beta coefficients resulting from the regression equation between the variables, which is the path coefficient. The numbers inside each circle are the value of the coefficient of identification (explaining the hidden structure with representative or observable variables) corresponding to the endogenous structures of the model. In Figures No. 3 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.
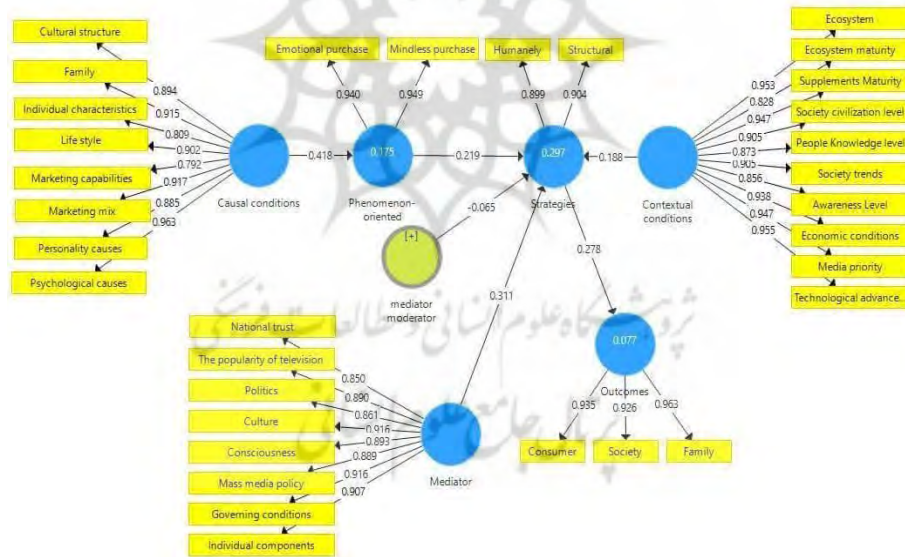
Figure 2. The tested research model (standard coefficients)

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

Table 10. Status of research relationships

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

Conclusion

In recent years, Iranian TV sales companies have been directly marketing their products through TV channels. This sales approach relies on immediate, impulsive purchases driven by emotional and sentimental advertising that prompts viewers to quickly buy the showcased products. This style of purchasing, known as compulsive buying, has numerous negative consequences for both customers and society. The successful sales of products like Rabi, Zinvin, Ten Tak shoes, Pama, Shima, Sana floor coverings, and Kaihan leather bags highlight the effectiveness of direct TV sales companies.

However, due to the prevalence of compulsive purchasing in the country, especially through TV channels, there has been no research conducted in this field in Iran to date. Therefore, this study aims to develop a framework for understanding consumers' compulsive purchasing behavior through internet advertisements of digital content in the TV shopping industry. This will be accomplished by applying database theory to achieve a thorough comprehension of this phenomenon, propose strategies to mitigate its adverse effects, identify the platforms and influential factors impacting these strategies, and evaluate the societal

implications of implementing these strategies.

The findings indicated that eight main categories were identified in the causal conditions section. Suitable digital marketing mix design is crucial for top-tier TV sales. This entails companies in the TV sales industry operating with a well-planned digital marketing mix, including appropriate products for TV sales, competitive pricing, company guarantee policies stated in internet advertising, appealing internet ad designs, and an effective distribution system. Moreover, the company's promotional strategies aim to attract customers by creating an internet advertising style that makes customers perceive the company as similar to themselves, with advertisement personas resembling individuals they identify with, leading them to experience personal tension and make a purchase. Additionally, the company's streamlined distribution system ensures customers can easily make purchases through TV.

The research underscores the importance of understanding how these factors contribute to compulsive purchasing behaviors in the context of internet advertising. By identifying these influential components and their effects, strategies can be developed to mitigate the negative consequences associated with compulsive buying. Furthermore, evaluating the societal impacts of implementing these strategies will provide valuable insights for the TV shopping industry in Iran.

Another major category identified was the digital marketing capabilities of companies, which have expanded significantly in recent years, contributing to the flourishing of this industry in the country. These capabilities encompass various strategies and technologies that companies utilize to effectively promote and sell products through digital channels, including internet advertising and social media platforms. The third category focuses on demographic characteristics, including personal and familial financial statuses, indicating income levels, spending behaviors, especially in TV shopping, and variables such as gender and age. Research has indicated that women tend to engage in more emotionally-driven shopping compared to men, a finding supported by studies such as those by Tarka and Babaew (2020), which highlight a higher propensity for compulsive shopping among women. This trend has also been confirmed by research conducted by Otra-Lopez et al.(۲۱۲۱) .

Another significant category involves personality-related factors, where traits like following transient trends, emulating celebrities, and a penchant for luxury and consumerism were identified. Materialistic tendencies, a desire for control or ownership, curiosity without financial

constraints, and individuals experiencing issues like low self-confidence, self-esteem, stress, or other personal challenges were found to be more inclined towards compulsive TV shopping. Understanding these factors is crucial for developing strategies to address compulsive buying behaviors and mitigate their negative impacts on individuals and society.

Psychological causes constitute the next category, focusing on addressing mental and emotional vulnerabilities and issues. Individuals often turn to shopping to alleviate negative moods, achieve desired emotional states, and temporarily suppress insecurities, complexes, and deficiencies. This behavior reflects findings consistent with studies such as those by Tarka and Babaew (2020) and Otra-Lopez et al. (2021). Additionally, the individual's attitude towards money and spending habits, explored in research by Ong et al. (2021), plays a significant role within this category.

Family dynamics represent another influential category, exploring how family type, structure, and the individual's role within the family shape their purchasing behaviors. This aspect has been studied extensively, including in research conducted by Zaree.(۲۰۲۱)

The final category of causal conditions examines cultural and social structures, emphasizing how an individual's social networks and broader environment influence their TV purchasing habits. This includes the impact of societal norms, social class dynamics, and the influence of peers, colleagues, and friends on an individual's purchasing decisions. Research on compulsive TV buying highlights it as impulsive and emotionally driven, aligning with insights from Zarei and Balochi (2015). However, the distinguishing feature of such purchases is their irrationality, often lacking logical reasoning, which can lead to subsequent buyer's remorse and the resale of products through online platforms and second-hand selling applications. Understanding these factors provides crucial insights into mitigating the negative impacts of compulsive buying behaviors on individuals and society..

The background conditions in the society that cause the phenomenon of compulsive purchase from TV 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 community members.

People's knowledge and experience in the field of products and sufficient knowledge of them, especially TV products, were other relevant conditions that play an effective role. The economic conditions of the society, which affects the economic conditions of households and 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 TV, 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 TV ecosystem, for example, the maturity of the TV 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 TV 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 has a high penetration rate or not? These affect the buying process of this media feature as a suitable platform. The maturity of TV companies as well as their complementary companies that cause the diversification of products, advertising and new digital marketing methods and the growth of the TV sales industry is also very important.

Eight main categories were identified for the intervention conditions, which included radio and TV policies and the style of its policies in terms of type of internet advertising, advertising company, pricing, and type of support or barriers. On the other hand, the policies of the TV sales companies, which cause the increase and growth of compulsive purchases, also constituted another component. Media attractiveness on 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 one of the other categories, and finally, the general conditions of the society and the individual's living conditions affect the type of purchases, especially his compulsive purchases. The identified strategies to reduce the negative consequences of compulsive purchase from TV 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 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, improvement of personality and satisfaction of one's emotional needs will happen. The person makes his purchases more rationally, as a result of which people are satisfied with the purchase, which reduces the regret of wrong purchases, which reduces economic and financial benefits for the person. But its negative consequence is creating a desire 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, we can mention the increase in the right of consumers' choice and the improvement of the marketing and sales process of TV 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 TV 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 compulsive 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 TV sales companies should be developed by improving the quality of products and closely monitoring its performance so that this industry, in the eyes of the audience, is transformed from a profit-based industry to an industry based on society's needs.

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 compulsive purchase phenomenon and strategies were investigated. The effect of the compulsive purchase phenomenon on strategies is equal to 0.22, which means that the amount of 0.22 strategies increases through the compulsive 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 compulsive 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 TV.

The fourth relationship of the model examines 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 0.19, which means that 0.19 of the outcomes will be increased by strategies. According to the significant value of 3.63, this effect is confirmed.

Therefore, it is suggested to develop and promote the national culture of the country and society in the field of shopping. 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 making appropriate documentaries. The fifth relationship examines the impact of strategies on outcomes. The effect of strategies on outcomes is equal to 0.28, which means that 0.28 of outcomes will be increased by strategies. According to the significant value of 5.37, this effect is confirmed. Based on this, it is suggested: companies should create culture in the field of digital marketing, consumption and consumer, purchase and shopping behavior by investing in cultural internet advertising. Also, the moderating conditions of the intervening conditions were not confirmed according to the significance value of 1.33 which is in the critical range (1.96 and -1.96).

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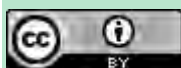
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