

# Explaining the conceptual model of social media advertising features on customer decisions

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## Abstract

Social media is increasingly being used as a platform for marketing and advertising activities. Organizations have spent time, money and resources on social media ads. However, there is always a challenge as organizations can design social media ads to attract customers and motivate them to buy their products. Therefore, this study aims to identify and test the main factors associated with social media advertising that can predict the intention to buy. They sought to present a conceptual model based on three factors of the expansion of the theory of acceptance and the use of technology (performance expectations, motivation) along with interaction, information, and perceived communication. Data were collected using a questionnaire from 385 people. The key results of structural equation modeling were evaluated using PLS software which confirms the validity of the proposed model and shows a significant impact of life expectancy, motivation, interaction, information and perceived relevance to purchasing objectives.

**Key word:** Social media, marketing, advertising, customers, intent to buy.

## 1. Introduction

For a long time, managers and marketers have been seriously looking to understand how advertising affects consumer and consumer decisions, and does this impact, in principle, follow a particular process and model? So there are many researches about this issue, some of which confirm each other and some of them are against each other (HamidiZadeh and Yazdani, 2011). One of the most important issues in the realm of advertising is the evaluation of the effectiveness of advertising. One of the indicators for measuring success in any organization is the extent to which the organization achieves its goals. Here, the success of any organization is determined by the organization itself. This approach in the management literature, called effectiveness, is the degree to which the organization achieves its goals. Responsibilities of the various audiences are influenced by the effectiveness of the advertisement; For example, an artist who should be able to transmit the message well to the audience. A media that can attract many buyers at a given time. As a result, the effectiveness of advertising has four goals that are realized by different groups, and the ultimate goal is to send the

message to the target audience and profit. Measuring and evaluating the effectiveness of advertising is like a feedback that tells us how our advertising has weaknesses and strengths, and we use our feedback method to identify our advertising imperfections (Hamidzadeh and yazdani, 2011).

## 2- Statement of the problem and the necessity of research

Advertising in the contemporary era is of great importance, and commercial commercials, in particular, following the widespread growth of communication technology and the birth of new media, have a special place. Commercial commerce has a history dating back to the beginnings of competing sales. In Europe, in the fifteenth century, there were forms of commercials; from the sixteenth century AD, the world market system gradually emerged; as a result, advertising became an important means of commercial communication (Mirzai and Amini, 2006).

The "Advertising Techniques in the World War" classical Lasswell (1927) is one of the earliest exploratory studies of propaganda and the definition of propaganda. According to his definition, propaganda exclusively controls the belief with important symbols, Or, in other words, brighter news reports, rumors, pictures, and other forms of social communication. Lasswell introduced another definition of propaganda in 1937: "Advertising in its most general sense is the effect of influencing human action through the manipulation of graphs, which may take the form of speech, writing, (pictorial or musical) (Surin and Tankard, 2002). Commercial messages are among the most important sectors in visual, auditory and written media, which perform multiple functions; these messages, on the one hand, introduce the products and goods that are needed, and, on the other hand, the aspect of the expansion of consumption and consumption.

With his own (Mirza'i and Amini, 1385). In recent decades, technological advancement and extensive environmental changes have led to the emergence of new communication and advertising media and subsequent changes in the taste of their users (Qouchani et al., 2013). Popular marketing media have also undergone a change, the emergence of the Internet, mobile phones followed by SMS, cable TV, etc. has reduced the overall popularity of other media (Rafi, 2004). Social media is increasingly

being used as a platform for marketing and advertising activities. Organizations spend a lot of money and resources on social media ads. However, the challenge is always how organizations can design social media ads to attract customers and motivate them to buy their brands (Alvan, 2018). Social media has become widespread in all aspects of human life.

Therefore, customers are engaging in public and deeper behaviors with major social operating systems such as Facebook, Google Plus, Snapchat, YouTube and Twitter (Sharif et al., 2018). It really changes the nature of our interactions with friends or private and public organizations. In fact, social media is a new place where people, organizations, and even governments can communicate commercially, socially, politically, and educationally, and exchange information, ideas, products and services (Hawkins and Weil, 2013). As a result, organizations around the world have started to think about how to use these platforms to attract customers and build a profitable marketing relationship with those customers (Cambodia et al., 2018). On the other hand, competition in creating value and trying to achieve a sustainable competitive advantage and strategic advantage over competitors has led to the customer's attention and satisfaction is of great importance. Today, the development of modern information and communication technologies has led customers to play a decisive role in the survival and decline of e-business (Kafashpour, 2001). As noted by Alwalon et al. (2017), the practices that companies can apply to social platforms are different in the marketing system (for example, ads, loans, customer relationship management, and brand).

However, the significant interest in social media marketing can be seen in terms of advertising by researchers and experts with different perspectives (Elwan, 2018). Such an interest is also shown by spending a lot of money on advertising campaigns; for example, in 2016, about \$ 524.58 billion was reported, due to spending about \$ 32.3 billion in 2016 in computer advertising Social and mobile desktops are being spent on social media.

This, in turn, is a question of how they can be feasible for such campaigns from the point of view of companies, and most importantly, the marketers who are always faced with this social media advertising can be challenged in a more effective way. More attractive. the Web. 2 Given its nature as an interactive and modern technology, social media advertising represents one of the framework for customer communications (Logan et al., 2012). Compared to traditional public media ads or online advertising (used for Web 1.0 applications), companies can have interactive and interactive communications with their customers (Li and Hong, 2016). Hence, social media ads can help companies accomplish many marketing goals, including creating customer awareness, creating customer knowledge, shaping customer perceptions, and motivating customers to buy real products (Sharif et al. 2017).

Social media ads are a type of Internet ad, however, as Web 2.0, customers can have different perceptions and experiences with social media ads. This is also due to the nature of social media ads, because they enable them to be further used with targeted ads (like liking, re-subscribing,

commenting, posting, and learning) (Teuton and Solomon, 2017)

Accordingly, as suggested by Logan et al. (2012), there is a need for further investigation into such phenomena in recent years. In fact, researchers need to focus more on discovering the main dimensions that can influence customer responses and perceptions about social media ads, in line with one of the main goals of using social media for promotion and communication, the formation of the consumer decision making process (Teuton and Salem, 2017).

Therefore, this study seeks to provide a functional model for identifying and exploring the main factors that can be used to make customer purchases for products advertised using social media ads. In addition, this study tries to answer the following questions:

1. What is the concept of a suitable model that can provide a clear picture of the main aspects associated with social media advertising?
2. What are the major factors associated with social media advertising that can predict customer purchases?

### **3. Research literature:**

#### **3.1 Theoretical Foundations of Research:**

Due to the dynamic environment of today and the changing behavior of customers in the purchase of products and services from traditional methods to the new methods of online, organizations have changed the way marketing. One of those practices is advertising through social media. With the increasing prevalence of people using social networking, corporate executives and vendors have figured out how they can connect with their customers by using these networks and promote them to buy products. In the meantime, a lot of research has been done on factors that can incite customers to purchase products.

Meanwhile, expectations of performance, intrinsic motivation, habit, interaction, information, and perceived communication have been more and more sought after.

#### **1. Expect performance**

In the online world, it has been argued that if people find such systems more positive, more useful, and able to save time, they are more involved and participate in the adoption and application of new systems (Elwan et al., 2018).

In the case of social media ads, the likelihood of targeted people being more useful and valuable (Chang et al., 2015) and the utility role as a similar factor for hoping to function about customer preferences, like buying intention and sharing intention, are more likely to be supported. Another study on customer online shopping suggests that the attitude and intention to buy a customer through online centers is mainly due to the perceived usefulness of online advertising (Anne and Han, 2005). A new study by Lin and Kim (2016) in 2016 provides further evidence of the perceived usefulness of customer perceptions about social media advertising and buying intent. Recently, Sharif et al. (2017) have in their research developed a strong link between the value of advertising and the attitude of

customers towards social media ads.

## 2. Intrinsic motivation

Venkatesh et al. (2012) argue that one of the main contributors to the digital world is the role of customer motivation. In fact, they succeeded in adapting their new model to a customer's field using the role of intrinsic motivation along with external motivation (Venkatesh et al., 2012). Accordingly, customers can have more incentive benefits that are reported by Yang, Kim, and Yu (2013). According to this argument, Sharif et al. (2017) have recently demonstrated the empirical effect of intrinsic motivation (entertainment) on both the media value of social media and customer attitudes.

## 3. Habit

Based on the results of Wankash et al. (2012), habit can be seen as the factor that individuals wish to do automatically for an activity because of their learning. Based on their daily interaction with social platforms, it's more likely that people will not change their normal behavior towards such platforms, as well as many of the marketing activities they are written in (Sharif et al., 2017). This, in turn, enhances the level of customer skills and knowledge associated with these activities. Accordingly, it can be said that customers who typically see social media ads are more likely to be affected by such advertisements and have a positive reaction to them.

## 4. Interaction

Interactive is one of the most important aspects of online operating systems and social media. Therefore, this concept has been very effective in the field of relevant issues (for example, Keys, 2002; McMullan & Huang, 2002; Shilberry, Westbroke, Cake, Funk & Kard, 2014). In fact, the effective role of such a technological feature increases the horizons of individuals' perceptions and, likewise, increases their ability to raise awareness of information.

There are many studies that support the role of engagement in the intention to use the customer in relation to different technologies. For example, Lee (2005) described interaction as crucial in the customer's intent to use mobile commerce. Abdullah, Gueraman and Kamal (2016) in their conference paper suggest a strong link between perceived interactions and customer intent to review hotel websites. According to Wang, Mang and Wang (2013), engagement plays an important role in shaping consumer online shopping behavior. Additionally, customers are less likely to trust their online shopping security on websites that are a bit interactive (Chen et al., 2010). Given the above discussion, it can be said that the interactive level in social media ads can be used to make purchases of Customers products in social media ads.

## 5- Notification

Huffner (1990) states that in corporate virtual advertising, the company can provide customer information that allows customers to make better purchasing decisions because they enable the client to genuinely recognize the information and messages provided Acquired (Li and

Hong, 2016). Such an important role was played by Gao and Koufris (2006) in informing about digital commerce, and the impact of this structure on the attitude of the customers is affected. In social media, Taylor et al. (2011) showed that there is a positive relationship between information and customer attitudes.

A further study by T & Fow (2009) emphasized the role of informing customers about the message of mobile messages advertising (Al Alevan, 2018).

Similarly, Lee and Hong (2016) experimentally acknowledged the positive role of information in responding to social media ads and, in turn, on the intention to purchase products in social media ads.

## 6. Perceived communication

By using media platforms, advertisers are more likely to design and customize the types of messages and content they send according to customer preferences (Zhu & Chang, 2016). In fact, customers have become widely known, if they consider a high level of personal information, they will remain loyal to the product, as expressed by (Wolf, Kolo & Wallace, 2006); Larous et al. (2013); and Liang, Chen, Turan & Lee (2012). Zhu and Chang also point out that "media advertising is a level in which consumers measure a personal advertisement as a personal relationship or in some way to achieving their own goals."

## 3.2 Research background:

A review of the impact of advertising features on social media is about buying customers in the 2018 survey. Social media is increasingly being used as a platform for marketing and promotional activities. Organizations spend a lot of money and resources on social media ads. However, the challenge is always how organizations can design social media ads to attract customers and motivate them to buy their brands. Therefore, this study aims to identify and test the main factors associated with social media advertising that can predict the intention to buy. A conceptual model based on three factors of integrated development theory of acceptance and use of technology ((UTAUT2) performance expectation, the motive of pleasure and habit (along with interaction, value, and understanding of the understanding). Data were collected using a questionnaire from 437 participants. The key results of structural equation modeling (SEM) largely confirm the validity of the current model and support the significant impact of life expectancy, motivation, engagement, information, and perceived relevance to purchasing objectives (Alvan, 2018). Ghouchani et al.

(2012) In an Investigation into the Impact of Media Types as One of the Marketing Strategies on the Role of Buyers of Riding Cars; Today, advertising as one of the marketing strategies has a tremendous effect on the behavior of Egyptians and how they are chosen, it has become an important and prominent position in promoting the successful sales of an organization's products. Therefore, researchers are working on their own research to make it possible for the organization to benefit from this strategy. Hence, the researcher in the present study intends to identify types of advertising media affecting the purchasing behavior of a passenger car and prioritize it.

This research is descriptive-survey and its results are applicable. The basis for collecting information, library studies and field research is Tehran citizens. Validity of the questionnaire was confirmed by Sayeh and its reliability was calculated by Cronbach's alpha (0.935). The obtained data were analyzed using Systheodent and Scheffe tests and all hypotheses were confirmed. The results show that the types of visual, auditory and written advertising affect the behavior of car riders, and their effect on buyers' behavior has different prevalence. Based on the results, it is recommended that directors choose each type of advertisement with appropriate content to the appropriate market segment and avoid the notion that there is no kind of advertising in this industry (Qouchani et al. 2013). Hamidizadeh and Yazdani (2011) in researching an effective electronic marketing strategy for consumer behavior. For a long time, managers and marketers have seriously sought to understand how advertising affects customer and consumer decisions and, in essence, does it affect Does a particular process and model follow? So much research has been done on this subject, some of which confirm each other and some of them are against each other. The results of this research, which provide various models since 1898 (more than 30 models), have been collected and criticized in this research.

This study first describes the patterns of the traditional hierarchy and then discusses the hierarchy of modern hierarchy patterns. Considering the advances in recent years and the introduction of electronic communications tools, which has led to Internet advertising (electronics) becoming one of the major marketing channels for companies. Therefore, a strategic model for online advertising has been presented considering the review of past models (Hamidizadeh and Yazdani, 2011). Omidy et al.

(2017), the title of the study of the effects of commercial advertising on the attitude and intention of consumers to purchase green products; the importance of green products has increasingly been taken into consideration over the last two decades; the measures taken to improve environmental protection, non-renewable resources, and quality improvement Foodstuffs, Reducing production of surplus and unnecessary products and adjusting the industrial and agricultural sectors to the needs of the market is effective. Considering the importance of green products in the country and the use of these products by consumers, this study examines the effects of commercial advertising and the intention to buy consumer products. This research is a descriptive and survey study.

The statistical population consists of all customers of Isfahan hypermarket store. The statistical sample consists of 865 individuals randomly selected. The method is a collection of data and a tool for measuring the questionnaire. Its validity has been confirmed to be acceptable by the content method, and the reliability of the measure has been confirmed through the Cronbach's alpha formula 0.892. For data collection, a standardized questionnaire has been used, for analyzing the data, The first step is to examine the acceptability of the theoretical model through the use of the LISREL software. Then, using the T-test, the analysis of the data was carried out,

the results of the analysis show that the relevant news in advertising, brand enhancement, Entertainment is not affected by consumers' perceived value.

Advertising acquaintances with consumers' perceived values have an impact. Perceptual values have an impact on consumers' perceptions. Perceived value affects the intent to purchase green products (Omidy et al., 1396). danaye and Faithful (1396) in the study of the effect of viral marketing on social networks on the intention to buy consumers (Case study: users of the social network of telegrams); The purpose of this study was to investigate the effect of viral marketing on the social network of telegrams on consumers' buying intent. This research is of a practical nature and descriptive-survey method. The statistical population of this research is the users of the telegram network. A questionnaire was used to collect information from the research. In total, the results of this study were validated by 196 complete completed questionnaires.

The results of the research show that there is a significant relationship between attitude towards information usefulness, subjective norms and perceived risk with intention to buy (Wana and Momen, 2017). Guinnahan and Hawaring (2015) have investigated the effects of media and social media viral viruses on consumers' purchasing habits. This study uses structural equation modeling and qualitative analysis of fuzzy sets, has tried to identify the effects of viral marketing on users of social media and media on consumers' buying habits. The results of structural equation modeling showed that social integration does not have a direct effect on subjective norms; But the results of the method of analyzing the qualitative analysis of fuzzy sets indicate that social influence, along with perceived risk on social networking sites, affects consumers' purchasing habits (Gunnan&Hovardan, 2015).

Kim et al. (2012) examined the role of online shopping values in the desire to re-purchase mobile services. They expressed the quality of information, system quality and received value as key factors affecting the willingness to re-buy. The results of this research show that the quality of information, system quality and the value of purchased online shopping plays a significant role in the tendency to purchase online mobile data services (Kim et al., 2012).

Chang and Zhou in 2011 conducted a study on the social networking comprehension in China. This model expands the theory to predict the intent of accepting previous adopters and subsequent adopters on social network sites based on the theory of planned behavior. The results show that attitude, subjective norm and perceived behavioral control have a significant effect on the acceptance of followers, and there is no significant difference between the two groups. Additionally, information, meeting new people and coordinating motivations have the same impact on both groups.

However, entertainment motivation has a significant impact on previous entrants, but does not have any of these effects with old friends. Conversely, communication with old friends has a significant effect on subsequent adopters, while entertainment motivation has no significant effect (Chang and Zhou, 2011). Lu and Hissay in 2010 conducted an investigation into the impact of extroversion / introversion on the intention to pay for social networking

sites. Although social networking sites have attracted a lot of attention in recent years. A little research has been done on it, in particular on how users' introversion and outsourcing can affect their intent to pay for these services and what other factors may affect them; So they presented and tested a model that measured the views of value and user satisfaction by examining the impact of these factors on empirical research of 288 members of social networking sites. At the same time, differences are considered due to the psychological state.

The results show that perceptual value significantly influences the intention to pay. Satisfaction does not affect. In addition, extraversion involves a higher amount of social value in social networking sites, while internalism has more importance in price and emotional value (Lu and Hyssou, 2010).

### 3-3 Research Innovation

In previous studies, as the research background shows, the effects of commercial advertising on the attitude and intent to buy consumer products are investigated. Most of the studies performed were based on previous research models and none of the models were evaluated. The present research model is based on the research of Aalwan (2018). The present study seeks to provide a model evaluated based on the behavioral model of Iranian consumers that

has not been thoroughly evaluated so far. The present research model is based on the research of Aalwan (2018). The present study seeks to provide a model evaluated based on the behavioral model of Iranian consumers that has not been thoroughly evaluated so far. Therefore, in the present research, the proposed model has been developed to determine the effect of hypothetical variables developed and the relationships and influences in most of the eight hypotheses have been analyzed, which we will discuss later.

### 4. Conceptual model and research hypotheses:

Social media is a type of Web 2.0 technology that delivers a high degree of engagement (Alvan, 2017). Therefore, the factor of interaction between customers is one of the most important factors in the literature on social media. In addition, according to the research literature, customers are affected by the rate of use of social media ads to receive useful and useful information (Li and Hung, 2016). This issue makes it important to look at the factor of informing about this kind of advertising. What is clear from the research background is that many scholars have examined the factors affecting customer buying intent, but there are less studies on the ranking of these factors.

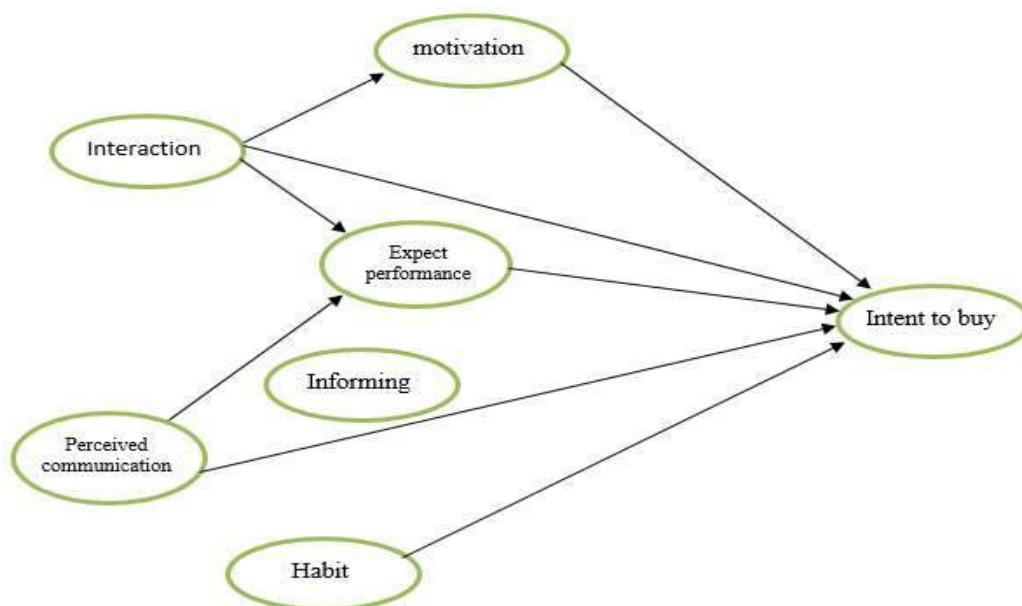


Figure 1: Proposed Conceptual Model Based on Ali Abdullah al-Alwan (2018)

The proposed model is presented to Elulan (2018) to review the features of social media advertisements on customers' decision to purchase products. In this research, we seek to explore the possibility of applying the above model and presenting a model for employing organizations. Accordingly, the research hypotheses are as follows:

**Hypothesis1:** Motivation affects customer performance in

social media promotional products.

**Hypothesis 2:** Performance expectation affects customer performance in social media promotional products.

**Hypothesis3:** Information on customer performance affects social media promotional products.

**Hypothesis 4:** Interacting with customer motivation affects social media promotional products.

**Hypothesis 5:** Interacting with customer information affects social media promotional products.

**Hypothesis 6:** Perceived communication affects customer motivation in social media promotional products.

**Hypothesis 7:** Perceived communication affects performance expectations in social media promotional products

**Hypothesis 8:** Interacting with the expectation of performance affects social media promotional products.

**5. Research Methodology:**

Since the research is seeking to provide a proper model based on the impact of each variable on the intention to buy customers through virtual media advertising, so that the provider of products and services can proceed with it in virtual advertising, therefore, in terms of purpose and since the method of doing research by distributing the questionnaire and collecting different opinions of the people of the community is of a survey nature. A questionnaire was used to collect data. In the validity of the questionnaire used in this research, a researcher-made questionnaire has questions based on the analytical model of research that reflects the concept. And by referring to the population of the statistical community, which includes all those who online and through the virtual networks are going to buy the product, will be distributed in Tehran. The statistical population of the survey of all Internet users who

are buying social media ads, all the people of Tehran were considered as the statistical community and finally the information gathered that two (2) factors of interaction, communication and habit Title of dependent variables The motivating factor, performance expectation and information as the mediator variables and the intention factor to buy customers as an independent variable are considered. Structural equation and factor analysis were analyzed using the software PLS and SPSS software.

Based on the Cochran formula and the infinity of the customers, the sample size was 385 people with a confidence coefficient of 50%. Therefore, 400 questionnaires were randomly distributed among the population and 390 questionnaires were completed and collected correctly. A questionnaire framework consisting of 65 questionnaires was constructed by Likert scale.

Validity of the questionnaire was measured by elaboration and Cronbach's test was used to assess the reliability of the questionnaire (Table 1). Finally, for the purpose of assessing divergent validity, Fornell and Larker, the AVE for each structure should be greater than the variance between the structure and the other structures. Table 2 shows this matrix.

**Table 1. Divergent Validity Measurement Matrix**

Expect performance	Habit	Notices	Interaction	Perceived communication	Motivation	Intent to buy	Standard deviation	Average	
						1	6.124	17/43	Intent to buy
					1	.756**	5.635	14.96	Motivation
				1	.754*	.67**	3.611	9.12	Perceived communication
			1	.823**	.818*	.74**	3.940	9.23	Interaction
		1	.824**	.792**	.759*	.70**	4.478	12.39	Notices
	1	.722**	.658**	.660**	.581*	.51**	4.541	11.06	Habit
1	.620*	.769**	.818**	.762**	.855*	.75**	3.660	9.08	Expect performance

Due to the increase of the AVE value, the first-order hidden variables from the correlation of variables with

each other, can confirm the suitable divergent validity of the model.

**Table 2. Validity and reliability of research questionnaire**

Cronbach's alpha	The coefficient of determination	Combined reliability	AVE	
0.87		0.92	0.80	Interaction
0.79		0.88	0.71	Perceived communication
0.83	0.69	0.88	0.60	Motivation
0.79	0.69	0.88	0.71	Expect performance
0.78	0.67	0.86	0.61	Notices
0.81	0.63	0.86	0.51	Intent to buy

In order to obtain the reliability and validity of the second-order hidden variables, these values have been calculated. As shown in Table 2, the value of the variable for research variables is greater than 0.50. The combined reliability value and Cronbach's alpha value are above 0.70.

**6. Findings and outcomes**

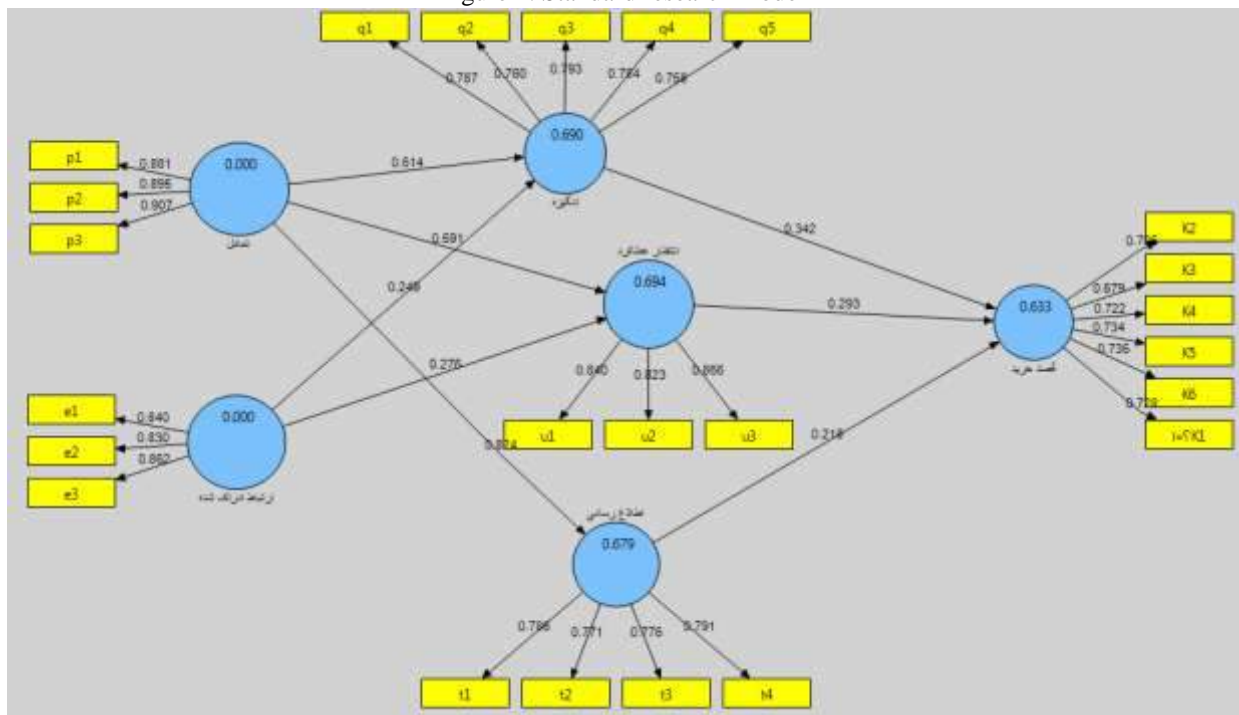
Exterior Model (Measurement Model)

In the methodology of structural equation modeling, it is necessary first of all to the resident to study the structural validity to determine that the selected markers are accurate to measure their structures. Whether the questions are correctly selected for measuring variables? For this purpose, the validation factor analysis (CFA) is used. In such a way that the factor load of each marker with its

structure has a significant t value of 5% error, that is, its value is outside the range of 1.96 and 1.96. Also, the factor load of each marker with its structure is above 0.50 (in this case, this variable measures at least 25% of the variance of the hidden variable), then this indicates the accuracy required to measure that structure or attribute (Nanally and Bernstein, 1994).

For this purpose, a confirmatory factor analysis was performed on questionnaires. All questions with a factor load above 0.5 and significant values above 1.96 are accurately measured by the predicted variables in the questionnaire. In the next step, you can see the variables of the research in standard mode.

Figure 2. Standard research model



To test the fitting of a model in least squares, we use the global quality benchmark presented by Amato and colleagues in 2004.

$$GoF = \sqrt{communality \times R^2}$$

The average share of each variable is the quality of the external model. The average determination coefficients are

for each intrinsic hidden variable and measures the quality of the internal model and is calculated for each sub-variable in accordance with the hidden variables that explain it. Three values of 0.01, 0.25 and 0.36 are presented as weak, moderate and strong values for GoF (Watzles et al., 2009).

**Table 3: Calculate the fitting of the internal model**

R <sup>2</sup>	Communality	Variable
0.18	0.60	Motivation
0.24	0.71	Expect performance
	0.71	Perceived communication
0.41	0.61	Notices
0.20	0.51	Intent to buy
	0.80	Interaction
GoF= 0.65		Good fit index

As you can see in Table 4-12, the goodness-fit index is 0.65, which indicates an upper general fit for the structural model. That is, the internal model has the power to test the hypotheses and the test results can be reliably statistically based on one hundred percent. Also, the R2 criterion or the coefficient of determination indicates the effect of exogenous variables on an endogenous variable. This criterion is calculated only for endogenous structures, and

for exogenous structures its value is zero. The higher the coefficient of determination of a model, the better the fit of the model. Three values of 0.19, 0.33 and 0.67 were introduced as criteria for weak, moderate and strong values (China, 1998). Based on the internal model obtained from the test of research hypotheses, we examine the confirmation or rejection of hypotheses.

**Table 4: Assay Test Table**

Hypothesis test	Path coefficients	Hypothesis	
Confirmation	0/34***	Motivation affects customer performance in social media promotional products.	1
Confirmation	0/29**	Expect performance to affect customer performance in social media promotional products.	2
Confirmation	0/21**	Informing about customer performance affects social media promotional products.	3
Confirmation	0/61***	Interacting with customer motivation affects social media promotional products.	4
Confirmation	0/82***	Interacting with customer information affects social media promotional products.	5
Confirmation	0/24**	Perceived communication affects customer motivation in social media promotional products.	6
Confirmation	0/27**	Perceived communication affects performance expectations in social media promotional products	7
Confirmation	0/59***	Interacting with performance expectations affects social media promotional products.	8
.*p<0.05 :** p<0.01 :*** p< 0.001			

**7. Discussion and Conclusion**

Issues relating to social media ads are increasingly being addressed by both researchers and marketing professionals. Therefore, this study was conducted to enhance the current understanding of the main aspects associated with social media advertising and their impact on customer purchasing intentions. A closer examination of the literature on it, has led to the identification of six main factors (Hope for Performance, Houdini's motivation, habit, interaction, communication and perceived communication) as the main predictors of buying intent. Data were collected using a questionnaire. The model was able to predict more than 0.5 variances in customer buying intent, and the five factors, performance expectations, motivation, interactivity, information, and perceived communication, found that they had a significant impact on customer buying intent. Interactions also play an important role in accelerating the expectation of performance and motivation. The results of the present study show a positive and significant relationship between the variables of interaction and perceived communication through motivation, expectation of performance and information with the intention to buy customers. In addition, statistical results provide robust evidence to support the role of impact and cognition in

hopes of performance. After that, the results are discussed with consideration of logical justification as well as what has been discussed in previous studies of social media advertising. A number of theoretical and theoretical concepts have also been discussed in the previous sections. The results are in line with the results of wise and faithful research (2017). They have conducted their research on the basis of structural equation analysis that has shown positive effects on the usefulness of information, subjective norms and perceived risk on purchasing intention. Also, according to Chang and Zhou (2011), the perception of the acceptance of the social network in China, the attitude, the subjective norm, perceived behavioral control, has an important influence on the recipient's intention to accept. Also, Ghazizadeh and colleagues conducted a research in this regard in 2011 that the results showed that there is a significant relationship between the attitude to the message variables and the intention to publish the message. Also, Karami, in a survey conducted in 2011, found that cognitive competence is effective on the e-shopping tendency. Accordingly, organizations are able to deliver their ads and messages to target customers. Additionally, customers who pay more attention to these ads will definitely understand the ads to be useful and efficient. Zhu



& Cheng, 2016 studies supported the importance of the role of perceived communication in customer perception and intent. It is expected that strong performance will affect customer intent. In a nutshell, customers who find social media ads more useful and useful are more likely to buy targeted products for these ads. As explained above, the high level of interaction and information that exists in social media ads, which positively increases the perception of the customer of the usefulness of these ads. Empirically, empirical support is a key predictor of customer buying intent. Organizations are increasingly able to design and develop their own ads in a more innovative and innovative way. In addition, the overall nature of social media applications is characterized by a higher degree of innovation, which in turn confronts customers with a new and different experience on these operating systems, which gives them more fun and more fun. (Alvan, 2017). On the other hand, the habit does not affect the customer's intention to buy. This means that the habit of the customer's point of view in creating the intention to sell products offered in social media ads is not an important aspect. Such an outcome could point to the fact that a propaganda message could lose its attractiveness and power (Campbell and Claire, 2013). According to the results, the final model presented in the research (Fig. 2) is confirmed.

#### 8. Research suggestions

The results of the present research largely support the importance of the role of perceived communication in customer buying intent. This means that as long as customers feel that social media ads are about their own interests they are more likely to buy products in social media ads. An innovative feature of social media platforms is their ability to empower organizations to optimize and customize their ads and messages based on the lifestyle, features, needs and interests of the client. (Zhu & Cheng, 2016).

Theoretical achievements of research Considering some of the main factors in the present study model, the present study has been able to examine an important part of the theoretical debates, this research could provide a significant theoretical contribution to researchers in the field. Initially, this study extracted the factors provided by Alvanan (2018), Sharif (2017) and Vankatsh (2012). Then, by establishing the relationship between the presented models and the key factors in this research, the model provided by Alvanan, which was a complete model of the studies, was considered as a conceptual model of research. Thus, the present research is able to expand theoretical perspectives as well as to expand the current understanding of the main aspects of social media advertising and how these aspects can shape the imagination of the client and the intention of advertising in social media.

#### The practical concept of research

From the practical point of view, the results of this study present the main aspects of buying customers who participate in social media advertising. For example, the results indicate that interaction is an important mechanism that helps in motivating, hoping for performance, and

purchasing customers' intent. It is therefore suggested that marketers should engage their customers' motivation with ads posted on social media, providing feedback and feedback. This is a two-way communication that must be activated in social media ads, as discussed in Jiang et al. (2010).

On the other hand, companies can create a support team to respond to customer feedback and track their demands. In this regard, Liu et al. (2018) have suggested that marketers should expand their community (more than social media ads). As suggested by Mohamedou et al. (2003), using live chat and chat chats between customers and the customer service team can target more customer engagement. Therefore, it is recommended that organizations create direct interaction with the organization's agents by creating customer access systems directly.

Information in the present research has been identified as another important aspect. Therefore, marketers should make more efforts in terms of quality and quantity of information in their advertising. Mohammed et al. (2003) have stated that any media message should be comprehensive and updated, and information about all aspects of the product (ie product features, price, discount, delivery method and availability) to become clear. According to the results obtained from the expectation and intention of buying marketers, it is necessary to design social media ads in accordance with the interests and preferences of their customers. In this regard, marketers should take advantage of their fans and followers to view the behavior of their customers. This, in turn, helps marketers to anticipate the prospects and interests of their customers. Additionally, marketers can advertise their social media based on the experience of customers with past advertisements sent by the organization or based on past experiences from friends and users who are interested in the field of interest and similar features.

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