



Analyzing Factors Influencing Mobile Social Media Marketing Acceptance among Customers

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ABSTRACT

The purpose of this paper is to investigate the effective factors in accepting marketing through mobile social media by end users. The research method, is descriptive-survey and the research type is practical based on the research purpose. The statistical population of this study is the online customers of mobile phones from the Mobile Online website in 2019. Infinite population (384) was selected as statistical sample according to Cochran formula. Data collection was accomplished through questionnaire which involves 25 questions. The reliability of the questionnaire using Cronbach's alpha coefficient was 87%, which indicates an appropriate reliability. The results showed the importance of the effective factor of profitability on the attitude towards mobile marketing and the orientation towards mobile marketing on mobile marketing activities is significant.

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1. INTRODUCTION

In today's world, businesses are becoming more electronic, and e-trade is gaining new appearances every day. A new area in this area is electronic social media, which has gained tremendous popularity. Businesses such as companies are willing to use this form of communication as a means of communicating with their customers [1]. Competition in today's market is more diverse than ever before, which is why many companies are trying to figure out how to develop competitive strategies to help them grow and develop their business [2]. There is no doubt that today's world is intensely involved with the internet and the cyber world and companies have to admit it. Any business or commerce that realizes the necessity of this and enters it will be a step ahead of those that keep thinking traditionally, show resistance against the changes [3]. At the same time, the individuals in a community need to adapt to e-trade, online drug shopping, etc. for doing social, scientific, cultural, etc. affairs. The use capability of a website is a necessity for a company's survival. Mass markets have

been divided into sections due to the intensive competition. Moreover, public media have replaced many non-individual marketing communications with individual ones [4]. With the ever-increasing expansion of mobile devices, e-trade and e-marketing has gone beyond the internet, appearing in mobile phones. In recent years, mobile technologies have been rapidly developed. Thus, new and more sophisticated generations of mobile phones have emerged, allowing users to use all features of the media, providing customized ads in proportion to time and location, and providing services at the right time. This has enhanced the productivity of the ads. It should be noted that the popularity of social media, such as Facebook, Whatsapp, and Twitter, has affected e-business sections, such as mobile businesses [5]. Most organizations use social media as a form of Social Media Marketing to have interaction with their customers or potential customers. Although many mobile advertising centers have limited their marketing budgets and this reduced the effectiveness of their marketing plans, it is required that the researchers know the factors influencing the social

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media acceptance, attempting to measure the effects through the mutual effects and taking into account online traffic analysis. Despite all of these requirements, no study has been conducted on the factors affecting the mobile marketing acceptance among customers in a unit model in our country. The foreign studies, on the other hand, investigated this subject limitedly. Furthermore, the effects of the variables on each other in Iranian organizations remain unknown. Since the relationships between these variables have been separately investigated or measured with other variables in the previously conducted studies, they need to be explored. In the previous studies, the results indicated that more than two-thirds of the online shoppers who filled up their carts left the website without making any purchase and only 10% of shoppers make online purchases [6]. To study why most of the online shoppers search and do not purchase and how to motivate them to make purchases, their motives to make the final purchase decisions, repurchase, and the influencing factors have to be discussed. In the physical purchase studies, the authors investigated the physical purchase behaviors of the customers from the two viewpoints of enjoyment and profit. But the quantitative studies on the effects of the online product recommendations are based on the customer's loyalty with the mediating role of customer decision-making effectiveness in the drug shopping communities. At the same time, the repurchase behavior of the customers is very considerable for all online shops and electronic retailers. In today's very competitive market, the managers of companies are searching for new ways to make the people know about their products and improve their brands. One of the ways is the social media that have brought a big change in e-marketing. There are windows to keep the customers loyal to survive in this competitive market [7, 8].

The main objective of this study is to investigate the effects of different factors on mobile marketing acceptance among customers. We also have other objectives that are:

- 1) To ascertain the effect of perceivable profitability on mobile social media marketing attitude;
- 2) To ascertain the effect of risk avoidance on mobile social media marketing attitude;
- 3) To ascertain the effect of inventions on mobile social media marketing attitude.

This paper is organized in the following manner: Section 1 provides an introduction to online businesses. Section 2 is a literature review along with factors influencing online marketing. In section 3, we make a conceptual model of the study and the hypotheses. Section 4 research methodology is discussed. In this section the identification method and information collection are discussed. Section 5 presents research findings and the target acceptance test results. Discussions of results are presented in section 6. Finally,

section 7 is the conclusion along with suggestions for future works and the limitations of the current study.

2. LITERATURE REVIEW

Marketing aims to make and keep communications with the customers and other companies. In this communication, a set of norms must be considered. Commitment, trust, and mutual benefit are the main communication elements. Moreover, cooperation, trust, and mutual relationships are of importance. Compared to the traditional marketing, the pattern of this type of marketing helps and is fair, thus providing both parties – i.e. marketers and customers – with a “win-win result” [9].

Other researchers had different views. Theodor Levitt mentions that selling something is not the end of a transaction, but the customers have to be made willing [9, 10]. This is why many companies add additional services to their products. This way, they are differentiated from their competitors. The additional services are seen as valuable by the customers. The quality enhancement of the services provided to the customers is also a necessary element in marketing. The set of the mentioned factors is an attempt that results in “the customer coming back to the company” [10].

Overby and Lee [11] identified the marketing elements as Commitment, the sustainable will to make the best attempt to keep the communication. Trust, trusting is the honesty of an exchange partner. Notification is a willingness to share the information that is useful for the both parties. Communication value relationships are classified into different levels, from partners with close and mutual cooperation-based relationships to those with competitive and aggressive relationships [11].

Commitment and trust are two main components of marketing, being mentioned in most of the models. Commitment is generally the realization of the activities as they are promised. Companies are committed to each other when they value the relationships constructed between them. Trust is when Company A believes that: a) Company B keeps its promises that provide positive results for Company A, and b) Company B does not perform its unpredicted activities in a manner that imposes losses to Company A [12-14].

In the field of industrial marketing, Torabi et al. [15] and Sorce et al. [16] identified the steps that have to be made by organizations in a mutual relationship. The most important step is trust in which both organizations make efforts to enhance the mutual relationship and continue it as long as it is beneficial for both of them. Moreover, there has to be a high degree of trust between the two organizations. Mutual information circulation has also to exist continuously. It is concluded that it is very

necessary to have commitment, trust, long-term time horizon, and information circulation to construct a mutual relationship regardless of the nature of the industry [17, 18].

In general, to define cyber social media, it can be said that there is a website that provides its users the opportunity to search and share information by adding simple features. Social media is the gathering place of hundreds of millions of internet users who interact and exchange information regardless of the political borders, languages, gender, and cultures [19]. Table 1 summarizes the factors affecting mobile marketing and its supporting resources.

3. CONCEPTUAL MODEL

Marketing practices of this study provide insights into customers' and mobile marketing acceptance. Mobile

TABLE 1. Factors Affecting mobile marketing

Concept	Dimensions	Supporting Resources
Mobile marketing Communication Strategies	Customer acceptance	
	Infrastructure	[20]
	Social culture	
	Legal barriers	
Social Media Marketing	Customer services	
	Satisfaction enhancement	[20, 21]
	Customer loyalty	
Marketing Communications	Applicability	
	Credibility	[22, 23]
	Amusement	
Social Media and E-commerce	Customer friendly relationship	
	Stability	[24, 25]
	Compatibly	
	Operations	
Social Media Acceptance	Beneficiary interactions	
	Customer interaction	[26]
	Live, real, and friendly interaction	
Customer Online Purchase	Knowing Prices	
	Repurchase	[17]
	Visiting website	
	Internet skills	
Website Quality Effect on Repurchase Intention	Easy purchasing	
	Website design	
	Transaction security information usefulness	[20]
	Payment group and customer communication	

marketing attitudes indicate a common influence in the phone market. Mobile marketing attitudes significantly impact marketing practices. There have been many studies that have examined how mobile marketing impacts the relationship between technologies, attitudes toward mobile marketing, willingness or unwillingness to participate in mobile marketing, and technological factors [19].

Relying on this base, this study developed three customer features for mobile platforms and formulated a conceptual model for mobile marketing acceptance (see Figure 1).

The first part of the conceptual model links customers' understandings of mobile devices used and their features of the phone innovations, customers' understandings of phone attachment, and the willingness to risk avoidance in the marketing methods. The second part relates to the effects of mobile marketing attitude on the participation and real content marketing activities, including purchasing products or services and downloading music and mobile applications. This model also explores the direct effects of three personal features of innovation, attachment, and mean risk-taking on the perceived usefulness of the content, applications, and customers' attitude toward mobile marketing.

The following hypotheses are made in this study:

- 1) Perceived profitability affects mobile marketing attitude;
- 2) Risk avoidance affects mobile marketing attitude;
- 3) Innovations affect mobile marketing attitude;
- 4) Perceived profitability affects mobile marketing attitude with the mediating role of innovations;
- 5) Perceived profitability affects mobile marketing attitude with the mediating role of risk avoidance;
- 6) Mobile marketing attitude affects mobile marketing activities.

4. METHODOLOGY

Accordingly, this study analyzed the factors that influence the acceptance of mobile marketing by consumers. In terms of the nature of the subject, this study is cross-sectional.

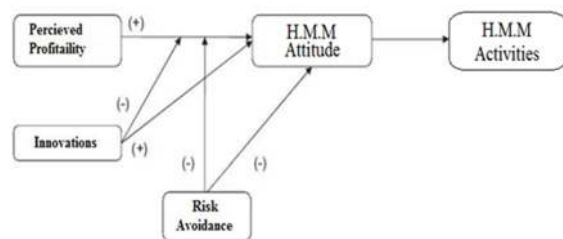


Figure 1. Conceptual model of present study

Statistical population refers to several desirable elements with at least one characteristic. A characteristic is an attribute that is shared among all the statistical populations and makes them different from the others [21]. The statistical population of this study consisted of the customers of Mobile Online drug shopping websites in 2021. According to Cochran's formula for an unlimited population, 384 individuals were selected. Sampling was performed using the Cochran formula for infinite populations. It samples as the ulated as:

$$n = \frac{Z_{\alpha}^2 \times \sigma^2}{\varepsilon^2} \tag{1}$$

In which n is the a ze, Z_{α} is the estimation, which is 1.6 considering the confidence level of 95%, ε is the permissible error, which is taken to be 0.05, and squared is the population variance. The population was 384 for 95% of confidence level and 0.5 standard deviations. This study used a simple random sampling method.

4. 1. Data Collection This study used interviews with a set of managers and experts, particularly in the mobile bank. In general, the hypothesis and questions of the study is designed to investigate on mobile banking. Using the Likert scale, the views of the managers on the components were collected. To ensure the correctness and validity of the questionnaire, I was distributed Hamon 30employee in an experiment. Then, the defects were corrected, providing the final questionnaire. The test is shown in the following figure. Since the reliability is 0.863 (>05), the reliability was good. Cronbach's alpha is generally calculated as:

$$\alpha = \frac{kC}{\bar{V} + (K-1)C} \text{ OR } \alpha = \frac{k}{(K-1)} \left[1 - \frac{\sum_{i=1}^k S_i^2}{\sigma^2} \right] \tag{2}$$

where K is the number of the questions, S_i^2 is question variance, σ^2 is total variance of the questions, \bar{C} is mean covariance of the questions, and \bar{V} is mean variance [22].

4. 2. Respondents Frequency Distribution Tables 2, 3, 4, and 5 represent gender, age, educational degree, and descriptive analysis results of the main variables, respectively.

5. FINDINGS

Structural Equation Model in PLS was employed to validate the theoretical model of the study and calculate

TABLE 2. Gender Distribution of Respondents

Gender	Frequency	Percentage
Male	149	38.7
Female	236	61.3
Total	385	100

TABLE 3. Age Distribution of Respondents

Age	Frequency	Percentage
<25	76	19.7
25-30	130	3.8
31-35	127	33
36-40	36	9.4
>40	16	4.2
Total	385	100

TABLE 4. Educational Degree of Respondents

Educational Degree	Frequency	Percentage
Diploma or less	95	24.7
Bachelor	266	69.1
Maters or higher	24	6.2
Total	385	100

TABLE 5. Descriptive Analysis Results of the Main Variables

Variable	Mean	Standard Deviation	Lowest	Highest
Perceived profitability	3.866	0.409	2.56	4.72
mobile marketing attitude	4.140	0.621	2.00	5.00
mobile marketing activities	3.991	0.615	2.75	5.00
Innovations	3.834	0.578	2.33	5.00
Risk avoidance	3.446	0.795	1.25	5.00

the effect coefficients. The multivariable structural equation model is a general and strong model of multivariable regression, and more specifically a linear regression model extension that allows the author to test multiple regression equations simultaneously. Structural equations are used in general to determine the relationships between variables through a set of equations. The main question of the study was answered by employing a structural equation model. SmartPLS software was used to answer the main question of the study. The model was first fitted, followed by testing the hypotheses.

A. Factor Loading Test Before testing the main model and hypotheses, the variable measurability of the questionnaire was tested using second-order factor loading analysis. The main components are comprised of sub-components which are themselves tested by a set of questions. As their form the study variables, the loading factor analysis is second-ordered here. Figure 2 represents the model with the loading factors.

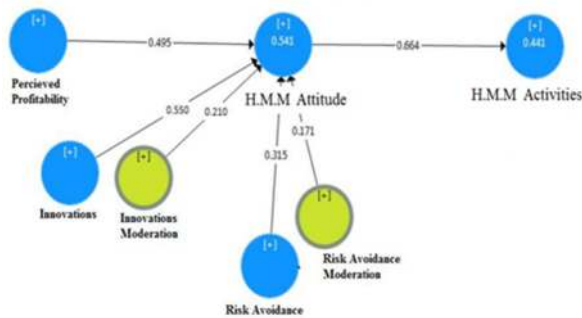


Figure 2. Loading Factors of the Structures and Variable Indicators

B. Cronbach's Alpha and Composite Reliability Composite reliability (CR) indicators and Cronbach's alpha were used to examine the questionnaire reliability. The indicators have to be greater than 0.7 to confirm the reliability. Table 6 gives Cronbach's alphas.

As is shown in Table 6, all the coefficients are greater than 0.7, confirming the reliability of the variables. Table 7 shows the AVE for the variables.

As it is shown in Table 7, all the AVEs are greater than 0.5, representing a high validity for the latent variables. Table 8 indicates the main first-order square root AVE diagonal values of the latent variables and sub-diagonal correlation values between them.

At is shown in Table 8, the main diagonal values are greater than the sub-diagonal ones, representing a good validity and fitting for the variables.

5. 1. T-values In the structural model fitting using t-values, the values have to be greater than 1.96 to

TABLE 6. Cronbach's Alpha of Variables

Variable	Cronbach's Alpha	CR
Perceived profitability	0.800	0.861
Mobile marketing attitude	0.829	0.921
Mobile marketing activities	0.668	0.937
Innovations	0.816	0.867
Risk avoidance	0.741	0.835

TABLE 7. Convergent Validity Results for Latent Variables

Variable	AVE
Perceived profitability	0.594
Mobile marketing attitude	0.854
Mobile marketing activities	0.881
Innovations	0.522
Risk avoidance	0.561

TABLE 8. Divergent Validity Matrix under Fornell-Larker method

Variables	Perceived profitability	Mobile marketing attitude	Mobile marketing activities	Innovations	Risk avoidance
Perceived profitability	961.1				
Mobile marketing attitude	650.0	942.0			
Mobile marketing activities	479.0	513.0	804.0		
Innovations	778.0	638.0	4032.0	964.0	
Risk avoidance	270.0	623.0	457.0	242.2	748.0

confirm their significance at the confidence level of 95%. Figure 3 shows the significant coefficients of the structural fitting.

According to Figure 3, the t-values are shown for the relationships between the variables at the confidence level of 95%.

5. 2. General Model Fitting Goodness of Fitting (GOF) is used in the general part of the structural equation model. The author can investigate the fitting of the testing and structural part of the study to control the general fitting using this criterion. GOF was introduced by Naghsh Nilchi et al. [14]. It is calculated as:

$$GOF = \sqrt{\text{communality} * R \text{ square}} \quad (3)$$

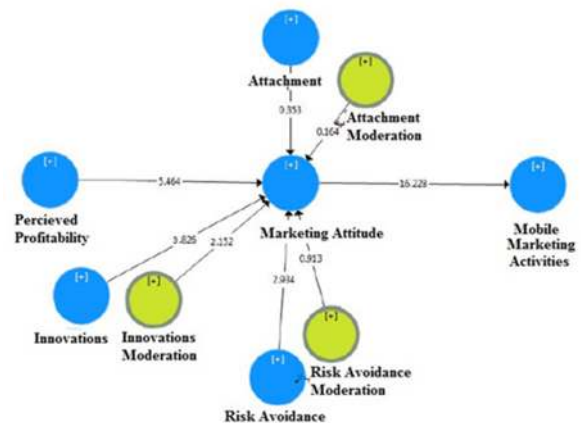


Figure 3. T-values for Structural Fitting

It is obtained from the mean shared values of the first-order latent variables. To calculate $\overline{R^2}$, squared is needed to be calculated for all the latent variables of the model, including first- and second-order. Table 9 demonstrates the values obtained for R^2 and COMMUNALITIES.

TABLE 9. Squared and COMMUNALITIES Results

Variables	R^2	COMMUNALITIES
Perceived profitability	0.678	0.770
Mobile marketing attitude	0.634	0.854
Mobile marketing activities	0.760	0.882
Innovations	0.642	0.522
Risk avoidance	0.200	0.561

TABLE 10. GOF results

GOF	R^2	COMMUNALITIES
0.678	0.609	0.756

Given the three GOF values, 0.01, 0.25, and 0.36, as weak, medium, and strong, 0.675 is a strong value of GOF for the model (Table 10).

5. 3. Testing the Hypotheses For the hypotheses that were tested, smart PLS was employed. This section consists of two parts: 1. (investigating the t-values for the hypotheses, and 2. (investigating the standardized loading factors. Table 11 shows the regression coefficient estimated for the hypotheses.

TABLE 11. Regression Coefficients

Hypothesis	Coefficient	T-value	Result
1: Perceived profitability → marketing attitude	0.495	5.464	Supported
2: Risk avoidance → marketing attitude	0.315	2.934	Supported
3: Innovations → marketing attitude	0.550	3.826	Supported
6: Perceived Profitability ↓ → marketing attitude, mediating innovations	0.210	2.152	Rejected
7: Perceived Profitability ↓ → marketing attitude, mediating risk avoidance	0.171	0.913	Rejected
8: mobile marketing attitude → marketing activities	0.664	16.228	Supported

6. DISCUSSION

Social media marketing is a new and powerful marketing tool in cyberspace. It's technology marketing on an intermediate-less, rapid, and less limited space. The use of this type of marketing can help a company attract a large number of customers. This could transform the market in a short period. In addition to making companies different from their competitors, by gaining customers and fans and receiving their immediate feedback directly on their websites, this considerably helps the companies. Social media marketing is using social media to gain traffic to a given website, or to attract attention to a given topic.

In today's intensively competitive market, Managers of companies are searching for new ways to inform people about their products and brands. One of the ways is social media, which has brought a dramatic transformation in online businesses and marketing. To survive in this competitive market, there are windows to keep the customers loyal [12]. One of the windows is to use optimal and continuous use of the online media communities. It provides companies with much popularity and many potential advantages, such as easy and wide access, various perception costs, and efficiency in communications [23]. Thus, for the success of companies in the market, it is important to study the factors driving social media acceptance through new marketing and advertisement practices in online media communities.

7. CONCLUSION

According to the tables and t-values, all the hypotheses were supported. The t-value between perceived profitability and mobile marketing attitude was 5.464, which is greater than 1.96. This indicates the significant effect of the perceived profitability on mobile marketing attitude at the confidence level of 95%. Customers may choose the facts created by the company that is consistent with their beliefs and attitudes. As a fact, they keep the facts to rebuild an image of it whenever they remember the company. This is associated with brand recognition. Participation in an e-commerce relationship somewhat creates customers' attachments to the online vendor to receive their products and services. It is only through participation in an exchange relationship a customer acquires experience, value, and satisfaction. This is why profitability satisfaction is an important customer condition. T-value between risk avoidance and mobile marketing attitude was 2.934 (>1.96). This demonstrates the significant effect of risk avoidance on mobile marketing attitude at the confidence level of 95% (Hypothesis 2). To explain this hypothesis, it can be said that risk avoidance can be seen as an individual's

confident expectation from an online and risky situation in which the customer's weaknesses will not be used. Vendors need to make trust aiming to change a customer from a curious visitor into an individual willing to exchange through the website not giving up until their online purchases are completed. T-value for innovations and mobile marketing attitude was 3.826 (>1.96). This confirmed the significant effect of innovations on mobile marketing attitude at the confidence level of 95% (Hypothesis 3). Innovations are a transaction means and increased online drug shopping increases the consideration of the customer's expectations. Non-consideration of innovations for ease of purchasing is among the most important reasons for the customers not to make purchases. Perceived innovations are an important variable in customers' purchase decisions. Thus, Hypothesis 5 is rejected. T-value for perceived profitability and mobile marketing attitude with the mediating role of innovations was 2.152 (>1.96) at the confidence level of 95%. This supports Hypothesis 6. T-value for perceived profitability and mobile marketing attitude with the mediating role of risk avoidance was 0.913 (<1.96) and the confidence level of 95%, indicating the insignificant effect of perceived profitability on mobile marketing attitude. Thus, Hypothesis 7 is rejected. T-value for mobile marketing attitude and mobile marketing activities was 16.228 (>1.96). This shows the significant effect of mobile marketing attitude on mobile marketing activities at the confidence level of 95%. Hence, Hypothesis 8 is supported.

8. SUGGESTION FOR THE FUTURE WORKS

By conducting similar studies in other regions and provinces and comparing the results with those of your current study, your findings can contribute to your scientific achievements. Different sample sizes and types can support or refute previous studies. Therefore, since this study was conducted in a specific organization and the sample size was limited, additional studies need to be conducted in other organizations. It is suggested to use other questionnaires for testing the variables of the current study and comparing the results.

9. LIMITATIONS

The limitations of any study are not always apparent, but that does not mean that the results of the study cannot be used. However, since it is necessary to mention some limitations faced by this study, the limitations are as follows:

Findings were obtained from the data collection period. Hence, the findings are valid for a short period. Time can change the variables. This study was conducted

in 2019. Care must be taken when extending the results to future years. A major limitation of any study is the inability to extend its results to other statistical populations. This is true for the current study in that its results cannot be extended to other regions or populations. Non-response from a segment of the population, uncaring responses to the questions, and a bias that some of the respondents may have toward specific questions are some of the important limitations of scientific studies. This also applies to the current study.

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Persian Abstract

چکیده

هدف مقاله حاضر بررسی عوامل مؤثر در پذیرش بازاریابی موبایل رسانه اجتماعی، توسط مصرف‌کنندگان می‌باشد. روش تحقیق، روش توصیفی-پیمایشی و نوع پژوهش با توجه به هدف تحقیق کاربردی بوده و جامعه آماری این پژوهش شامل مشتریان خرید آنلاین از وبسایت آنلاین می‌باشد. بر اساس فرمول کوکران برای جامعه نامحدود (۳۸۴) نفر به‌عنوان نمونه آماری انتخاب شد. ابزار جمع‌آوری اطلاعات پرسشنامه استاندارد مشتمل بر ۲۵ سؤال مورد سنجش قرار گرفته شده است. پایایی پرسشنامه با استفاده از ضریب آلفای کرونباخ ۰/۸۷ تعیین گردید که نشان‌دهنده‌ی پایایی مناسب ابزار اندازه‌گیری بود. نتایج نشان‌دهنده اهمیت تأثیر گذار عامل سودآوری، بر نگرش به بازاریابی همراه بوده و جهت گیری نسبت به بازاریابی همراه بر فعالیت های بازاریابی همراه قابل توجه می‌باشد.
