

Jafari Seyed Mohammadbagher,

PhD of Management (Information Systems), Assistant Professor of the Faculty of Management and Accounting, Qom college, University of Tehran (Tehran, Iran);

Jandaghi Gholamreza,

PhD of Biostatistics, Professor of the Faculty of Management and Accounting, Qom college, University of Tehran (Tehran, Iran);

Taghavi Hadi,

Masters of Executive Master Business Administration (Marketing and Export), Master Student of the Faculty of Management and Accounting, Qom college, University of Tehran (Tehran, Iran)

FACTORS INFLUENCING THE INTENTION TO ACCEPT ADVERTISING IN MOBILE SOCIAL NETWORKS

In order to address the influencing factors on mobile advertising acceptance, the model which examines social norms, influential factors on consumers' attitude and intention to accept advertisements in mobile social networks was developed. Using the survey method the data of 436 mobile users in Mashhad, Iran was collected by questionnaire. Finally, it was shown that perceived usefulness and attitude toward mobile advertising has impact on intention to accept mobile advertising.

Keywords: advertising, Mobile social networks, mobile advertising, attitude, intention to accept, social norms.

Formulation of the problem generally. Advertisements have widely changed over years due to new techniques and technologies [1]. Mobile phone penetration in Iran has been substantially increased [2]. In fact, mobile phones have provided a new and fascinating channel for person-to-person marketing activities. This allows marketers to communicate with target markets through building a mutual relationship with their customers [3]. Messages via mobile phones and social networks are constantly increasing in Iran and become one of the major advertisement channel called "mobile phone advertising".

General attitude toward advertisement has been considered for a long time. Although the literature shows a positive attitude toward advertisement, myriad of researchers indicated that customers, generally, have negative attitude toward advertisement [3; 4].

Now it seems that Internet marketing builds a positive attitude in consumers [5]. The reason is that Internet marketing is often considered as entertaining and informative. Bauer et al. [6] suggested that the more positive the attitude toward advertisement is, the more positive the attitude toward mobile phone marketing will be. Karjaluoto and Alatalo [7] proposed that more appropriate attitude toward mobile phone advertisement among consumers brings higher intention to engage in mobile phone advertisement. Jun and Lee [8] add that positive attitude toward mobile phone advertisement is related to the advertisements with behavioral experience of past in consumers.

The paradox in existing literature makes the effectiveness of mobile phone advertising and its influential factors on intention to accept it by users more ambiguous.

One of the objectives in this research is to investigate whether mobile communications can build consumer trust through marketers with the channel of mobile phone services or not [9-12]. We measured some of the factors related to the trust that show the history of consumers' trust in this advertising communication and its relationship with intention

to accept the advertised brand [13].

Previous studies constantly emphasized on the importance of social norms in human behavior [14-16]. In this context and based on the literature, Berkowitz and et al. [17] developed the theory of social norms to elucidate different sorts of social norms and their effect on human behavior. We generalized the theory of social norms to study the substantial mechanism influencing consumers' intention to accept mobile advertisements. Social norms are behavioral standards that basically share ideas regarding the way that a member of a group should behave in a certain kinds of situations [18]. This theory states that human behavior is thought and implemented under the influence of misinterpretations from our other social group members [17; 19].

With respect to the difference between consumers' attitude toward general advertisements and Internet advertisements, consumers' attitude toward advertising messages on social networks in their mobile phones and its impact on their intention to accept is unknown. Subject to the attractiveness of this channel, it is important to know the consumers' attitude regarding the advertising messages sent to their mobile phones, and what factors cause intention to accept this sorts of advertisements? According to the fact that use of social network in Iran is in its early stages, this research mainly aims to investigate the attitude of consumers' and their intention to accept Internet advertisements in mobile social networks in Iran.

To address this issue, the literature around mobile advertisements and the model developed in Mashhad statistical population is evaluated.

Analysis of recent researches and publications. Businesses are increasingly using Internet for commercial purposes [20; 21]. The importance of social media as an operation system for social interactions, communications and marketing is strongly increasing. Social media is introduced as "Democracy in content and changing the role of people in reading and sharing information (and as a result it leads to creation and sharing content)" by Garnyte and Pérez [22]. Gunelius [23] defined social media marketing as any form of direct and indirect marketing that is used to create awareness, recognition, reminder and act for brand, business, product, individual or another institution. Kotler et al. [24] described social media marketing as "a social and managerial process in which people and groups can achieve what they demand and want". Solis & Breakenridge [25] claimed that social media is against traditional media. Social media is engaged in changing the way people find, read and share news to a many-to-many communication model. Khan [21] found that social media websites are still one of the modern inventions due to the connection they have made among people. Frey and Rudloff [26] state that companies basically support social media as an effective tool for going beyond and supporting marketing communications. O'Connor (2008) confirmed that the emerge of social media offers various kinds of unfiltered information that consumers always wished to have. De Reyck and Degraeve [27] defined mobile advertisements as "targeting well-identified potential customers via text messages, and increasing the response-to-advertisement ratio". Also, it can be defined as "a business for encouraging and motivating people to purchase products and services using mobile phone channels as a medium for representing advertising messages" [28]. In comparison with the traditional and Internet-based advertising, mobile advertising has a special features, such as personalization [28; 29; 30; 31] that can strongly increase advertisement effectiveness. For instance, compared to the many advertisements in traditional media, mobile advertisements can be customized with respect to the customers' needs and it can improve customer relationships [32].

1. *Perceived content in advertisements.* Nantel and Sekhavat [33] claim that the content of

marketing messages significantly influences motivated behavioral intention through mobile advertising. Rettie et al. [34] showed that although primary attitudes toward mobile advertisings are negative, many consumers are prepared to accept mobile advertising if the content of messages be revised. Similarly, Muk [35] reports that the relationship between the content of advertisement messages and perceived value from representing the message is vital in mobile advertising. Previous literature around accepting mobile advertising [e.g. 36] explains that perceived content of advertisement plays an important role in accepting the advertisement by individual [e.g. 37].

1.1 Context. Heinonen and Strandvik [38] claim that the intention of consumers to receive and respond to marketing communications can be a function of content and context of the seen message. They believe that each channel should be evaluated according to consumer's respond and based on understanding of communication effects. Consistent with this view, Muk [35], Leppäniemi and Karjaluoto [39] emphasize that unique mobile advertisings potentially target consumers in a certain context. In other words, time, location and other contextual features of consumers should be considered in mobile advertising and according to these, message containing useful information should be sent.

1.2. Entertainment. The feeling of joy related to the advertisement, plays the biggest role in determining the attitude of people toward it [40]. Therefore, the message should be brief and attractive, thereby a train of consumers' attention is created [41]. Mobile phones have become as an applicable media platform and entertaining tool. Entertaining services can create value for customers and enhance customer loyalty [42]. Ducoffe [43] showed that entertainment in advertisement is significantly related to the advertisement value in traditional advertising. Tsang et al. [44] and Lee et al. [45] examined entertainment value in mobile advertising through perceived joy of consumers and mobile advertising entertainment. Ducoffe [46] believes that entertainment is a component of advertisement content and it is a vital factor that determines its value and is important in advertisement effectiveness.

1.3. Informativness. Consumers' intention to seek and use information in an important structure analyzes and interprets their behavior. Ducoffe [46] and Barwise and Strong [47] claim that consumers prefer to receive valuable and informative messages out of advertisement content and this is an important factor in their value and effectiveness. Lee et al. [45] studied Informativness in mobile advertising content in terms of usefulness and actuality. Barwise and Strong [47] showed that highly related content is not obtained from consumers' existing database, rather it only can be obtained when they are asked explicitly what sort of information they need. They claim that if unrelated advertisement messages are considered, a potential for negative responses will be developed.

1.4. Personalization. Consumers tend to have services in their mobile phone, which are customized and consistent with their interests. Mobile advertising Personalization allow marketers to rich to their potential customers, thereby improving customer relationship [48]. Ho and Kwok [49] state that "Personalization reduces the amount of messages that are sent to the customers, and users will not receive several unrelated messages". In addition, Rao and Minakasis [50] state that marketing techniques ought to be based on customers' profile information, date and their need. Yan et al. (2004) state that customized mobile advertising target certain types of customers and according to their orders, preferences and buying habits, their need will be met. In other words, customized mobile advertising refers to sending advertisement messages to users based on their demographics (e.g. income), preferences (e.g. considered product), context (Yan e.g. users' activity location) and content factors (e.g. brand) [51].

One of the promising mobile phone applications is the capability to identify customer's location [52]. Using location as a personal variable in mobile advertising is very useful, and this is a unique marketing feature that other marketing channel do not have. Compared to traditional marketing channel, the outstanding advantage of mobile marketing is its capability to target certain users in appropriate location, time and in a direct and personal way.

Based on the text above, the following hypothesis is proposed:

H1: Perceived advertisement content has significant impact on intention to accept advertisement through mobile phones.

2. *Customer Trust*. Customer trust is individual assurance of that others act in exchange process in his or her interests. Trust is customer's intention to take risk based on the belief that his or her expectations will be met in trade with the seller [53]. Trust in relational exchange, as a footstone for strategic cooperation between seller and buyer, is vital. Consumer trust is one of the most important prerequisite of e-commerce. Electronic trust between business and consumer (B2C) is highlighted recently [54]. As consumers make decisions or act based on ambiguous information, trust appears to be crucial. Particularly, perceived trust can be seen as reflection of an individual's will from imparted information. Nevertheless, Eastin [55] state that since regulations and ethics has no monitoring on on-line information, determination of trusted information is not difficult.

Based on the text above, following hypotheses are proposed:

H2: Customer trust has significant impact on consumer's attitude toward mobile advertising.

H3: Customer trust has significant impact on intention to accept mobile advertisings.

2.1. *Assurance from third party*. Assurance from third party refers to the third company that works as a validator for a particular retailer and acts consistent with standards presented by assurer [56]. For instance, online retailers can assure their customers with other companies' credibility (e.g. electronic stamps), meaning this retailer is confirmed by other company (the third party). Nevertheless, the third party websites have little trust on mobile service sellers.

Based on the literature above, the following hypothesis is proposed:

H4: Assurance from third party has significant impact on customer trust on advertisement.

2.2. *Popularity and credibility of advertiser*. The term "credibility" is employed to refer to attributes for establishing relationships (individual or a company). Credibility includes expertise, trust, attraction and power [45]. MacKenzie and Lutz [57] and Drossos et al. [58] showed that credibility strongly influences consumers' attitude toward advertiser that is a crucial factor in consumers' behavioral intention for advertisement. Sternthal et al. [59] referred that a source with high credibility has more power in convincing and encouraging relative to a source with low credibility. In addition, Choi and Rifon [60] defined advertiser credibility as "the extent to which consumers believe that a company can present and design products and services they want". In addition to this, Nantel and Sekhavat [33] refer to credibility as a source of power that leads to trust building. Well popularity takes a long time, lots of cost, and can be lost easily [61].

Based on the text above, the following hypothesis is proposed:

H5: Popularity and credibility of advertiser has significant impact on customer trust on advertisement.

3. *The Theory of Social Norms*. Norms are highly important in this research. Based on the definition, norms are social phenomena spread out through communications among group members. Communications not only plays a role in adjusting perceptions regarding norms,

but also acts as an impact channel in conducting them [15]. Social norms are defined as the concept of “rules for conduct”. Norms are standards which are considered through referral to behavior (Judgment), thereby they are supported or rejected. Among researchers who applied social norm in examining human behavior, the concept of social norms is accompanied by misperceptions that is, as a result, pluralistic ignorance, false consensus and false uniqueness [62]. The term “misperceptions” is used to explain the gap between actual attitude or behavior and what real people think is true regarding attitudes and behavior of others. Each of these misperceptions might be implemented in various ways and impact behaviors in another way [17]. Berkowitz [17] also stated that the majority engaging in healthy behaviors might wrongly admit that they are in minority. This is known as pluralistic ignorance in this research. On the other hand, the minority of people with risky behaviors might wrongly consider themselves as majority. This is known as false consensus in this research. Finally, Berkowitz [17] explains how an individual enjoys considering his or her behavior extraordinary unique. Berkowitz [17] calls this false uniqueness. Pluralistic ignorance is the most common misperception and it occurs when most people think they act different from their peers or think their behavior and attitude is in fact similar to the context [63].

Social norms target accepted standards and behavior encryption (Koury, and Yang, 2010). This is another reason for importing this variable in the research. Social norms help to modify misperceptions and examining accepted behavioral standards, and attitudes targets the acceptance of advertisements through mobile phones. Social norms help determining misperceptions under the influence of reaction and acceptance of mobile advertising through examining consumers’ attitudes [64].

Due to the success of the theory of social norm in altering unintentional behaviors related to drinking and sexual behaviors, this research uses the theory of social norms in consumers’ attitude and intention for mobile advertising.

Based on the literature above, the following hypotheses are proposed:

H6: Social norms have significant impact on perceived usefulness of mobile advertising.

H7: Social norms have significant impact on perceived ease of use of mobile advertising.

4. *Developed Technology Acceptance Model (TAM2)*. Among several studies around accepting advertisement through mobile phones, Technology Acceptance Model [65] or its extended model called TAM2 is popular [66]. This model accounts for relationship between the theory of social norms and accepting advertisement through mobile phones. The developed Technology Acceptance Model (TAM2) is a useful theoretical framework that extends our understanding of how consumers react to mobile phone advertisements [66]. Subjective norm in TAM2 is effective social variable [66]. In this theory, the concept of social norm is effects of this opportunity that lead to acceptance or rejection of a new system [66] and this is because consumers are influenced by the things they perceive in form of norm and subjective norm, as a variable, accounts for the fact that why consumers tend to accept mobile advertisings. Explanation for this impact (the impact on norms on intention to accept) is that people might select a behavior and do it while it is not appropriate for them or it has consequences.

TAM and TAM2 are widely used in studies and examines why consumers use and accept new communicative technologies [67; 68]. Findings from empirical data show a permanent correlation between attitude toward using mobile marketing and attitude toward intention to use advertisement in mobile phones [68].

Venkatesh and Davis [66] also showed that social norms significantly forecast the intention to use. The importance of this subject in consumer behavior context is that it leads to finding consumers’ behavioral intention to accept advertisements through mobile phones.

Furthermore, in TAM2, Perceived Usefulness (PU) is defined as “the extent to which an individual believes using a particular system improves his or her job performance [65] that is measured by constructs such as work speed, improvement in efficiency, productivity and effectiveness, easier work and helpfulness of system for individual [69]”. This is when people tend to use or not use an application or technology in a way that they think it helps them do their jobs easier [65]. On the other hand, Perceived Ease of Use (PEOU) is defined as “the extent to which an individual believes using a particular system does not require a lot of effort” [65; 70]. Venkatesh and Davis [66] stated that subjective norm significantly influences perceived usefulness. Also, Davis [65] stated that when two technology applications have high perceived usefulness, users will choose the more user-friendly one.

TAM model shows that perceived usefulness and perceived ease of use directly impact attitude. Also, the belief of an individual that using a technology is easy can be a factor for technology usefulness and ultimately attitude and subjective norms influence intention to use and actual use.

Base on the literature above, the following hypotheses are proposed:

H8: Perceived ease of use of mobile advertising has significant impact on perceived usefulness of mobile advertising.

H9: Perceived ease of use of mobile advertising has significant impact on consumers' attitude toward mobile advertising.

H10: perceived usefulness of mobile advertising has significant impact on consumers' attitude toward mobile advertising.

H11: Perceived usefulness of mobile advertising has significant impact on intention to accept mobile advertising.

5. Attitude and intention to acceptance. Attitude is a vital concept in marketing research and information systems. Fishben defines attitude as “a learned predisposition of human beings” [71]. Based on this predisposition, “an individual would respond to an object (or an idea) or number of things (or opinions)”. Kotler and Keller [72] stated, “an attitude is a person's enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies toward some objects or ideas”. For instance, Technology Acceptance Model (TAM) that is used for forecasting the use of information systems, contains five major constructs: perceiving usefulness, perceiving ease of use, attitude, intention and use [65]. Relationships between attitude, intention and behavior were studied and supported in several researches.

The Theory of Reasoned Action (TRA) shows that people's intention forms the acceptance of a behavior or technology based on their beliefs and that belief is about the consequences of accepting the technology [73]. Using TRA, Ajzen and Fishben showed that behaviors can be anticipated by tendencies and tendencies are determined by attitudes and subjective norms. Tendencies show the power of one's programs to conduct a particular behavior [74]. Attitude is defined as negative or positive feeling of an individual regarding conducting target behavior [73]. In other words, if an individual has positive feelings toward a behavior, he or she has a priority and a strong reason to do that behavior and probably he or she is going to do that. Many researchers have proven effects of attitude on tendencies and also the effect of intention on behavior. Attitude has direct and significant relationship with a system. This is a major finding that shows variability in using a system and its dependence on attitude and acceptance.

Base on the literature above, the following hypothesis is proposed:

H12: Consumers' attitude toward advertisement has significant influence on intention

to accept mobile advertising.

Based on the text above, the following conceptual model is proposed (Figure 1).

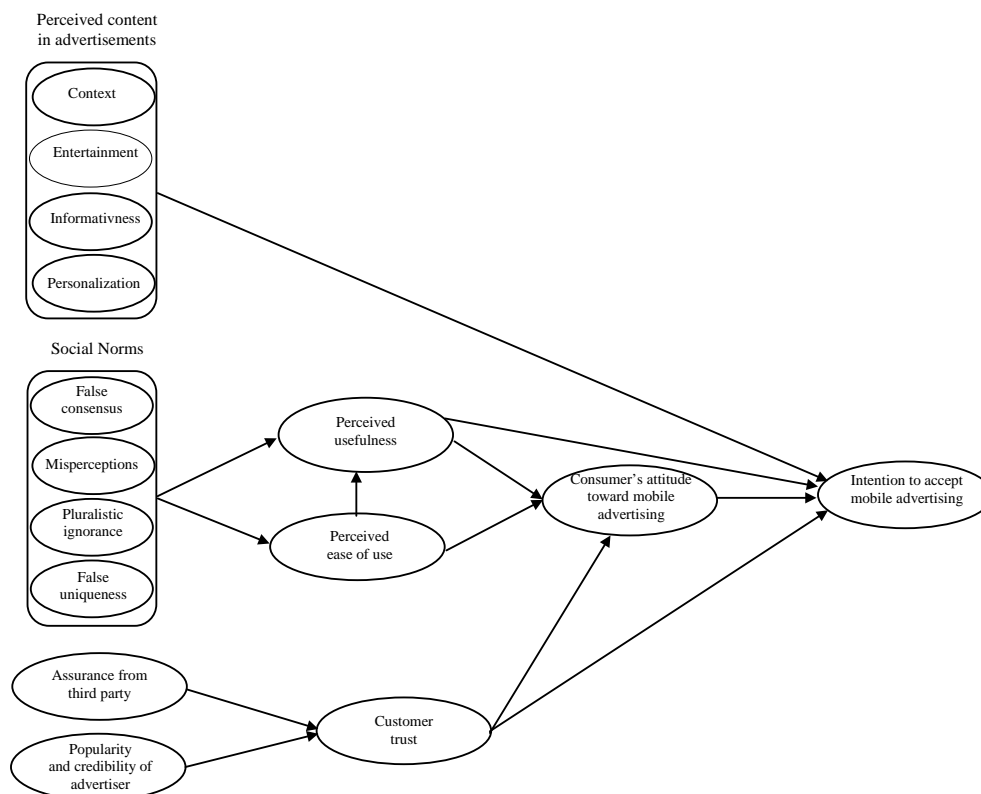


Figure 1 – Research Conceptual Model

Aims of the article is to examine social norms, influential factors on consumers' attitude and intention to accept advertisements in mobile and mobile social networks in order to address the influencing factors on mobile advertising acceptance.

Basic materials. This research is applicable in terms of objective and descriptive-survey in term of collecting data. Data were collected through questionnaire. The statistical population of current research is mobile phone users in Mashhad. Based on Krejcie and Morgan's [75] sample size table, 384 questionnaires ought to be collected. For more assurance, 436 questionnaires were collected from Mashhad mobile phone users in judgmental method. The questionnaires were distributed among people who received advertisements through mobile social networks.

The questionnaire contains 47 indicators to measure variables and 5 alternatives. Likert scale (from completely disagree to completely agree) is employed for all research variables except consumer behavior.

To investigate the validity of questionnaire, face and content validity method is employed. To do so, questionnaires were distributed among 18 college professors and after collecting

them back, modifications have been done and the final questionnaire was provided. For introductory studies, 30 questionnaires were collected and using Cronbach alpha the reliability of questionnaire was tested. The description is presented in Table 1. Normally, alphas with smaller than 0,6, between 0,6 and 0,8 and greater than 0,8 values have low, acceptable and high reliability, respectively [76].

Table 1 – Cronbach Alpha coefficient for all variables

Variables	Source	Cronbach's alpha
Customer Trust	Saadeghvaziri et al. (2011)	0,77
Popularity and credibility of advertiser	Doney & Cannon (1997)	0,89
Assurance from third party	Saadeghvaziri et al. (2011), Kim et al. (2008)	0,57
Context	Westerlund et al. (2010)	0,58
Entertainment	Tsang et al. (2004)	0,88
Personalization	Jingju (2007)	0,78
Informativness	Koufaris & Hampton-Sosa (2004), Westerlund et al. (2010)	0,86
Consumer's attitude toward mobile advertising	Westerlund et al. (2010)	0,84
Intention to accept mobile advertising	Venkatesh et al. (2000)	0,89
Perceived usefulness	Parren'o et al. (2013)	0,92
Perceived ease of use	Venkatesh et al. (2000)	0,76
Misperceptions	Klein & Boster's (2006)	0,52
Pluralistic ignorance	Prentice & Miller's (1996)	0,47
False consensus	Ross et al (1977)	0,66
False uniqueness	Suls & Wan's (1987)	0,79

As it can be seen in Table 1, all variables except assurance from third party, context, misperceptions and pluralistic ignorance have low reliability. For this reason, some modifications have been conducted on questionnaire and at the end, we retested reliabilities and results are shown in Table 2.

Table 2 – Retest reliability of some variables

Variables	Cronbach's alpha
Assurance from third party	0.738
Context	0.663
Misperceptions	0.761
Pluralistic ignorance	0.659

Table 3 presents the features of statistical sample.

Hypotheses were tested through Structural Equation Modelling (SEM) method using Amos and SPSS Version 22. In Structural Equation Modelling three common approaches are employed. For this research, maximum likelihood estimation approach is chosen. To evaluate research relationships and reliability, SPSS was employed in pre-test stage and then, Structural Equation Model and Amos were used. In this research, perceived advertisement content, social norms, assurance from third party, and popularity and credibility are independent variables and perceived usefulness, ease of use and attitude toward mobile advertising are mediator variables, and intention to accept mobile advertising is dependent variable.

Table 3 – Demographic features of research statistical sample

Index	Options	Frequency	Frequency percentage
Sex	Male	161	36,8
	Female	275	62,9
Education	Under Diploma	11	2,5
	Diploma	116	26,5
	Associate Degree	192	43,9
	Bachelor	50	11,4
	MSc	55	12,6
	PHD and higher	13	3
Age	Under 20 years	9	2,1
	21-25 years	39	8,9
	26-35 years	167	38,2
	36-45 years	168	38,4
	More than 46 years	54	12,4

Byrne [77] believes that following prerequisites need to be fulfilled before working with maximum likelihood estimation method:

1. Normality of distribution.
2. Being continues or be measured by continuous scales.

The first prerequisite is examined measuring skewness and kurtosis and using Likert 5 alternative scale, the second prerequisite was also met. Byrne [77] proposes smaller than 7 kurtosis and skewness between +3 and -3 for normal data. Based on data collected, data skewness coefficient is between -1,220 and 0,712 and their kurtosis is between 1,111 and 1.124. This shows the normality of data.

For Structural Equation Modelling, first confirmatory factor analysis for variables and their dimension was conducted and then, after evaluating measuring model, the fitness of the research model was examined. With respect to that minimum factor loading for variables with more than three indicators was greater than 0.5, construct validity for these variables is supported.

Evaluating the model fitness is the next step in structural equation modelling. After this step, while path analyzing, relationship between constructs are also examined. In this way, research hypotheses are tested.

Figure 2 illustrates indices for research structural model. With respect to Figure 2 and after path analysis and determining effects between variables and significance of these variables, the coefficient of attitude and intention to accept mobile advertising were 0,69 and 0,8, respectively. Therefore, perceived usefulness and ease of use and customer trust totally take account for 69 percent of attitude changes and attitude takes account for 80 percent of changes in intention to accept. In Figure 2 and Figure 3, the q1, q2, ... corresponds to question 1, question 2, ... in the questionnaire and e1, e2, ... corresponds to error terms associated to each question in structural equation modeling. The arrows show the direction of effects and the number on each arrow shows the path coefficient.

Subject to the results from hypotheses tests and Structural Equation Modelling, the research model is presented as Figure 3. Wavy lines illustrate insignificance and ineffectiveness. According to Figure 3, the impacts of trust and perceived content on intention to accept mobile advertising is insignificant. Table 4 shows hypotheses tests result.

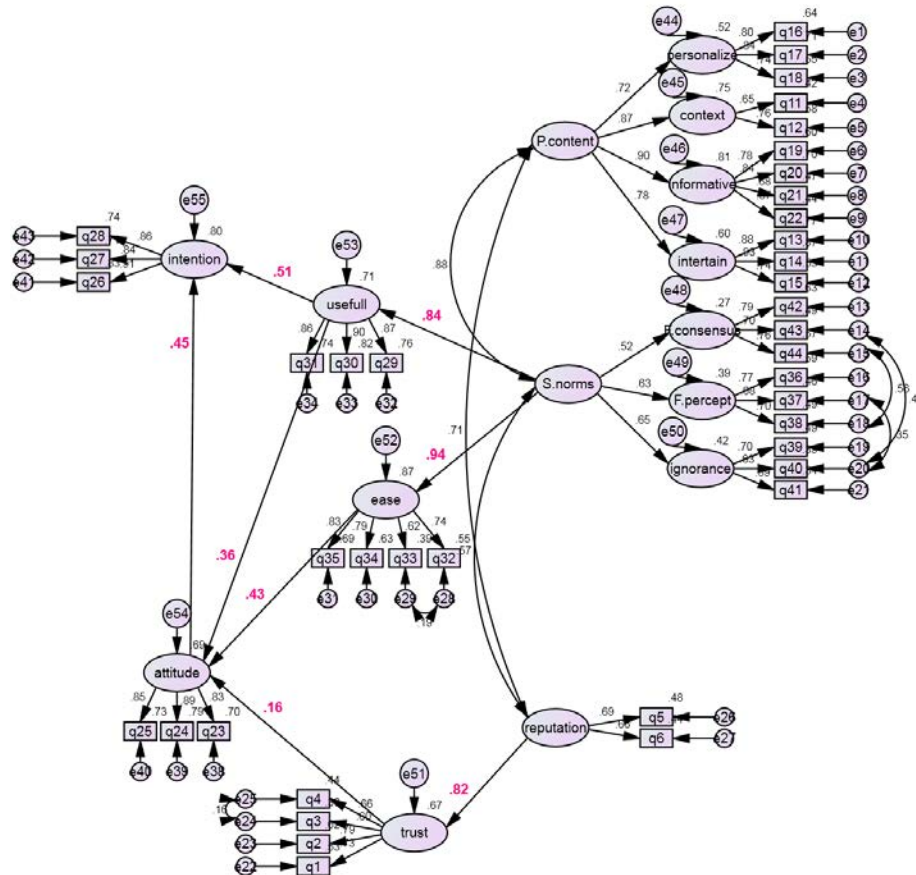


Figure 3 – The final research model

Conclusions and directions of feather researches. Based on the first hypothesis test, perceived advertisement content has no impact on intention to accept advertisements. This is in contrast with the work of Nantel and Sekhavat [33]. The reason might be that it has no direct impact or each component of perceived content (i.e. personalization, entertainment, context and information value) has impact separately. Based on the second hypothesis test, the more customer trust is, the more positive attitude of customers toward mobile advertising will be. This is consistent with the work of Hsu et al. [53].

Based on the third hypothesis, customer trust has no significant impact on intention to accept mobile advertisings. This is in contrast with the work of Shin et al. [54]. Trust might impact intention to accept through attitude and it has no direct impact. Based on the fourth hypothesis, assurance from third party has no effect on customer trust on advertisements. This is in contrast with the findings of Kimery and McCord [56]. This component might indirectly impact customer trust through seller’s popularity and credibility.

Based on the fifth hypothesis, increasing seller’s popularity and credibility will increase customer trust on advertisements. This is in consistent with the work of Nantel and

Sekhvat [33]. Based on the results of sixth and seventh hypotheses, social norms has impact on perceived usefulness and perceived ease of use. This is consistent with Koury and Yang [64]. Based on the eighth hypothesis, perceived ease of use has no significant impact on perceived usefulness. This is in contrast with the study of Davis [65]. In all cases that hypotheses were not supported, the reason might be due to the newness of this technology in Iran, the lack of sufficient knowledge of marketers, the difference of mobile social networks and the way of acceptance among users with older media such as SMS.

Findings of ninth, tenth and eleventh hypotheses show that increasing perceived usefulness and ease of use makes the customer attitude more positive, and also increasing perceived usefulness improves intention for acceptance of mobile advertisings. This is consistent with the work of Davis [65]. The result of the twelfth hypothesis reflects that consumers' attitude has impact on intention to accept. This is consistent with the research of Ajzen and Fishbein [73].

Based on findings in this research, it can be noted that business owners can improve intention for acceptance through enhancing factors influencing it. It is suggested that mobile advertisings include information related to the new product, service, price change and discounts. Advertisement effectiveness can be improved through sounds and pictures due to the feedback of participants we got that they were more satisfied with Instagram advertisements which include pictures. In order to prevent audience annoyance, advertisements ought to be brief and clear and if possible, containing funny and entertaining content. Focusing on updated information and paying attention to users' requirements and also using funny and entertaining content are crucial. This research aims to evaluate users' intention to accept advertisement through mobile phones in Mashhad. With respect to the literature and studies, it is suggested that cultural factor is one of the most important factors forming human behavior. It has to be considered in future studies to evaluate its impact on intention to accept. Also, exploring mobile advertising effectiveness in a qualitative study is suggested for future works.

One particular feature of semi empirical studies is the impact of irritating variables on dependent variable. While controlling irritating variables is not possible for the researcher, thereby political variables and some internal variables of the company can be influential in unusual profit changes. Future models should rich to a comprehensive model considering concepts such as social norms, virus marketing, customer satisfaction, social relationship power, perceived social benefits, reward, personality power and mind leadership. Acceptance of advertisement messages should be investigated in other cities. Repeating this model shows whether the findings are supported in other cities or not.

Also it is suggested to examine the effectiveness of mobile advertisings in different media advertisement effectiveness studies. In depth study, using qualitative approaches is needed to more explore the factors influencing mobile advertising acceptance in social networks.

1. Richards, J.I., & Curran, C.M. (2002). Oracles on "advertising": Searching for a definition. *Journal of Advertising*, 31(2), 63-77 [in English].
2. Okazaki, S. (2007). Exploring gender effects in a mobile advertising context: on the evaluation of trust, attitudes, and recall. *Sex Roles*, 57(11-12), 897-908 [in English].
3. Zano, E.J. (1984). Public attitudes towards advertising: The American experience. *International Journal of Advertising*, 3(1), 3-15 [in English].
4. Zoller, E., Matthews, J., & Van Housen, L. (2001). *Wireless Internet business models: Global perspective, regional focus* [in English].

5. Schlosser, A.E., Shavitt, S., & Kanfer, A. (1999). Survey of Internet users' attitudes toward Internet advertising. *Journal of interactive marketing*, 13(3), 34-54 [in English].
6. Bauer, H.H., Barnes, S.J., Reichardt, T., & Neumann, M.M. (2005). Driving consumer acceptance of mobile marketing: a theoretical framework and empirical study. *Journal of electronic commerce research*, 6(3), 181-192 [in English].
7. Karjaluoto, H., & Alatalo, T. (2007). Consumers' attitudes towards and intention to participate in mobile marketing. *International Journal of Services Technology and Management*, 8(2-3), 155-173 [in English].
8. Jun, J.W., & Lee, S. (2007). Mobile Media use and its impact on consumer attitudes toward mobile advertising. *International Journal of Mobile Marketing*, 2(1), 50-58 [in English].
9. Wei, R., Xiaoming, H., & Pan, J. (2010). Examining user behavioral response to SMS ads: Implications for the evolution of the mobile phone as a bona-fide medium. *Telematics and Informatics*, 27(1), 32-41 [in English].
10. Taylor, C.R., & Lee, D.H. (2008). Introduction: New media: Mobile advertising and marketing. *Psychology & Marketing*, 25(8), 711-713 [in English].
11. Merisavo, M., Kajalo, S., Karjaluoto, H., Virtanen, V., Salmenkivi, S., Raulas, M., & Leppäniemi, M. (2007). An empirical study of the drivers of consumer acceptance of mobile advertising. *Journal of Interactive Advertising*, 7(2), 41-50 [in English].
12. Leppäniemi, M., & Karjaluoto, H. (2008). Exploring the effects of gender, age, income and employment status on consumer response to mobile advertising campaigns. *Journal of Systems and Information Technology*, 10(3), 251-265 [in English].
13. Tsang, M.M., Ho, S.C., & Liang, T.P. (2004). Consumer attitudes toward mobile advertising: An empirical study. *International Journal of Electronic Commerce*, 8(3), 65-78 [in English].
14. Klein, K.A. (2006). *Subjective, descriptive and injunctive norms: three separate constructs*. In: International Communication Association. Annual Meeting. (pp. 1-36) [in English].
15. Lapinski, M.K., & Rimal, R.N. (2005). An explication of social norms. *Communication Theory*, 15(2), 127-147 [in English].
16. Rimal, R.N., Lapinski, M.K., Cook, R.J., & Real, K. (2005). Moving toward a theory of normative influences: How perceived benefits and similarity moderate the impact of descriptive norms on behaviors. *Journal of health communication*, 10(5), 433-450 [in English].
17. Berkowitz, A.D. (2004). The social norms approach: Theory, research and annotated bibliography. *Higher Education Center for Alcohol and Other Drug Abuse and Violence Prevention. US Department of Education* [in English].
18. Voss, T. (2001). *Game-theoretical perspectives on the emergence of social norms*. (pp. 105-136) [in English].
19. Burnkrant, R.E., & Cousineau, A. (1975). Informational and normative social influence in buyer behavior. *Journal of Consumer research*, 206-215 [in English].
20. Teo, T.S. (2005). Usage and effectiveness of online marketing tools among Business-to-Consumer (B2C) firms in Singapore. *International journal of information management*, 25(3), 203-213 [in English].
21. Ghouri, A.M. (2012). Marketing practices in small and medium sized business of Pakistan: An empirical outlook from catering and restaurant industry. *Ghouri, AM, & Khan, NR, Marketing Practices in Small and Medium Sized Business of Pakistan: An Empirical Outlook from Catering and Restaurant Industry, LAP Publishers* [in English].
22. Garnyte, M., & de Avila Perez, A. (2009). Exploring Social Media Marketing: Towards a Richer Understanding of Social Media in Postmodernity. *Handelshøjskolen, Aarhus Universitet Publishing* [in English].
23. Gunelius, S. (2011). 30-minute social media marketing. *United States of American: McGraw-Hill* [in English].
24. Kotler, P., Armstrong, G., Wong, V., & Saunders, J. (2008). *Marketing Defined. Principles of Marketing* [in English].
25. Solis, B., & Breakenridge, D.K. (2009). *Putting the public back in public relations: How social*

media is reinventing the aging business of PR. FT Press [in English].

26. Frey, B., & Rudloff, S. (2010). Social media and the impact on marketing communication. *Bachelor in Marketing thesis, Department of Business Administration & Social Sciences, Lulia University of Technology*. Retrieved from: <http://pure.ltu.se/portal/files/31183067/LTU-CUPP-10239-SE.pdf> (accessed 6th July, 2011) [in English].

27. Reyck, B.D., & Degraeve, Z. (2003). Broadcast scheduling for mobile advertising. *Operations Research, 51(4)*, 509-517 [in English].

28. Leppaniemi, M., & Karjaluo, H. (2005). Factors influencing consumers' willingness to accept mobile advertising: a conceptual model. *International Journal of Mobile Communications, 3(3)*, 197-213 [in English].

29. Aalto, L., Göthlin, N., Korhonen, J., & Ojala, T. (2004). Bluetooth and WAP push based location-aware mobile advertising system. *Proceedings of the 2nd international conference on Mobile systems, applications, and services*. (pp. 49-58). ACM [in English].

30. Kavassalis, P., Spyropoulou, N., Drossos, D., Mitrokostas, E., Gikas, G., & Hatzistamatiou, A. (2003). Mobile permission marketing: Framing the market inquiry. *International Journal of Electronic Commerce, 8(1)*, 55-79 [in English].

31. Siau, K., Ee-Peng, L., & Shen, Z. (2001). Mobile commerce: promises, challenges, and research agenda. *Journal of Database management, 12(3)*, 4 [in English].

32. Figge, S., & Schrott, G. (2003). 3G "ad" Work-3G'S Breakthrough with mobile Advertising. *Proceedings of the 8th International Workshop on Mobile Multimedia Communications*. Munich [in English].

33. Nantel, J., & Sekhvat, Y. (2008). The impact of SMS advertising on members of a virtual community. *Journal of Advertising Research, 48(3)*, 363-374 [in English].

34. Rettie, R., Grandcolas, U., & Deakins, B. (2005). Text message advertising: Response rates and branding effects. *Journal of Targeting, Measurement and Analysis for Marketing, 13(4)*, 304-312 [in English].

35. Muk, A. (2007). Consumer's intentions to opt in to SMS advertising. *International Journal of Advertising, 26(2)*, 177-198 [in English].

36. Gopal, R.D., & Tripathi, A.K. (2005). Advertising via wireless networks. *International Journal of Mobile Communications, 4(1)*, 1-16 [in English].

37. Ferris, M. (2007). Insights on mobile advertising, promotion, and research. *Journal of advertising research, 47(1)*, 28-37 [in English].

38. Heinonen, K., & Strandvik, T. (2007). Consumer responsiveness to mobile marketing. *International Journal of Mobile Communications, 5(6)*, 603-617 [in English].

39. Leppäniemi, M., & Karjaluo, H. (2008). Exploring the effects of gender, age, income and employment status on consumer response to mobile advertising campaigns. *Journal of Systems and Information Technology, 10(3)*, 251-265 [in English].

40. Shavitt, S., Lowrey, P., & Haefner, J. (1998). Public attitudes toward advertising: More favorable than you might think. *Journal of advertising research, 38(4)*, 7-22 [in English].

41. Kalakota, R., Robinson, M., & Kalakota, D.R. (2002). *M-Business: the race to mobility*. (pp. 3-4). New York, NY: McGraw-Hill [in English].

42. Haghiri, P., & Dickinger, A. (2004). Identifying success factors of mobile marketing. *ACR Asia-Pacific 2004 (Association of Consumer Research)* [in English].

43. Ducoffe, R.H. (1995). How consumers assess the value of advertising. *Journal of Current Issues & Research in Advertising, 17(1)*, 1-18 [in English].

44. Tsang, M.M., Ho, S.C., & Liang, T.P. (2004). Consumer attitudes toward mobile advertising: An empirical study. *International Journal of Electronic Commerce, 8(3)*, 65-78 [in English].

45. Lee, S., Tsai, Y., & Jih, W. (2006). An empirical examination of customer perceptions of mobile advertising. *Information Resources Management Journal, 19(4)*, 39-55 [in English].

46. Ducoffe, R.H. (1996). Advertising value and advertising on the web. *Journal of advertising research, 36(5)*, 21-35 [in English].

47. Barwise, P., & Strong, C. (2002). Permission-based mobile advertising. *Journal of interactive*

Marketing, 16(1), 14-24 [in English].

48. Robins, F. (2003). The marketing of 3G. *Marketing Intelligence & Planning*, 21(6), 370-378 [in English].

49. Ho, S.Y., & Kwok, S.H. (2003). The attraction of personalized service for users in mobile commerce: an empirical study. *ACM SIGecom Exchanges*, 3(4), 10-18 [in English].

50. Rao, B., & Minakakis, L. (2003). Evolution of mobile location-based services. *Communications of the ACM*, 46(12), 61-65 [in English].

51. Xu, D.J. (2006). The influence of personalization in affecting consumer attitudes toward mobile advertising in China. *Journal of Computer Information Systems*, 47(2), 9 [in English].

52. Iddris, F. (2006). Mobile advertising in B2C marketing. *Unpublished Masteral Thesis, Lulea University of technology* [in English].

53. Hsu, M.H., Chang, C.M., & Chuang, L.W. (2015). Understanding the determinants of online repeat purchase intention and moderating role of habit: The case of online group-buying in Taiwan. *International Journal of Information Management*, 35(1), 45-56 [in English].

54. Shin, J.I., Chung, K.H., Oh, J.S., & Lee, C.W. (2013). The effect of site quality on repurchase intention in Internet shopping through mediating variables: The case of university students in South Korea. *International Journal of Information Management*, 33(3), 453-463 [in English].

55. Eastin, M. S. (2001). Credibility assessments of online health information: The effects of source expertise and knowledge of content. *Journal of Computer-Mediated Communication*, 6(4) [in English].

56. Kimery, K.M., & McCord, M. (2002). Third party assurances: mapping the road to trust in retailing. *Journal of Information Technology Theory and Application (JITTA)*, 4(2), 63-81 [in English].

57. MacKenzie, S.B., & Lutz, R.J. (1989). An empirical examination of the structural antecedents of attitude toward the ad in an advertising pretesting context. *The Journal of Marketing*, 48-65 [in English].

58. Drossos, D., Giaglis, G.M., Lekakos, G., Kokkinaki, F., & Stavradi, M.G. (2007). Determinants of effective SMS advertising: an experimental study. *Journal of Interactive Advertising*, 7(2), 16-27 [in English].

59. Sternthal, B., Dholakia, R., & Leavitt, C. (1978). The persuasive effect of source credibility: Tests of cognitive response. *Journal of Consumer research*, 252-260 [in English].

60. Choi, S.M., & Rifon, N.J. (2002). Antecedents and consequences of web advertising credibility: A study of consumer response to banner ads. *Journal of Interactive Advertising*, 3(1), 12-24 [in English].

61. Doney, P.M., & Cannon, J.P. (1997). An examination of the nature of trust in buyer-seller relationships. *The Journal of Marketing*, 35-51 [in English].

62. Perkins, H.W., & Berkowitz, A.D. (1986). Perceiving the community norms of alcohol use among students: some research implications for campus alcohol education programming. *Substance Use & Misuse*, 21(9-10), 961-976 [in English].

63. Prentice, D.A., & Miller, D.T. (1996). Pluralistic ignorance and the perpetuation of social norms by unwitting actors. *Advances in experimental social psychology*, 28, 161-210 [in English].

64. Soroa-Koury, S., & Yang, K.C. (2010). Factors affecting consumers' responses to mobile advertising from a social norm theoretical perspective. *Telematics and Informatics*, 27(1), 103-113 [in English].

65. Davis, F.D., Bagozzi, R.P., & Warshaw, P.R. (1989). User acceptance of computer technology: a comparison of two theoretical models. *Management science*, 35(8), 982-1003 [in English].

66. Venkatesh, V., & Davis, F.D. (2000). A theoretical extension of the technology acceptance model: Four longitudinal field studies. *Management science*, 46(2), 186-204 [in English].

67. Wu, J.H., & Wang, S.C. (2005). What drives mobile commerce?: An empirical evaluation of the revised technology acceptance model. *Information & management*, 42(5), 719-729 [in English].

68. Yang, K.C. (2007). Exploring factors affecting consumer intention to use mobile advertising in Taiwan. *Journal of International Consumer Marketing*, 20(1), 33-49 [in English].

69. Azouzi, D. (2009). The adoption of electronic banking in Tunisia: An exploratory study. *Journal of Internet Banking and Commerce*, 14(3), 1-11 [in English].

70. Al-Hajri, S., & Tatnall, A. (2008). Technological innovation and the adoption of internet banking in Oman. *Electronic Journal Organizational Virtualness*, 10, 59-83 [in English].

71. Fishbein, M.E. (1967). *Readings in attitude theory and measurement* [in English].
72. Kotler, P., & Keller, K.L. (2006). *Marketing Insight: Experiential Marketing. Marketing Management*. 12th edition. New Jersey Pearson Education, Inc. [in English].
73. Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behaviour* [in English].
74. Ajzen, I., & Fishbein, M. (1975). *Belief, attitude, intention and behavior: An introduction to theory and research* [in English].
75. Krejcie, R.V., & Morgan, D.W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, 30, 607-610 [in English].
76. Sekaran, O. (2007). *Research methods in management*. Trans. Saebi M, Shirazi M. Tehran, Iran: Education & Research Institute of Management and Planning [in English].
77. Byrne, B.M. (2013). *Structural equation modeling with AMOS: Basic concepts, applications, and programming*. Routledge [in English].

С.М. Джафарі, PhD, асистент факультету менеджменту та бухгалтерського обліку, Кум коледж, Університет Тегерана (м. Тегеран, Іран);

Г. Хандахі, PhD, професор факультету менеджменту та бухгалтерського обліку, Кум коледж, Університет Тегерана (м. Тегеран, Іран);

Х. Тагаві, магістр ЕМВА, магістрант факультету менеджменту та бухгалтерського обліку, Кум коледж, Університет Тегерана (м. Тегеран, Іран)

Дослідження факторів впливу на процес сприйняття користувачами реклами в мобільних соціальних мережах

З метою визначення факторів впливу на сприйняття мобільної реклами користувачами мобільних соціальних мереж була розроблена модель, що враховує соціальні норми, а також відношення користувачів до такої реклами та їх наміри сприймати її. У ході дослідження на основі розробленої анкети було опитано 436 користувачів мобільних соціальних мереж у м. Мешхед, Іран. У результаті проведеного дослідження було визначено, що відношення користувачів до реклами в мобільних соціальних мережах залежить від сприйнятої ними корисності такої реклами та їхнього ставлення до мобільної реклами загалом.

Ключові слова: реклама, мобільні соціальні мережі, мобільна реклама, ставлення, намір сприйняти, соціальні норми.

С.М. Джафарі, PhD, асистент факультета менеджменту та бухгалтерського учета, Кум коледж, Університет Тегерана (г. Тегеран, Іран);

Г. Хандахі, PhD, професор факультета менеджменту та бухгалтерського учета, Кум коледж, Університет Тегерана (г. Тегеран, Іран);

Х. Тагаві, магістр ЕМВА, магістрант факультета менеджменту та бухгалтерського учета, Кум коледж, Університет Тегерана (г. Тегеран, Іран)

Исследование факторов влияния на процесс восприятия пользователями рекламы в мобильных социальных сетях

С целью определения факторов влияния на восприятие мобильной рекламы пользователями мобильных социальных сетей была разработана модель, учитывающая социальные нормы, а также отношение пользователей к такой рекламе и их намерения воспринимать ее. В ходе исследования на основе разработанной анкеты было опрошено 436 пользователей мобильных социальных сетей в г. Мешхед, Иран. В результате проведенного исследования было определено, что отношение пользователей к рекламе в мобильных социальных сетях зависит от воспринимаемой ими полезности такой рекламы и их отношением к мобильной рекламе в целом.

Ключевые слова: реклама, мобильные социальные сети, мобильная реклама, отношение, намерение воспринять социальные нормы.

Отримано 08.02.2016 р.