



Identifying and Explaining the Impact of Persuasive Messages on Customers' Purchase Intentions in Social Media Marketing

Fatemeh Khajehfani | Iowa State University, Ames, Iowa

Mohammad Reza Hamidizadeh 0000-0002-7325-0516 | Shahid Beheshti University, Tehran, Iran

Narges Shalchian Rabe | Iowa State University, Ames, Iowa

Mehdi Khajehfani | Islamic Azad University, Tehran, Iran

Article Info

Article History

Received: 16 October 2024

Revised: 19 November 2024

Accepted: 23 February 2025

Key Words

Persuasive message, Product value, Content and message design, Purchase intention

Corr. Author Email

fatemehk@iastate.edu

m-hamidizadeh@sbu.ac.ir

narges20@iastate.edu

khajemehdi@gmail.com

ABSTRACT

Today, social media is considered as an online communication platform between companies and consumers. They make marketing activities and the buying process more effective and attractive. This study aims to study variables influencing customers' purchase intention on social media. The method of this research is a combination and integration of qualitative and quantitative methods to create a model and measure the accuracy of the model. The population of the research included the customers of food stores in Tehran, the capital of Iran. 302 people were selected as a sample and finally, all data were evaluated based on structural equation modelling. The results of this study show that the variable of persuasive messages has a positive effect on the type and value of the product, and that the type and value of the product have a positive impact on consumer behaviors and content and on how the message is designed. The variable of consumer behaviors has a positive and direct effect on the purchase intention, but the results showed that the variable of content and message design has no positive and immediate impact on the choice to buy by social media customers.

The main innovation of this study is that we have measured purchase intention based on Kotler's statement about message impacts (the three main issues), whilst other studies have not researched this aspect yet. In addition, few investigations have been done in the field of purchase intention in Iran, specially purchase intention on social media. Thus, the originality of this study is to investigate the impact of persuasive message on customers based on Kotler's ideas about purchase intention on social media.

How to cite this article:

Khajehfani, F., Hamidizadeh, M., Shalchian Rabe, N., Khajehfani, M. (2025). Identifying and explaining the impact of persuasive messages on customers' purchase intentions in social media marketing, *Journal of Global Business & Trade Studies*, 1(1), 178-216. <https://doi.org/10.24018/jgbts.178-216>



© 2025 The author(s). This is an open access article distributed under Creative Commons Attribution-NonCommercial 4.0 International (CC BY-NC), which permits use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source.



1. Introduction

Consumer behaviour has been one of the most critical topics for marketing researchers in recent decades. The diversity of consumer behaviour is due to the variety of factors affecting a person's behaviour and motivation to buy (Givi et al.). Social networks' effects on the process of customers' purchase intention has been proven in marketing science. Social networks actually accompany the consumer in the purchase process, increase his self-confidence, and make the consumer determined to finalize the purchase. The advantage of word-of-mouth marketing (WOM) over social networks is mainly due to the consumer's greater trust in the people around them (Pentina et al., 2018).

According to Schaffer, consumer behaviour encompasses several factors such as physical and mental activities as well as emotional states that affect the process of consumers' purchase intention, utilization of products and services, as well as discarding them. Consumer behaviour involves a set of psychological and physical processes, which begins before buying a product and continues after using it (Shareef et al., 2018).

Internet marketing is an important part of any brand's marketing activities in a new business. In fact, with the advent of virtual organizations, Internet marketing has become a basic need for the ability to move and continue development (Manian and Ronaghi, 2015). Social media is one of the means of communication in today's business world (Jones, 2015). The purchase intention indicates the possibility of customers buying. According to Schiffman and Kanook, the decision to buy the product (purchase intention) largely depends on the value of the product and the advice of other consumers. For example, when a product is shared on social media, users share and discuss the features of that product, and then the positive or negative points made about that product lead to purchasing or refusal to buy that product (Al-Dmour et al., 2018).

Given that social media platforms are increasingly available to everyone, they are used at all times and places (Halldórsson et al., 2015). These media platforms have emerged as a digital communication channel through which consumers buy and evaluate their desired brands, share their information with others and communicate with brands (Trivedi et al., 2022). The majority of information is transmitted by individuals through online platforms. Social media is considered as one of the useful channels for customers to gain information about products and services for their final purchase. Thus, companies seek to identify purchasing intent, incentives, and the impact of social media on these factors (Alalwan, 2018). There are several benefits to Internet marketing, such as access to the global marketplace, higher efficiency compared to other marketing channels, the opportunity for new Internet technology-based services, time saving, cost saving, the ability to interact and stay in touch with each other. Mobiles provide a large amount of useful information, which leads to our being informed of new opportunities and keeping updated (Štefko et al., 2015).

Social networks are important for manufacturing companies. Firms can use social networks, especially social networks such as Facebook and LinkedIn, to connect with customers and suppliers, build relationships and trust, as well as identify future sales partners (Masuda et al., 2022). Considering that Iranian companies still prefer traditional marketing with high costs, it can be concluded that the benefits of Internet marketing through social networks are hidden from business owners. Therefore, studying the behaviour of online consumers under the influence of social media marketing and recognizing these behaviours can be used to plan, develop business strategies and

effective advertising, guide customers and consumers, and ultimately improve profitability and increase the reputation of businesses.

Different social media platforms such as Facebook are used in social media marketing to create and share content, disseminate information, build communication and association, as this is one of the most effective marketing methods today (Kim and Ko, 2012). Automated social media marketing connections easily spread the message. Social media is becoming an effective tool of communication by creating synergistic effects. Therefore, marketing managers might convince Internet users to share messages with relatives, colleagues, or friends spontaneously. Thus, effective dissemination of information is a key factor in the success of social media marketing and encourages Internet users to accelerate superior advertising, according to the latest marketing studies (Alalwan et al., 2017).

Electronic word of mouth (eWOM) is a crucial strategy in marketing that influences the behaviour of the Internet user. Users are more likely to trust friends and information they receive from unfamiliar online sources because traditional ads are suspicious. Social media sites such as Facebook (likes, comments, and shares) or YouTube (likes and dislikes) have made it possible for users to express their opinions and feelings (Ting, 2011). Online social networks refer to online social activities. When users get together in groups and communicate online, this platform becomes a space for exchanging consumers' opinions about goods and services in the social network space (Bhattacharjee, 2012).

The purpose of the current research is to investigate the dimensions of the persuasive messages and the impact of these dimensions on purchase intention in social media marketing. Social networks are the best, cheapest, and most convenient platform for advertising, marketing, and sales today, and since one of the most important goals of an advertising message on social networks is to shape the decision-making stage and create the purchase intention in the consumers. Also, due to the spread of threats and sanctions and the increasing progress of various types of advertising and online marketing, the key question of this research can be stated as follows: What are the important dimensions and indicators of a persuasive message from Cutler's point of view? What are the effects of persuasive letters, type and value of the product, consumer behaviour and message content on customers' intention to buy in social media marketing?

2. Literature review and theoretical foundations

Theoretical foundations. Surveys of 399 European and American companies show that 88.2% of companies have taken steps to use social media, and about half of them use social media as a strategy in their businesses. Consumers spend 25 percent of their time searching the Internet on social media, up from 15 percent in previous years (Delafrooz et al., 2017).

A message is a separate data unit transmitted through sensory abilities such as smell, taste, touch, hearing, and sight. When the data is received correctly by the receiver, it becomes information. Messages are transmitted to the recipient for various purposes, such as informing, entertaining, encouraging, angering, or calming. Message design is a systematic and purposeful process of deciding on the content and presentation of the message. Most messages are habitually or unconsciously generated. Every decision about the message that is sent, whether consciously or unconsciously, deliberately or deliberately, affects the quality of communication (Bazi et al., 2020). The most important thing to consider about the message is the richness of the message and the power and delivery power of the message. The richness of the message includes its the clarity, depth, and intensity. People tend to use exciting and descriptive sentences to describe their activities. The richness message is consistent with comparing the impact of word of mouth (Sokolova and Kefi, 2020). It is argued that word of mouth is transparent while the data being published is not clear.

The power of defence is another important issue related to the power and delivery power of the message that the sender is willing to recommend. This issue is more related to its content and reflects the power of people's advice. The power of defence points out that when the word-of-mouth message is delivered with power and enthusiasm, it is a significant event for both the sender and the receiver; and in addition, the recommendations are not necessarily articulated, and many senders of word of mouth communicate. The mouth expresses its advice implicitly, retelling experiences (Tien et al., 2019).

Social media. Today, our world faces a new and rapidly pervasive phenomenon in the Internet space called social media. Social media applications and online platforms are designed to accelerate interaction, collaboration, and content sharing (Ha et al., 2019). Marketers use various online media to create brand value. One of the reasons for using online social media is to frequently expose the consumers to messages, optimize the reach, and direct the consumer's attention. Online media consists of online banner ads, search engines, brand websites, blogs, posts, etc, in all online social communities. There are two models of online advertising. The first one is related to traditional online media, known as online banner advertising (OBM). The second one is social media, such as small blogs in social networks, known as interactive media (Tien et al., 2019).

Today, customers are dramatically changing their behaviours along with the changes of technology and economy. They gain a great deal of information, are familiar with the products, and lose their trust in advertising. Preference custom products and services and change their shopping channels; therefore, businesses have to modify or even change their advertising strategies to adjust to the changes, facts, and customers' behaviours. These days, e-commerce is shifting from a primary transaction mode to basic social media or essential trust. Traditional online marketers on eBay and Craigslist's typically trade with strangers, thus making them vulnerable to fraud, while a social marketer integrates social media features with the community of online shopping and provides customers with the opportunity to buy products from their friends.

Overstock.com is an example of these social media-based auction markets. Like other social media, the auction encourages users to create a profile through a dedicated page with personal history, photos, and contact with friends. But unlike traditional social media, this site focuses on buying priorities and sales policies. There are many types of social media, including blogs, social networks (Facebook, Instagram), microblogs (Twitter), photo and video sharing sites (YouTube), and podcasts. Due to the wide spread use of social media, social networks users, commercial companies and government organizations are connecting and using them as communication tools. Unlike individual users of social networks, these organizations actively use social media for advertising and marketing to carry out integrated marketing activities without time, space, and media restrictions with much less effort and cost than in the past (Kim and Ko, 2012).

In the era of e-marketing, novel business models are being presented, and recent trends are emerging. One of the latest trends is social media, which not only has attracted many users and visitors but is also place to publish online advertisements of various companies. Social media links individuals with various interests and is one of the expanding areas where topics related to organizations and manufacturing and service companies are discussed on their pages. Businesses are using social media to help employees and customers communicate, learn about their interests and characteristics, and provide customer services in an engaging tech environment. In addition, well-known online social media pulls in online advertisements from retailers and other companies. Placing online advertisements on social media websites reaps the benefits of a large number of potential customers. Social media marketing is a method of internet marketing. In this technique, companies and sellers must become members of social media and attract the other members present there by publishing

content, images, videos and getting help from other facilities that exist in these media. They also need to encourage others to visit their websites and buy goods and services (Ismail, 2017).

Social marketing. The concept of social marketing is the latest and most recent concept of the five philosophies. A number of marketing thinkers and experts believe that the emphasis of the marketing concept is only on meeting the needs and desires of customers and social health and that society has no place in this philosophy. They believe that the managers of organizations are obliged to expand their goals and objectives and simultaneously try to determine the needs, wants, and interests of their target markets so that their company can meet these needs and while competing with other companies. These measures, in turn, will ensure the well-being of the customer and the community. According to the concept of social marketing, the problem with the concept of pure marketing is that the idea of marketing does not consider the conflict between short-term and long-term needs and wants. These conflicts cause social marketing to gain a high status and credibility among thinkers and experts. According to social marketing, marketing managers of organizations and large companies have to consider important factors such as company interests, consumer demands, and community interests in determining their marketing policies (Chawla and Chodak, 2021).

Purchase intention. Customer behaviour that affects the company's financial factors, such as repeat purchases, is part of economic behavioural intentions. In general, many classical studies support the relationship between service quality, satisfaction, and service change. Zeithamel et al. argue that poor service quality has a positive relationship with the likelihood of service providers leaving. Atanapoulos et al., with experimental results, confirmed this point and found that customer dissatisfaction leads to a change in customer behaviour (Shareef et al., 2018).

Purchase intention is a kind of knowledge-based behaviour and, as most researchers have stated, repetition of purchase intention is an indicator of customer behaviour and loyalty (Halldórsson et al., 2015).

The purchase intention of consumers reflects the predictable behaviour of individuals in future purchasing decisions (for example, which product or brand to buy in the following situation), which reflects the consumer's perceptions. Purchasing intent is a pattern of future purchasing attitudes. The desire to buy a specific commodity is contingent on the customer's perception of it. According to (Belleau et al., 2007), Fishbein and Ajzen's theory of rational action, purchase intention is considered as an intermediate variable between people's attitudes toward the quality of a product and actual behaviour (Gruzd et al., 2016). He also believes that the intention of buying a product is a link between consumers' reactions to product quality and their use of the product. When a person intends to purchase a particular product or service in the near future, the plan is to buy a product, but timing is important in this process. The probability of buying a specific product by a consumer is considered as purchase intention.

Based on studies in the field of behaviour and purchasing decisions, consumers seek to maximize their value when buying and prefer to make their purchases from sellers for whom their products have the maximum value. The consumer leads to the purchase intention. Value affects consumers' intention to buy goods and services provided by sites and social networks (Mandarić et al., 2022).

Purchase intention is also affected by unforeseen situational factors. Purchase intention is based on factors such as the family's expected income, the expected price, and the expected benefits of the product. Unpredictable situational factors may change the consumer's intent just when they want to act. However, priorities and purchase intention do not continuously lead to the actual purchase. These factors may guide buying behaviour, but may not work. A consumer's decision to change or postpone a purchase decision is strongly influenced by mental risk. Many purchases require a certain amount

of risk. Consumers are also unaware of the consequences of buying, and this causes concern in the consumer. The amount of mental risk varies depending on the amount of money allocated to the purchase, the uncertainty of the purchase and the level of consumer confidence. To reduce the risk, a consumer may avoid making a purchase decision, gather more information, try to buy nationally branded goods, or buy goods that have sufficient guarantees (Kotler and Keller, 2006).

Research Background. In an investigation entitled “The Impact of Influencers' Traits on Purchasing Intent in Social Media Marketing”, based on persuasion theory, a model was developed to examine the dimensions of trans-social relationships. The study considered three personal characteristics (homosexual attitude, physical attractiveness, and social attractiveness) and three characteristics (reliability, perceived expertise, and trans-social relationships) as prerequisites for the purchase intention. The data collection was based on respondents exposed to YouTube ads published by influencers who had purchased the product. The results show that social marketing strategy based on influencers should be adjusted based on personal characteristics, personalities, and types of influencers (Masuda et al., 2022).

The study "Nano influencer: how the characteristics of the message on the validity and behavioural intentions" looked at some message features such as its structure, capacity, and credibility that influence behavioural intent in relation to service providers. This study shows that as the complexity of the message decreases, so does the credibility and understanding of the message. It also increases the message capacity of this relationship so that positively framed messages with less complexity have a more significant impact on consumer behaviour than adversely framed messages (Balaji et al., 2021).

A study examined “The effect of approval of well-known people and the moderating effect of negative advertisements on people's purchase intention”. The study measured the impact of influencers in the market with a sample of 500 people through a structured questionnaire. The results of this research introduce features such as attractiveness, trustworthiness, and well-knowingness of the influencer as the characteristics of a person influencing the consumer's understanding of quality, purchase intention, and brand loyalty. However, celebrity endorsers’ negative publicity does not affect the adjustment of the consumer's purchase intention (Osei-Frimpong et al., 2019).

Another study examines the synergistic effect of online networks through classifying them into online broadcast media and interactive media. The research method of this study is based on an online test method to manipulate message stimuli, and the findings indicate that people exposed to online message stimuli report more credible sources and cognitive responses. In online media, the reliable source influences the consumer's attitude towards the brand, while in other media, the repetition and brand credibility have an effect on the customers’ attitude (Dong et al., 2018).

Al-Balqa, in his research, introduces social media as a platform of activities, but at the same time, he introduces the effectiveness of advertising in social networks as a challenge in most organizations. This study predicts the main factors related to media advertising and designs a conceptual model based on expected performance, hedonic motives, habit, interaction, information, and perceived relevance. The research method involves structural equation modeling by examining 437 questionnaires. The results of the research show the meaningful effects of the factors as mentioned above on the consumer's purchase intention (Al-Dmour et al., 2018).

Another study examined "Advertising on Facebook: Identifying Persuasive Elements in Developing Positive Consumer Attitudes." The primary purpose of this study was to develop the scale of consumer attitudes toward Facebook advertising and the theory of consumer attitudes. To conduct the research, a person who was both research assistant and Facebook member was appointed to present a message

regarding the Samsung product and propagate it to other members of his media platform. Results of the study show that attitudes toward social media advertising, that is, any attempt to discuss products with members of the media who are the customers of various products, are motivated by hedonistic motivation, self-concept, informal messages, and empirical messages. (Shareef et al., 2018).

An investigation by (Godey et al., 2016) entitled "Social Media-Based Marketing Efforts in the Field of Luxury Brands: Influencing Brand Equity and Consumer Behaviour" found that in the field of luxury goods and brands, social media-based marketing can, in the first place, affect brand equity and consumer behaviour. This study examines mobile marketing and advertising strategies as a marketing channel to develop tourism and hotel products and services. An increasing number of tourist destinations are using new technologies and solutions to promote their tourism products and services. In this article, the role of mobile marketing is defined as new strategies for expanding tourism products and services, their advantages and disadvantages, the impact of mobile marketing on tourism supply and demand, and the future estimation of this channel. In addition, the present article analyses mobile applications as a new tool to promote tourism and hotel products and services. As the number of mobile devices is constantly increasing, its applications can be an essential tool for sending instant messages to consumers at the right time and place. This article's findings can be useful in developing mobile marketing strategies in the tourism and hotel industry. Mobile marketing still has growing potential because the development of technology never stops and completely changes the traditional and conventional types of advertising (Gruzd et al., 2016).

Another study was conducted to identify "The Effect of Perceived Social Media Marketing Practices on Brand loyalty". The research findings showed that perceived social media marketing practices have a meaningful effect on brand loyalty, including brand awareness variables and that awareness of value plays a mediating role (Ismail, 2017).

(Alhaddad, 2015), in a study aimed at examining and identifying the view of young consumers on brand equity, concluded that brand awareness mainly influences brand equity between younger customers. These customers gain this awareness through social media and use them to compare products and services from different brands.

3. Research Methodology

This study uses a mixed method. The qualitative part was based on a survey of experts in the market and online stores and distributors of high-consumption goods. The quantitative part was based on a questionnaire obtained from the quality part of customers and consumers. The statistical population included 1400 consumers who had made their purchases under the influence of social networks active in the field of marketing and advertising. The sample size was 302 based on Morgan table. The data collection tool was a questionnaire based on research background and analysed data from individual interviews.

Table 1. Research Methodology

Type of research	From the perspective of the main orientation	Purpose	From the perspective of the approach
	Strategy design	Descriptive-exploratory-analytical	Qualitative
Strategy	Model design		
Environment	Food industry		
Data collection	A) Study and review of books, articles, research, documents, as well as note-taking and conversation B) Two stages: 1- Semi-structured interview with experts 2- Presenting a questionnaire to consumers		
Data analysis	SPSS software, exploratory and confirmatory factor analysis		

Qualitative section. The search for documentary and library studies turned into the conceptual research framework. According to the expected results and goals of the qualitative part of our study, the case study strategy (the effect of the message of purchase readiness in social media marketing) was considered for the distributors of high-consumption products. The results of Weismueller 2020 research, which were about the effect of messages and social media on purchase intention, showed that social media allows customers to express their thoughts, ideas, and perceptions, and share their information and experiences with other users. Hence, social media affects their purchase intention. Furthermore, according to the research background of (Tien,2019), identifying and examining the factors influencing the final purchase, the results showed that the motivating factors, product packaging, shopping pleasure, marketing promotions, message design and advertising had the greatest impact on purchase and end consumers' purchase intention. According to the (Tien et al., 2019)' study, "Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites", it was discovered that perceived utility and credibility combined enhance the chance of the adoption of an Ewom² message, and Ewom adoption has a substantial mediation role in the effect of Ewom credibility and usefulness on consumer purchase intention toward items promoted on in. According to the theoretical foundations and research background, the conceptual model of this research is developed and presented according to Figure (1).

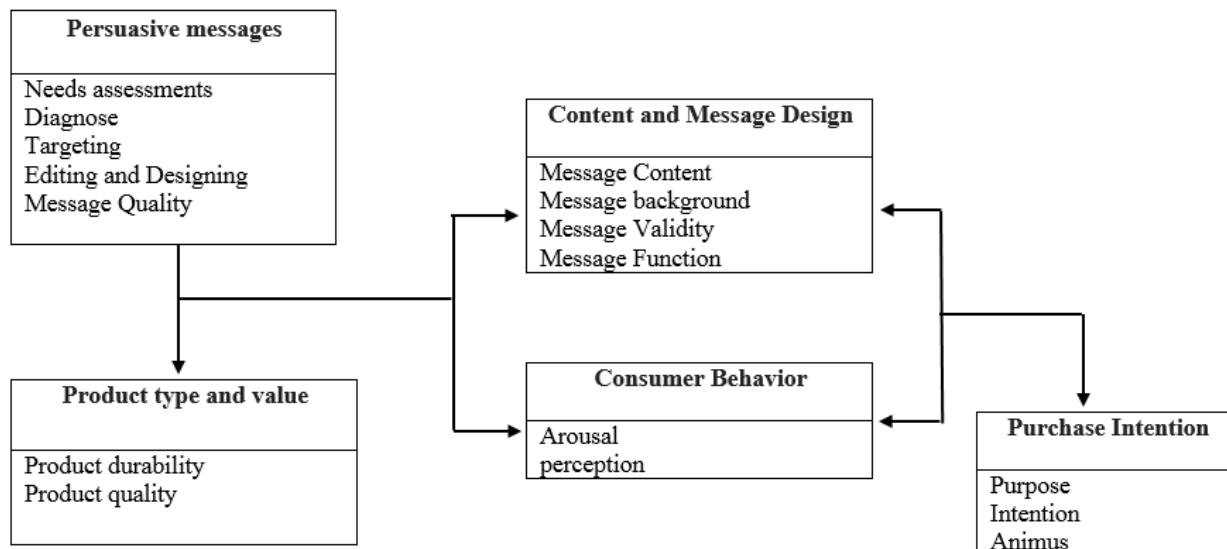


Figure 1. Conceptual model of research

Statistical Population and Sample Size. The statistical population in the quality sector includes active brands in the field of fast-moving consumer goods (FMCG) that have active social networks in the field of marketing and sales of their products. Identification and selection of the studied samples can be made by using the recommendations of an expert and knowledgeable people. In this study, sampling in the qualitative section included two groups of people to identify suitable cases. The first group consisted of experts, market insiders, online stores, and FMCG distributors. The second group included celebrities and famous people advertising products on the social network of Instagram. In Table (2), the information of experts and interviewees according to the above-mentioned criteria identified case-by-case with marketing or food product managers. The statistical population of this research included 1400 consumers in the food industry who had made their purchases under the influence of social networks which are in the marketing and advertising field. Based on (Krejcie and Morgan, 1970)'s table, the sample size was 302.

Table 2. Summary of interview information

Row	Brand	Specialty	Position	The number of interviewees
1	Maz Maz	Foodstuff (snacks) producer	Marketing manager and CEO	2
2	Golestan	Tea producer	Marketing manager	1
3	Delpazir	Foodstuff producer	Marketing manager	1
4	Irannoving advertising agency	Food advertising	Marketing manager	1
5	Golrang	Health products producer	Marketing manager	1
6	Kalleh	Foodstuff producer	Marketing manager	2
7	Pakrokh	Cosmetic products producer	Marketing manager	1
8	Zar Macaron	Foodstuff producer	Marketing manager	1

Instrument of data collection -research questionnaire

A questionnaire was used to gather the research data. The questions of this study were designed according to research backgrounds and data analyzed based on individual interviews. We studied research backgrounds related to customers behavior and purchase intention on social media and their models. Then, we analyzed and selected the pertinent factors and models to design open-ended questions. The questionnaire was distributed among experts after analyzing its validity.

4. Data Analysis

In the qualitative part of this research, first, a face-to-face interview was conducted with key market experts who advertise goods on their Instagram networks. These in-depth interviews were conducted in a semi-structured manner with a list of pre-determined open-ended questions. To better understand the ideas of the interviewees, partial supplemental questions were used in addition to the pre-prepared questions.

In this research, the directional content analysis method has been used to analyze the qualitative data extracted from case studies. This content analysis method is mainly used when the phenomenon under investigation has already been researched, or a theory is available. In the current study, our purpose was to complete the research process in the field of advertising effects and messages that producers create in the minds of their audiences. Therefore, according to the studied backgrounds and research literature, a conceptual model of research was designed, and in order to use the method of directional content analysis, we tried to answer the research questions. Based on the market experts' opinion and the content validity ratio, all the hidden variables of the conceptual model and the model extracted from exploratory interviews were identified as components of the operational model. Figure (2) shows the operating model approved by the market experts.

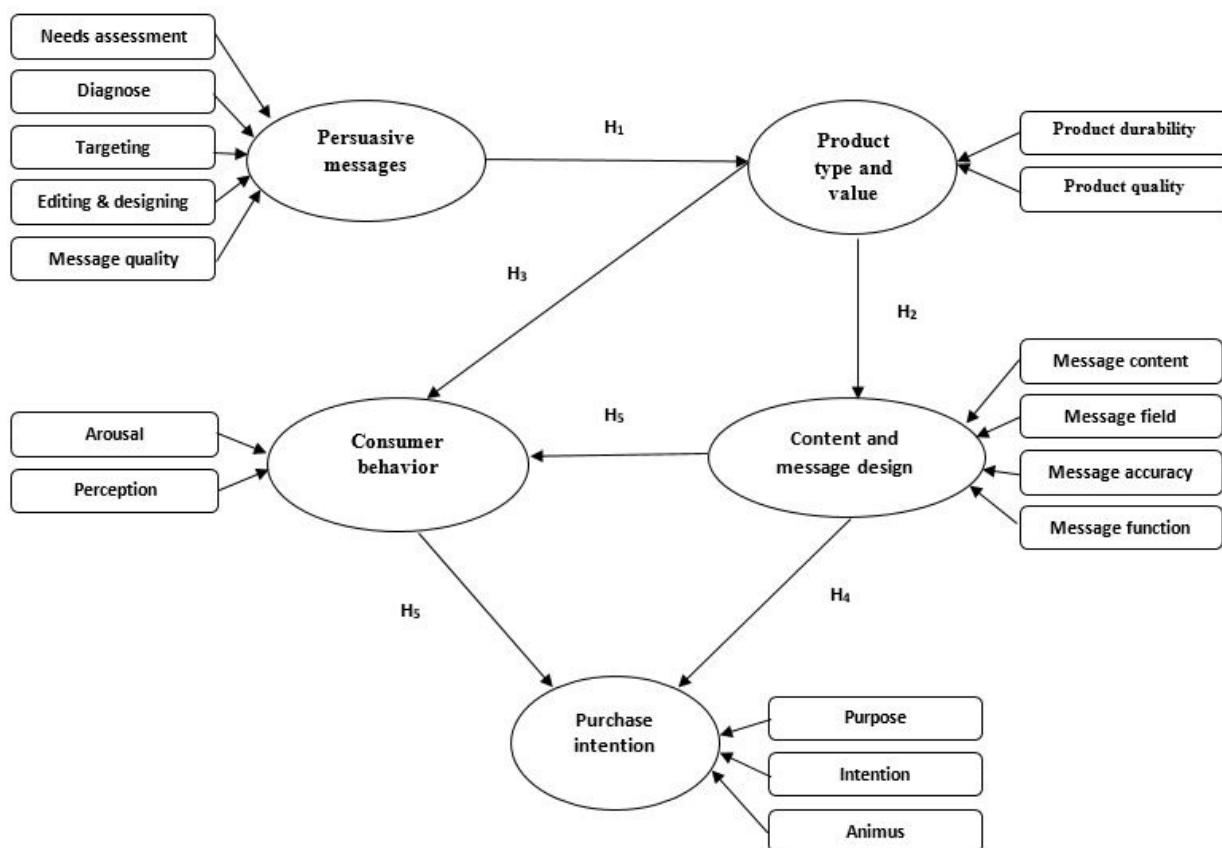


Figure 2. Operational research model

Quantitative part. In this section, we define the relationship between model variables in the form of organized hypotheses and examine the hypotheses. Factor analysis should have a sample whose volume is sufficient for this operation. The adequacy of the sample size or KMO should be greater than 0.7 to say that our sample is enough for factor analysis. Given that the KMO value in this study was 0.953, the sample size was sufficiently adequate for factor analysis and was approved. On the other hand, the software is supposed to put the correlated questions in one category in factor analysis, but these questions should only be related to each other, and their relationship should be directionless or spherical. The Bartlett test examines the spherical relationship between the two variables with the Chi-square test. The significance of the sig value indicates that the sphericity of the relations was also confirmed. To check the validity of research questions in terms of face validity and also to ensure the validity of the content, the opinions of market experts, senior managers, and university professors were used. Also, confirmatory factor analysis was used to evaluate the validity of the research construct.

Research Reliability. Cronbach's alpha coefficient was used to evaluate the research reliability data which indicates the reliability of the questionnaire data. Therefore, before starting the quantitative part of the research, to ensure the reliability of the questionnaire questions, the first 50 questionnaires were distributed among the research sample, and then using Cronbach's alpha test and the reliability of the questionnaire, or, in other words, the internal coordination of research variables, were examined. The test result showed a number above 0.7, which indicates a clear correlation between the variables of this study. Finally, the measurement model was evaluated by analyzing the reliability, validity, and quality of the external model, and then the structural model and the quality of the overall model were evaluated using Smart PIs software. According to Table (3), the related tests to Cronbach's alpha reliability (CA) confirmation, reliability (CR) combination, and Spearman correlation (ρ_a), as well as mean variance extraction tests (AVE) related to convergent and divergent validity, reliability and the validity of the measurement model were confirmed.

Table 3. Reliability coefficients of research variables

Variables	(CA)	(CR)	ρ_a	AVE
Persuasive messages	0.811	0.873	0.811	0.868
Product type and value	0.749	0.838	0.749	0.726
Consumer behaviors	0.863	0.899	0.884	0.895
Content and message design	0.874	0.908	0.874	0.660
Purchase intention	0.834	0.883	0.835	0.620

Research Validity. Construct validity is the most important part of a scientific project in any software or quantitative and statistical analysis. That is, the researcher must ensure that he/she has measured those variables correctly before knowing which variables have any effect, relationship, or differences. Validity means the researcher measures what is to be measured (Delavar, 2006). Construct validity consists of two separate parts: convergent validity and divergent validity. Convergent validity means that the indices of a variable must be correlated with each other in a reflective model. At the same time divergent or diagnostic fact means distinguishing the indices of each variable or component from the index of another variable or element. In a study of convergent validity indices, (Henseler et al., 2015) stated that, according to the collective opinion of experts in this field, the average extraction variance of AVE must be greater than 0.5 for each variable, and also (Gefen et al., 2000) stated that the convergent validity is the combined reliability or CR greater than AVE for each variable.

In order to examine the divergent validity indices from the correlation coefficient of the questions, we can understand their divergence from the two correlation tables and the mean derivation variance (AVE) table, and a table was created called the Fornier and Larker table. Each variable was placed on the primary diameter of the AVE square root, and that AVE square root must be greater than the correlation of that variable with other variables (Ringle et al., 2015).

Table 4. Comparison of (AVE) with (CR) by Farner Larker test

Variables	AVE	CR	Persuasive messages	Product type and value	Consumer behaviour	Content and message design	Purchase intention
Persuasive messages	0.868	0.873	0.767				
Product type and value	0.726	0.838	0.561	0.725			
Consumer behaviour	0.602	0.899	0.470	0.580	0.776		
Content and message design	0.660	0.746	0.700	0.580	0.491	0.816	
Purchase intention	0.603	0.883	0.270	0.461	0.447	0.322	0.776

According to the data in table 4, the divergent validity of the research variables is confirmed based on the Fornier Larker test, and the convergent validity conditions are established. It is evident that the research model had convergent validity and all questions of each variable converged within the model. Hensler index was used for the divergent validity of the test. In this simultaneous test, the divergent validity of one semantic block measured by semantic block. Thus, each variable considered an attribute and each question considered by a method that measures the divergent validity of each semantic block (Henseler et al., 2015).

Table 5. Multi-feature and multi-method test (HTMT)

Variables	Purchase intention	Content and message design	Consumer behavior	Product type and value	Persuasive messages
Persuasive messages					
Product type and value	0.710				
Consumer behaviour	0.561	0.727			
Content and message design	0.672	0.562	0.444		
Purchase intention	0.325	0.572	0.507	0.229	

(Henseler et al., 2015) has set a cut-off point of 0.9 for this index. According to Table (5), fortunately, all pairs of variables in our research have a value of less than 0.9 and are in very good condition. To examine the quality of the external model, the cross-validity index of the structure (CV com) and to measure the quality of the internal model, the cross-validity index of structural redundancy (CV red) was used. The shared cross-validity index measures the quality of the external model of each semantic block and the cross-validity index measures the redundancy of the quality of the structural or internal model. The quality of the structural model means that the quality of the exogenous variables of the model predicts the behavior of the endogenous variables. According to (Henseler et al., 2009), the values of 0.02, 0.15, and 0.35 for the CV-com and CV-red indices indicate poor, medium, and robust quality, respectively.”.

Table 6. Common Cross-validity indices and redundancy cross-validity

Variables	CV com or Q ²	CV red
Persuasive messages	0.388	
Product type and value	0.318	0.147
Consumer behavior	0.440	0.184
Content and message design	0.311	0.096
Purchase intention	0.399	0.110

As seen in table 6, the results of both quality assessment indices for each variable are much higher than 0.35, and it can be claimed that the measurement model and the structural model had a very strong quality. Due to the confirmation of reliability tests, average variance extracted (AVE), and Fornell Larker tests related to convergent and divergent validity of the measurement model, the research hypotheses were analyzed through both PLS algorithm and bootstrapping modes.

The information of the model shows in figure 3 and the related findings is in table (7).

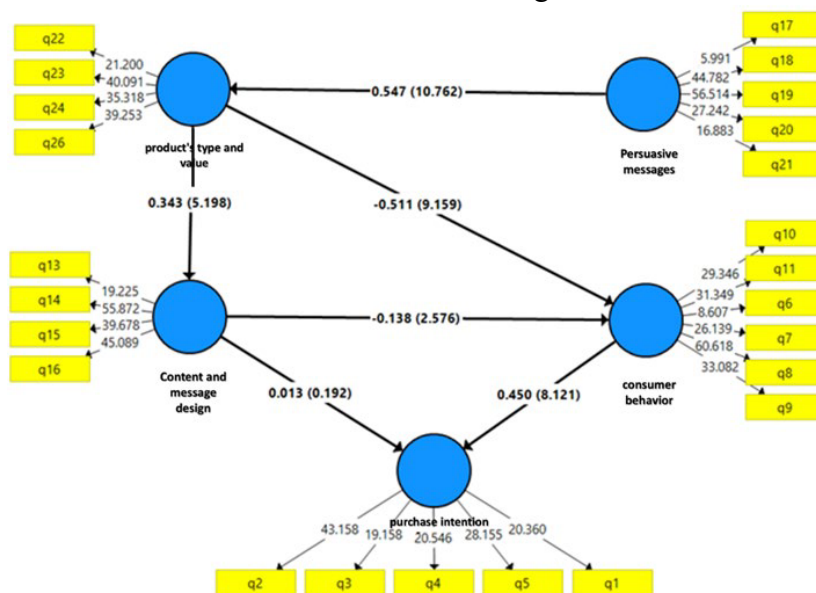


Figure 3. Research model in estimating standard coefficients and significance of coefficients (total effects)

Research Hypotheses. Important factors such as how to design the message, type of products and services, how to choose the content of the message, the relevance of the message, product value, consumer perceptions, motivating audience behavior, and advertising components as dimensions of a persuasive message can have different effects. For example, trust and reassurance leads to the purchase intention.

According to the above information, 6 hypotheses were developed to answer the research questions.

H1: Persuasive messages affect the type and value of the product.

H2: The product's type and value affect the message's content and design.

H3: The type and value of the product affect consumer behavior.

H4: The message content design affect consumer behavior.

H5: Consumer behavior affects the purchase intention.

Hypothesis 6: The content and design of the message affect the purchase intention.

Table 7. Significance test of research hypotheses and their intensity and direction

hypotheses	Path coefficient (β)	Significance level	T value	Result
H ₁	0.547	0.000	10.762	It is meaningful
H ₂	0.343	0.000	5.198	It is meaningful
H ₃	-0.511	0.000	9.159	It is meaningful
H ₄	-0.138	0.007	2.576	It is meaningful
H ₅	0.450	0.000	8.121	It is meaningful
H ₆	0.013	0.838	0.192	It is meaningful

According to the findings of the first research hypothesis (Table 7), the path coefficient of a persuasive message's effect on the product's type and value was calculated to be 0.547. The t value was 10.762, which is higher than 1.96. As a result, the null hypothesis was not confirmed, and the opposite hypothesis is accepted with 99% confidence. Consequently, it can be said that the persuasive message had a meaningful and positive effect on the type and value of the product.

In the second hypothesis of the research, the effect of product type and value on the content and design of the message was calculated to be 0.343. The t value was 5.198, which is higher than 1.96. Therefore, the null hypothesis was not accepted and the opposite hypothesis is accepted with 99% confidence. Therefore, it can be said that the type and value of the product had a significant and positive effect on the content and design of the message.

Regarding the third hypothesis of the research, the results show that the effect of product type and value on consumer behavior was -0.511, and its t value was 9.159, which is higher than 1.96. Therefore, the null hypothesis is rejected and the opposite hypothesis is accepted with 99% confidence. Considering the amount of effect and negative path coefficient of this hypothesis, it can be said that the type and value of the product have a significant impact on consumer behavior.

However, this effect is negative so that by increasing the type and value of the product, the amount of consumer behavior decreases.

Regarding the fourth hypothesis of the study, the findings indicate that the effect of content and design of the message on consumer behavior was -0.138, and its t value was 2.576, which is higher than 1.96. Therefore, the null hypothesis is rejected, and the opposite hypothesis is accepted with 99% confidence. Considering the amount of impact and negative path coefficient of this hypothesis, it can be said that the content and design of the message have a significant effect on consumer behavior. However, this impact is negative so that by increasing value of the content and design of the message, the consumer behavior value is reduced.

Regarding the fifth hypothesis of the research, the results show that the effect of consumer behavior on the purchase intention was 0.450, with a value of 8.121, which is higher than 1.96. Therefore, the null hypothesis is rejected, and the opposite hypothesis is accepted with 99% confidence. As a result, it can be said that consumer behavior has a significant effect on the purchase intention.

The findings of the sixth hypothesis of the research show that the effect of the content and design of the message on the purchase intention was 0.013, and the value of t is 0.192, which is less than 1.96. Therefore, the null hypothesis of the research is confirmed. Consequently, it can be stated that the content variable and the way the message is designed have no significant effect on the purchase intention.

Table 8. Analysis of Variance and Qualitative Fit SRMR and GOF

Intrinsic variable	R ²	SRMR	GOF
Product type and value	0.308	Estimated Model= 0.061	$\sqrt{\text{Communality} \times R^2}$ $\sqrt{0.748 \times 0.711} = 0.729$
Consumer behavior	0.716	Saturated Model= 0.061	
Content and message design	0.244		
Purchase intention	0.296		

Based on the results of table 8, by comparing the value of the coefficient of determination (R²) with the three values of 0.19, 0.33 and 0.67. To evaluate the quality of the overall research model, two quality fit tests of the model including standardized residual square root tests (SRMR), which had a suitable value of less than 0.08 and a good fit (GOF) for the general model with three values of 0.1, 0.25, and 0.36 (weak, medium and strong). The SRMR test was approved and according to the GOF value, the accuracy of the results of the overall research model were at high level.

5. Discussion and Conclusion

The study and review of research conducted in media marketing show that variables such as brand equity, advertising, and social media are essential in determining consumer behavior. These studies can be classified into two levels. One group of the studies have focused on the effect of online platforms on customers and purchase intention and the other on the impact of design and packaging, price promotions, and discounts on impulsive purchases. The general results of the research that were discussed in the research background section show that social media allow customers to express their opinions, thoughts, and perceptions and share their information and experiences with other users. On the other hand, design and packaging, shopping pleasure, marketing promotions, age, self-esteem,

excitement, and product price have the greatest effect on impulse buying, while the situational factors of the store environment, the attitude of the salesperson and solitary shopping have a major and moderating effect on. There is a relationship between independent variables and impulse buying. Most of the past research has examined the message only as an advertising tool, while Kotler, the father of modern marketing science in the field of communication design, refers to three fundamental aspects of the message for better communication:

1. What message should we convey? (Message Strategy)
2. How to display its creativity?
3. What should be the source of the message? (Kotler and Zaltman, 1997)

Since one of the most important goals of advertising and promotion in social networks is to shape the decision-making stage and create purchase intention in the consumer, this research has investigated the effect of the message on the purchase intention and consumer behavior according to Kotler's three main notions.

The findings of our research show that the message design needs assessment, supply, targeting, and compilation. Moreover, the quality of the message, compared to the message design, has a meaningful and constructive effect on the purchase intention. Considering the value of the path coefficients is 0.971, it can be stated that the method of developing the message can have a positive and direct effect of 97% on the purchase intention. The results indicate that with the increase and improvement of message design, customer purchase intention also increases.

The type of products and services has a positive and direct effect on the purchase intention, and the value of this impact is only 0.694. In other words, the type of products and services determine the purchase intention behavior by 70%. The result of this hypothesis shows that given the quality and efficiency of products and services type, production method and product supply, and the durability and quality of the product, the value of purchase intention is desirable. In other words, increasing the quality and durability of products and services positively affects the consumer's purchase intention.

The results also showed that selecting the right message content has a positive and direct effect on purchase intention. This strong effect shows that the selected method of creating the message content can predict and explain 90% of the customers' purchase intention behavior. The research literature and the results of similar studies clearly confirm the impact of this hypothesis

Findings show that updating the message with the dimensions of independent and dependent factors on the message has a positive and constructive effect on the purchase intention. According to the path coefficients value between the variables of message update and purchase intention is 0.720, but for an update message is 72%. Thus, with the increase and improvement of message updates, customers' purchase intention also increases.

The findings also indicated that the value of products has a direct effect on the purchase intention. This strong effect shows that the product value and the desired dimensions can predict and explain 70% of customers' purchase intention behavior. The research literature and similar studies' results clearly confirm this hypothesis. When consumers receive value as a result of using a product, it both leads to the purchase intention and to an actual purchase.

Findings show that consumer perception, customer response and field study of the message has a constructive effect on purchase intention. Considering the value of the path coefficient between the two variables of consumer perception and purchase intention, which was 0.802, it can be stated that consumer

perception can have a positive and direct effect on purchase intention by as much as 80%. The results prove that with increasing consumer perception, customers' purchase intention also increases.

Findings also show that provoking the behavior of audience or the visual appeal of the message and creativity in designing and delivering the message have a direct effect on the purchase intention. Considering the value of the path coefficient between the two variables of provoking the behavior of the audience and the will to buy, which was 0.670, it can be stated that the variable of provoking the behavior of the audience can have a positive and direct effect on the purchase intention by as much as 67%. Research findings indicate that customer purchase intention increases by increasing their motivation.

The results showed that the promotional components such as message content, message context, honesty, and truthfulness, have a positive and direct effect on the purchase intention. The path coefficient between the two variables was 0.657, so the advertising components of the product, the dimensions of the message content, the context of the message and the honesty of the message generally affect the purchase intention by 66%. This strong effect shows that desirable advertising components can predict 70% of the customers' purchase intention behavior. The research literature and similar studies' results clearly confirm this hypothesis. When consumers perceive value from a product's advertising and from using the product, this also leads to purchase intention.

In the current study, according to the interviews conducted and the analysis of customer data, the results showed that the variables of message design, type of goods and services, content selection method, message updating, product value, and consumer perception provoke the behavior of audience and that advertising components are the dimensions and indicators of persuasive messages. Also, the study of related hypotheses showed that in social media marketing, the compelling message positively and directly affects the customers' purchase intention.

Limitations. Measuring consumer behavior is very difficult due to cultural and religious restrictions in Iran. And due to the economic crisis and rising prices, most Iranian consumers prioritize economic savings over other factors

Intended applications of research results. Also, due to the increasing use of online shopping by the audience, this research firstly explains the behavior of consumers on social media and, according to the model used in this research, online service companies can use the results of this research to make their strategies more effective.

Conflict of interests

There is no conflict of interest for declaration

Acknowledgments

We take pride that this research fostered collaboration with university professors, business owners, and industry experts. I am grateful to all of them.

References

1. Al-Dmour, A. H., Abbod, M., & Al-Balqa, N. (2018). The Impact Of The Quality Of Financial Reporting On Non-Financial Business Performance And The Role Of Organizations Demographic Attributes (Type, Size, And Experience). *Journal Of Business Research*.
2. Alalwan, A. A. (2018). Investigating The Impact Of Social Media Advertising Features On Customer Purchase Intention. *International Journal Of Information Management*, 42, 65-77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>

3. Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social Media In Marketing: A Review And Analysis Of The Existing Literature. *Telematics And Informatics*, 34, 1177-1190. <https://doi.org/10.1016/j.tele.2017.05.008>
4. Alhaddad, A. (2015). Perceived Quality, Brand Image And Brand Trust As Determinants Of Brand Loyalty. *Journal Of Research In Business And Management*, 3, 01-08.
5. Balaji, M., Jiang, Y., & Jha, S. (2021). Nanoinfluencer Marketing: How Message Features Affect Credibility And Behavioral Intentions. *Journal Of Business Research*, 136, 293-304. <https://doi.org/10.1016/j.jbusres.2021.06.006>
6. Bazi, S., Filieri, R., & Gorton, M. (2020). Customers' Motivation To Engage With Luxury Brands On Social Media. *Journal Of Business Research*, 112, 223-235. <https://doi.org/10.1016/j.jbusres.2019.10.051>
7. Belleau, B. D., Summers, T. A., Xu, Y., & Pinel, R. (2007). Theory Of Reasoned Action: Purchase Intention Of Young Consumers. *Clothing And Textiles Research Journal*, 25, 244-257. <https://doi.org/10.1177/0887302X07225006>
8. Bhattacharjee, S. (2012). Efficiency Dynamics And Sustainability Of The Indian IT-ITeS Industry: An Empirical Investigation Using DEA. *IIMB Management Review*, 24, 203-214. <https://doi.org/10.1016/j.iimb.2012.06.003>
9. Chawla, Y., & Chodak, G. (2021). Social Media Marketing For Businesses: Organic Promotions Of Web-Links On Facebook. *Journal Of Business Research*, 135, 49-65. <https://doi.org/10.1016/j.jbusres.2021.06.012>
10. Delafrooz, N., Farokhbakhth Foomani, A., & Khosravi, M. R. (2017). Specifying The Social Media Usage Among Insurance Companies, Agents, And Clients (Insured) Interactions (Case Study: Iran Insurance Co.). *Journal Of Business Management*, 9, 271-294.
11. Dong, X., Chang, Y., Liang, S., & Fan, X. (2018). How Online Media Synergy Influences Consumers' Purchase Intention. *Internet Research*, 28, 946-964. <https://doi.org/10.1108/IntR-08-2017-0298>
12. Gefen, D., Straub, D., & Boudreau, M.-C. (2000). Structural Equation Modeling And Regression: Guidelines For Research Practice. *Communications Of The Association For Information Systems*, 4, 7. <https://doi.org/10.17705/1CAIS.00407>
13. Givi, J., Birg, L., Lowrey, T. M., & Galak, J. (2021). An Integrative Review Of Gift-Giving Research In Consumer Behavior And Marketing. *Journal Of Consumer Psychology*. [DOI unavailable]
14. Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social Media Marketing Efforts Of Luxury Brands: Influence On Brand Equity And Consumer Behavior. *Journal Of Business Research*, 69, 5833-5841. <https://doi.org/10.1016/j.jbusres.2016.04.005>
15. Gruzd, A., Paulin, D., & Haythornthwaite, C. (2016). Analyzing Social Media And Learning Through Content And Social Network Analysis: A Faceted Methodological Approach. *Journal Of Learning Analytics*, 3, 46-71. <https://doi.org/10.18608/jla.2016.31.4>
16. Ha, S., Huang, R., & Park, J.-S. (2019). Persuasive Brand Messages In Social Media: A Mental Imagery Processing Perspective. *Journal Of Retailing And Consumer Services*, 48, 41-49. <https://doi.org/10.1016/j.jretconser.2019.02.003>
17. Halldórsson, Á., Hsuan, J., & Kotzab, H. (2015). Complementary Theories To Supply Chain Management Revisited: From Borrowing Theories To Theorizing. *Supply Chain Management: An International Journal*. <https://doi.org/10.1108/SCM-09-2014-0374>

18. Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A New Criterion For Assessing Discriminant Validity In Variance-Based Structural Equation Modeling. *Journal Of The Academy Of Marketing Science*, 43, 115-135. <https://doi.org/10.1007/s11747-014-0403-8>
19. Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The Use Of Partial Least Squares Path Modeling In International Marketing. In *New Challenges To International Marketing* (pp. 277-319). Emerald Group Publishing Limited. <https://doi.org/10.1108/9781786350338-014>
20. Ismail, A. R. (2017). The Influence Of Perceived Social Media Marketing Activities On Brand Loyalty: The Mediation Effect Of Brand And Value Consciousness. *Asia Pacific Journal Of Marketing And Logistics*.
21. Kim, A. J., & Ko, E. (2012). Do Social Media Marketing Activities Enhance Customer Equity? An Empirical Study Of Luxury Fashion Brand. *Journal Of Business Research*, 65, 1480-1486. <https://doi.org/10.1016/j.jbusres.2011.10.006>
22. Kotler, P., & Keller, K. L. (2006). *Marketing Management* (12th ed.). Upper Saddle River, NJ: Prentice Hall.
23. Kotler, P., & Zaltman, G. (1997). Social Marketing: An Approach To Planned Social Change. *Social Marketing Quarterly*, 3, 7-20. <https://doi.org/10.1177/152450009700300202>
24. Krejcie, R. V., & Morgan, D. W. (1970). Determining Sample Size For Research Activities. *Educational And Psychological Measurement*, 30, 607-610. <https://doi.org/10.1177/001316447003000308>
25. Mandarić, D., Hunjet, A., & Vuković, D. (2022). The Impact Of Fashion Brand Sustainability On Consumer Purchasing Decisions. *Journal Of Risk And Financial Management*, 15, 176. <https://doi.org/10.3390/jrfm15040176>
26. Manian, A., & Ronaghi, M. H. (2015). A Comprehensive Framework For E-Marketing Implementation By Meta-Synthesis Method. *Journal Of Business Management*, 7, 901-920.
27. Masuda, H., Han, S. H., & Lee, J. (2022). Impacts Of Influencer Attributes On Purchase Intentions In Social Media Influencer Marketing: Mediating Roles Of Characterizations. *Technological Forecasting And Social Change*, 174, 121246. <https://doi.org/10.1016/j.techfore.2021.121246>
28. Osei-Frimpong, K., Donkor, G., & Owusu-Frimpong, N. (2019). The Impact Of Celebrity Endorsement On Consumer Purchase Intention: An Emerging Market Perspective. *Journal Of Marketing Theory And Practice*, 27, 103-121. <https://doi.org/10.1080/10696679.2019.1563252>
29. Pentina, I., Bailey, A. A., & Zhang, L. (2018). Exploring Effects Of Source Similarity, Message Valence, And Receiver Regulatory Focus On Yelp Review Persuasiveness And Purchase Intentions. *Journal Of Marketing Communications*, 24, 125-145. <https://doi.org/10.1080/13527266.2016.1201606>
30. Shareef, M. A., Mukerji, B., Alryalat, M. A. A., Wright, A., & Dwivedi, Y. K. (2018). Advertisements On Facebook: Identifying The Persuasive Elements In The Development Of Positive Attitudes In Consumers. *Journal Of Retailing And Consumer Services*, 43, 258-268. <https://doi.org/10.1016/j.jretconser.2018.04.013>
31. Sokolova, K., & Kefi, H. (2020). Instagram And YouTube Bloggers Promote It, Why Should I Buy? How Credibility And Parasocial Interaction Influence Purchase Intentions. *Journal Of Retailing And Consumer Services*, 53, 101742. <https://doi.org/10.1016/j.jretconser.2019.101742>
32. Štefko, R., Fedorko, R., & Bačik, R. (2015). The Role Of E-Marketing Tools In Constructing The Image Of A Higher Education Institution. *Procedia-Social And Behavioral Sciences*, 175, 431-438. <https://doi.org/10.1016/j.sbspro.2015.01.121>

33. Tien, D. H., Rivas, A. A. A., & Liao, Y.-K. (2019). Examining The Influence Of Customer-To-Customer Electronic Word-Of-Mouth On Purchase Intention In Social Networking Sites. *Asia Pacific Management Review*, 24, 238-249. <https://doi.org/10.1016/j.apmr.2018.10.004>
34. Ting, S.-C. (2011). The Effect Of Internal Marketing On Organizational Commitment: Job Involvement And Job Satisfaction As Mediators. *Educational Administration Quarterly*, 47, 353-382. <https://doi.org/10.1177/0013161X11402830>
36. Trivedi, J., Kasilingam, D., Arora, P., & Soni, S. (2022). The Effect Of Augmented Reality In Mobile Applications On Consumers' Online Impulse Purchase Intention: The Mediating Role Of Perceived Value. *Journal Of Consumer Behaviour*, 26, 1-12. <https://doi.org/10.1002/cb.2047>