



# Presenting a structural model of customer behavioral intention in accepting social media marketing

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## Abstract

This study aimed to provide a structural model of customer intentional behavior in accepting social media marketing. The present study uses an applied (purpose) and survey-analytical research methodology (implementation method) carried out with a mixed (quantitative-qualitative) approach. The first part presented the content analysis method and Delphi technique as factors that influence behavioral intention. The research population in the first part was 6045 documents identified on the science website, and in the second part, 30 social media marketing specialists were targeted by sampling method. The findings of the qualitative section were the identification of 20 factors that influence the behavioral intention of customers, which was the most critical comparative advantage. The statistical population in the quantitative part was users of social networks that the sample size was available by sampling method and based on the unlimited Cochran's formula, 384 people were selected. The data collection tool was a researcher-made questionnaire in the second part. Experts confirmed the validity, and the reliability was confirmed by calculating Cronbach's alpha coefficient. Data analysis was performed by structural equation modeling. The results showed that trust, perceived ease, comparative advantage, adaptability, mental norm, perceived behavioral control, and attitude toward behavior significantly affect customers' behavioral intention in accepting social media marketing. The significant relationship between perceived risk and behavioral intent was not confirmed.

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## 1. Introduction

According to Customer Loyalty Programs, organizations tend to improve their customer retention in today's competitive markets [3]. Their ultimate goal is to retain their customers and increase their repurchase intention [25]. Due to the companies' fierce competition often respond to this environmental threat by developing a customer retention strategy [17]. Loyalty as the buyer's commitment to a service, product, or commercial brand is often described as the unspecified amount of repurchases from a supplier over a known period. Numerous researchers attempted to find the associated factors and their role in building customer loyalty. Service quality, customer satisfaction, corporate image, word-of-mouth marketing, communication, and perceived value have been suggested to influence loyalty [9]. Today, the customers who have a sense of belonging to the organization can be regarded as profitable and long-term assets. Customer retention costs are lower than customer acquisition. In other words, an increase in profit from 25 percent to 95 percent can only be achieved by spending a 5 percent increase in customer retention costs [23]. On the other side of the coin, the higher cost of acquiring new customers has made the early stages of communication with new customers less profitable. However, later stages will be more beneficial due to reducing costs by recruiting loyal customers [6].

Given the challenges of the business environment, organizations have sought customer acquisition and customer retention and boosted customers' loyalty to the organization. Thus, customer satisfaction is no longer good enough, and marketers must improve and promote customer loyalty [28]. In such a paradigm, the goal is to build long-term relationships with the stakeholders and, above all, the customer in order to retain more customers and lose fewer customers, guarantee the market share and profitability of the organization in the long run [12].

Social media marketing is one form of digital marketing based on social media. In this context, businesses can get closer to their users and directly observe and receive their comments, suggestions, and criticisms [19]. In social media marketing, a business can attract users by providing relevant, helpful, and operational content and, in effect, make its users (and older customers) more loyal [14]. In most developed countries, social networks have become more widely used and covered almost all aspects of people's lives. The organizers of these networks could get the best out of this tool; accordingly, products and services manufacturers have achieved more customer satisfaction based on the information they obtain from these networks [30].

The large customer base has made social media very popular among users and companies that use social media as a marketing communication medium [32]. Social media set up the process of social media marketing activities. These activities communicate and provide suggestions for online marketing through social platforms in order to establish and maintain mutual relations between the stakeholders [1], increase the stakeholder stock value, facilitate the interactions, share the information, make personal purchase offers, and implement word-of-mouth advertising about the existing products and services among the stakeholders [31].

Due to the abundant customers' interaction with social media, there is a research gap in examining its success and providing strategies for its popularity [5]. In other words, a clear picture of the specific impact of social media marketing on customer decision-making behavior has been limited and incomplete. Based on the above, identifying the factors that influence the customer behavior in accepting social media marketing can help retain customers for market-share and competitive advantage gain [16]. The review of the related literature in this field shows that Masa'deh et al. [20] emphasize the benefits of their marketing efforts using various social media activities [20]. The results of study Farajnezhad et al. [10] revealed that diffusion of innovation influence was found as a nominative determinant of users' behavioral intention to adopting social media marketing while

behavioral intentions were also found to have positive significant association towards users' behavioral intention to adopt social media marketing. In addition, the results of the empirical study showed that subjective norms moderated the relation between diffusion of innovation and customer behavioral intention. Investigating the power of social media in influencing customer decisions, Sudirman [29] showed that social media marketing has a positive and significant effect on cosmetics purchasing decisions in Makassar. Resorting to social media, online marketing has successfully built brand equity, influencing purchasing decisions [15]. In another study, Akram and Shahid [2], investigating the impact of social media marketing on the customer decision-making process in choosing a hotel in the Maldives, showed that, unlike traditional marketing, social media marketing offers multichannel communication.

The results show that high-quality images and visuals of the hotels' Instagram pages affect the customer decision-making processes. While participants tend to monitor the comments on Facebook pages, word-of-mouth advertising significantly affects customer decision-making.

Another important finding was that customer interaction and communication is critical to customer choice. Nevertheless, customer interaction and communication need to be improved through Facebook and Instagram. Jacobson, Gruzd & Hernández-García suggest several marketing strategies to help alleviate consumer concerns so that customers can maintain trust in digital marketing techniques [14]. Rowley & Keegan revealed determining marketing Objectives, identifying key performance indicators, identifying metrics, collecting and analyzing data, production reporting, and management decision-making as a framework to evaluate the social media marketing process [26].

In 2019, Chen and Li [8] demonstrated that social media marketing activities indirectly affect customer satisfaction through social identity and perceived value. Carlson and Frazer published a paper describing a theoretical framework supporting most hypothesized relationships based on customer engagement behaviors in social media and capturing innovation opportunities [7]. They suggested maximizing the online service design features, including content quality, brand page engagement, sociality, and quality customer service, as the motivators which inspire brand value, real value, and good value. Yadav and Rahman found out that measuring consumer perception of marketing activities through social media in the electronics industry and scale development and validation of measuring consumer perception of marketing activities through social media has a positive and significant effect on the purchase intention [31]. These two variables can confirm the scale development and validation and provide a new scale, theoretical concepts, and management strategies along with suggestions for future research. Chen and Lin argued that social media marketing activities positively and significantly affect purchase intention through consumer perception [8].

The considerable amount of literature demonstrates that the importance of examining the Customer Behavioral Intention in making the customer feel good and business prosperity is undeniable. In other words, many organizations consider customer satisfaction as the fundamental business growth driver and try to keep their customers satisfied. Needless to say that the concept of customer satisfaction is different from customer dissatisfaction [18]. The digital business marketplace has never been so competitive as now. That is why customer experience and loyalty have gotten more and more attention and are considered indicators to measure business success. In most cases, businesses pay much attention to potential customers during the buying process and then ignore them after turning into real customers [13].

Before social media, companies faced a public crisis, often with expensive marketing campaigns [19]. In contrast, there is evidence that many customers did not trust companies that ran such campaigns and were skeptical about these marketing strategies [11]. Social media has been discovered through relationship marketing, technology acceptance model, and user motivations and limitations [22]. The organizational structure is often based on customers' needs, legal and political constraints of

the country, and technological and economic changes that influence the environment [21]. Launching social media, organizations often regarded them as a customer communication tool by which they could market their products [4].

These organizations never expected the dramatic impact of social media on factors such as customer satisfaction [27]. However, far too little attention has been paid to the customer behavioral intention through building and developing customer loyalty, and there is no coherent framework in this domain; In this regard, the need to pay attention to the identity of customers' behavioral intent is considered. As far as the researcher found in the literature, there is a large volume of studies in the field of social media marketing and its impact on factors such as customer loyalty;

Numerous studies have also been carried out on customer satisfaction and the factors that influence it; However, no research has been found that presented a structural model of customer behavioral intention in accepting social media marketing; Therefore, whether and under what conditions social media marketing can influence customer satisfaction is an issue that has not yet been addressed.

Thus, this study aims to answer the following questions, resorting to the professors' and experts' opinions:

1. What factors affect the process of accepting social media marketing and achieving the desired level of customer behavioral intention?
2. Is the structural model of customer behavioral intention appropriate in accepting social media marketing?

## 2. Methodology

To answer the research questions, i.e., to provide a structural model of customer behavioral intention in accepting social media marketing, mixed methods research, including both qualitative and quantitative methods, was used. The content analysis method assumes that language analysis can bring about the meanings, priorities, attitudes, ways of understanding, and organizing the world.

In the first part of the study, using the content analysis method, the researchers identified the most important models and the most widely used components affecting the acceptance of social media marketing in the literature based on the web of science database. Web of Science is a scientific citation index created by Thomson Reuters which allows one to search for total citations and access various databases. This database is currently part of the Clarity Analytics Institute. Web of Science is a citation index based on the fact that citation in science is used as a link between similar research and leads to adaptation or connection with scientific literature, such as journal articles, conferences, abstracts, and set forth.

Moreover, the research literature indicates that a citation index can easily create the highest impact factor in one particular or more disciplines. In the second part of the qualitative analysis, using the Delphi technique, the experts' opinions were obtained to identify the factors that influence the acceptance of social media marketing based on the customer behavioral intention.

Then, the Average Value Ranking multi-criteria method is used to rank the importance of each factor. The research population in the first part (documents) included the title, abstract, and keywords of 6035 articles and documents identified in the Web of Science citation database. The research population in the second part consisted of 30 social media marketing experts (social media marketing managers and experts), academic elites including management and marketing technology department), and IT design specialists in companies active in social media and sales on social media platforms. In the second part of the study, the purposive sampling method was used for 30 people. On average, in each Delphi round, the panel members were reminded in person or by phone about

five times using WhatsApp social network. They were asked to submit the responses within the allotted time frame.

In the quantitative part of the research, a researcher-made questionnaire was first designed by studying the theoretical basis of each factor extracted from qualitative content analysis. The draft of the questionnaire consisted of 89 questions. Some questions were removed due to inconsistency with the subject, usability, and appropriateness using the experts' and professors' viewpoints. Finally, a researcher-made questionnaire consisting of 81 questions in a five-point Likert scale (strongly agree to strongly disagree) was prepared. This questionnaire has two parts: the first part included personal information; the second part consisted of 82 questions that covered twenty fields.

The questions of this questionnaire were scored directly from strongly agree (= 5), agree (= 4), no opinion (= 3), disagree (= 2), and strongly disagree (= 1). The questionnaire was approved by the supervisor in writing, editing, and appearance after translation to obtain face validity. The draft form contained 82 questions.

The content validity was evaluated, including both content validity index (CVI).

$$CVI = \frac{\text{Number of experts who answered the questions of options 3 and 4}}{\text{Total number of specialists}}$$

The content validity ratio (CVR) after confirming the face validity of the draft questionnaire. The formula of content validity ratio is

$$CVR = (N_e - N/2)/(N/2),$$

In which the  $N_e$  is the number of panelists indicating "essential" and  $N$  is the total number of panelists. Reliability measurement is by calculating Cronbach's alpha coefficient which was calculated using SPSS software and was calculated according to

$$r_\alpha = \frac{k}{k-1} \left( 1 - \frac{\sum_{t=1}^k S_t^2}{S_t^2} \right)$$

In which  $K$ : Number of questions,  $S^2K$ : The variance of all subjects' answers to the km question,  $S_t$ : The variance of the sum of the scores of each responden. The study's statistical population was ten experts and professors of the Faculty of Management in determining the validity of the research instrument. In the second part, the statistical population is social media users. The size of the statistical population is considered unlimited.

Morgan table was used to calculate the statistical sample size. According to this table, the statistical sample size for the unlimited statistical population was equal to 384, and the available sampling method was used to select the sample size. Partial Least Squares and Smart PLS software were utilized to assess the model fit and test the hypotheses with structural models and, in effect, analyze the data collected in the inferential statistics.

This method is the best tool for data analysis where the relationships among the variables are complex, the sample size is small, and the data distribution is abnormal. Since the interaction effect of two variables with a normal distribution is often skewed, it is better to use the PLS method to investigate the interaction effect analysis, which is not sensitive to the normal distribution.

To analyze the models in structural equation methods with partial least squares approach, the model fit should be assessed, and the research hypotheses should be tested subsequently. Model fit was studied in three stages: measurement model fit, structural model fit, and global model fit. It should be noted that the significance level is considered 0.05 for all hypotheses.

### 3. Results

In the current study, the most widely used models of media marketing acceptance were first examined using the content analysis method. Thus, an advanced search was conducted in marketing and management and the subject area in the Web of Science database between 2016 and 2020. The results obtained from the analysis of 6035 retrieved documents are presented in Table 1.

Table 1: Extraction of social media marketing acceptance model

Row	Theory / Model	Abbreviation	Frequency	Percent Frequency
1	Technology Acceptance Model	TAM	135	33
2	Integrated Technology Acceptance Model	UTAUT	18	4.4
3	Theory of Planned Behavior	TPB	107	26.2
4	Diffusion of Innovations Theory	IDT	22	5.4
5	Logical Action Theory	TRA	18	4.4
6	Technology System Success Model	ISSM	11	2.7
7	Model of Computer Utilization	MPCU	17	4.2
8	Motivational Model	MM	16	3.9
9	Cognitive Social Theory	SCT	11	2.7
10	Technology–Organization–Environment (TOE) Framework	TOE	54	13.2

The findings of Table 1 demonstrate that the nine mentioned models are the most widely used in the field of social media marketing acceptance in management and marketing and have been used in 85.76% of the research. Findings indicate that the Davis technology acceptance model with a frequency of 135 ranks first place in terms of application in the concerned research.

Table 2 illustrates the components of these widely used models based on their direct and indirect effect on customer behavioral intention in accepting social media marketing. In this Table, the social media marketing acceptance index is defined as the component which conceptually represents customer acceptance in each model and can influence the behavioral buying intent of the customers; it eventually can lead to the use of that social media marketing. The core structure refers to the components which directly influence the proposed acceptance index. In other words, social media marketing acceptance depends on these components.

The findings of Table 2 demonstrate that 42 components of the core structure make up the most widely used models of social media marketing acceptance based on the behavioral buying intent of the customers. It is worth noting that in Table 2, some of the components used are the same or conceptually similar. Thus, homogenization was performed on the components. It should be noted that when adjusting similar concepts, the concept which was more common and clearly conveyed the message was selected.

Table 2: Extraction of social media marketing acceptance model

Row	Theory / Model	Abbreviation	Core Structure
1	Technology Acceptance Model	TAM	Perceived usefulness, perceived ease of use
2	Integrated Technology Acceptance Model	UTAUT	Performance expectation, Waiting for the effort, Compatibility, Complexity, Facilitating conditions, Perceived enjoyment, Social influence, Individual factors
3	Theory of Planned Behavior	TPB	Attitude towards behavior, Mental norms, Perceived behavioral control
4	Diffusion of Innovations Theory	IDT	Comparative advantage, Compatibility, Complexity, Testability, Visibility
5	Logical Action Theory	TRA	Attitude towards behavior, Mental norm
6	Technology System Success Model	ISSM	System quality, Information quality, Quality of service, User satisfaction
7	Model of Computer Utilization	MPCU	Performance expectation, Waiting for the effort complexity, Impact of facilitating conditions, User participation, Facilitating conditions
8	Motivational Model	MM	Intrinsic motivation, Extrinsic
9	Cognitive Social Theory	SCT	Result-performance expectation, Efficacy, Anxiety, Trust, User personality traits
10	Technology-Organization-Environment (TOE) Framework	TOE	Comparative advantage, Complexity, Compatibility, Cost, social support, Technological competence, Information sensitivity, Technical knowledge

Based on the content analysis on 365 documents, the first finding was the most widely used model of social media marketing based on customers' behavior intention, which eventually led to the identification of core components. The second finding was that the most widely used elements in previous research were obtained after homogenization and matching kernel structure dimensions; 26 components were obtained. Then, to determine the importance of extracted components, the questionnaire was provided to panel members. In the designed questionnaire, a 10-point Likert scale included options 1 for the lowest score and 10 for the highest score. The questionnaire also included an open-ended question asking experts to provide their ideas for any factors that would affect media marketing acceptance based on the customers buying behavior intention and not on the list. In the analysis of the questionnaires in the first round, the median significance of 10 components was lower than seven and the rest of the components were seven and higher thus, ten items were removed and 16 components were transferred to the next round. In addition, experts and professors suggested another 29 dimensions for accepting social media marketing based on customers' behavioral intentions; Ultimately 15-dimensions remained with the categorization and reduction of data. In other words, after receiving the panel members' answers and examining the viewpoints, the same proposed factors were merged into one another. Finally, five other components were removed since the factors were aligned with the previous findings. At last, ten categories were extracted from

Table 3: Components obtained from matching the core structure of widely used models in the field of social media marketing acceptance

Row	Component	Theory / Model	Row	Component	Theory / Model
1	Perceived usefulness	TAM, SCT	14	Visibility	IDT,
2	perceived ease of use	TAM, MPCU	15	Perceived System quality	ISSM, TOE
3	Performance expectation	UTAUT, MPCU	16	Information quality	ISSM, TOE
4	Waiting for the effort	UTAUT, MPCU	17	Quality of service	ISSM
5	Compatibility	UTAUT, IDT, TOE	18	User satisfaction	ISSM
6	Complexity	UTAUT, IDT, TOE	19	Motivation	MM
7	Facilitating conditions	UTAUT, MPCU	20	User participation	MPCU, TOE
8	Perceived enjoyment	UTAUT	21	Cost	TOE
9	Mental norm	UTAUT, TPB, TRA	22	Technical knowledge	TOE
10	Attitude towards behavior	TPB, TRA	23	Application anxiety	SCT
11	Perceived behavioral control	TPB	24	User personality traits	SCT
12	Comparative advantage	IDT, TOE	25	Individual factors	UTAUT
13	Testability	IDT,	26	Trust	SCT

the content analysis method. In the next step, the results achieved at the disposal of panel members in the first round of Delphi were given to each member. All of the answers collected in the second round were investigated. At this stage, the median of 20 items of dimensions higher than seven was obtained and the rest of the factors were eliminated. In the third round questionnaire, the panel members reaffirmed their viewpoint on each component's degree of impact and importance; all 20 central components above seven were obtained and the dimensions were approved. The results of the three Delphi rounds showed that the median opinions of expert members on 20 of the components are seven and above, that this number indicates the agreement of expert members on the medium to the high importance of the components expressed on the acceptance of social media marketing based on the customer's behavior intention. In the next step, the rating average was used to determine the priority and accurate ranking of each component's importance. This test's higher components are more important (Table 4).

Table 4: The ranking of the components of the adoption of social media marketing based on the customers behavior intention

Row	Component	Average rating	Row	Component	Average rating
1	Knowledge	28/63	11	User satisfaction	26/75
2	Ease of perceived use	29/97	12	User participation	25/37
3	Compatibility	21/02	13	User personality traits	25/50
4	Perceived pleasure	22/29	14	the trust	26/67
5	Mental norm	25/37	15	Security	25/15
6	Attitude towards behavior	25/15	16	Visibility	24/89
7	Perceived behavioral control	24/89	17	Perceived risk	21/29
8	Comparative advantage	32/14	18	Government support	23/47
9	Testability	24/16	19	Advertising	17/02
10	Perceived system quality	26/32	20	Economy	24/13

Findings of Table 4 indicate that the component of comparative advantage with an average rank of 14 / 32 was the most important and then ease of perceived use, knowledge, and user satisfaction were placed in the following categories of importance. After determining the influential factors on customers' intention to accept social media marketing, a preliminary researcher-made questionnaire was designed based on each factor. For this purpose, first, the objectives were studied and the necessary theoretical foundations for each dimension were studied. The questions in the scope of these objectives were extracted using questionnaires related to similar articles and obtaining the opinions of professors in this field. The questionnaire consists of 82 questions and has 20 areas: eight questions for the comparative advantage component, two questions for advertising, six questions for security, three questions for compatibility, four questions for testability, two Visibility questions, eight trust questions, two saving questions, three user satisfaction questions, three user participation questions, four government support questions, two mental norm questions, three attitude towards behavior questions, three knowledge questions, seven perceived system quality questions, five ease of use questions, four pleasure of use questions, five perceived behavioral control questions, four user personality traits questions, and three perceived risk questions were designed. The questions of the questionnaire were scored directly from strongly agree (= 5), agree (= 4), have no opinion (=3), disagree (= 2), and strongly disagree (= 1). Information about the mean, standard deviation, skewness, and kurtosis of the research variables was extracted using SPSS software and presented in table 5.

Table 5: Descriptive indicators of the research variables

Variable	average	Standard deviation	The least	The most	Skewness	Kurtosis
Comparative advantage	18/97	6/53	6	30	-0/389	-0/194
Advertising	8/67	3/64	4	10	-0/539	-0/075
Security	17/05	2/55	7	25	-0/388	-0/182
Compatibility	10/70	2/45	3	15	-0/225	0/219
Testability	13/70	2/22	5	20	-0/100	-0/215
Visibility	7/17	2/41	3	10	-0/364	-0/069
The trust	19/97	6/53	6	30	-0/26	-0/486
Economy	7/67	3/64	2	10	-0/397	-0/266
User satisfaction	9/05	2/55	4	15	-0/079	-0/387
User participation	8/28	3/827	3	15	-0/494	-0/363
Government support	13/21	3/122	4	20	-0/035	0/082
Mental norm	7/49	6/397	3	10	0/239	-0/354
Attitude towards behavior	9/88	3/239	3	15	0/05	-0/19
Knowledge	10/63	3/718	4	15	0/047	0/157
Perceived system quality	21/5	6/297	7	30	-0/073	0/368
ease of use	18/97	5/463	5	25	-0/077	-0/479
Pleasure to use	14/84	5/113	4	20	-0/303	-0/134
Perceived behavioral control	18/8	9/711	6	25	-0/672	0/54
User personality traits	13/76	2/53	4	20	-1/409	1/332
Perceived risk	10/14	2/02	4	15	-1/412	1/451

Bivariate analysis is used to investigate the relationship between the two variables. The Spearman correlation coefficient indicates the correlation between the two ranking variables (Likert levels). The correlation between the two variables indicates what effect the increase or decrease of one variable has on the increase or decrease of the other variable, and this correlation does not necessarily indicate causal relationships between variables. The extracted structural pattern based on the binary relationship is presented in Figure 1.

In order to study the causality and prediction of dependent variables by the independent variable,

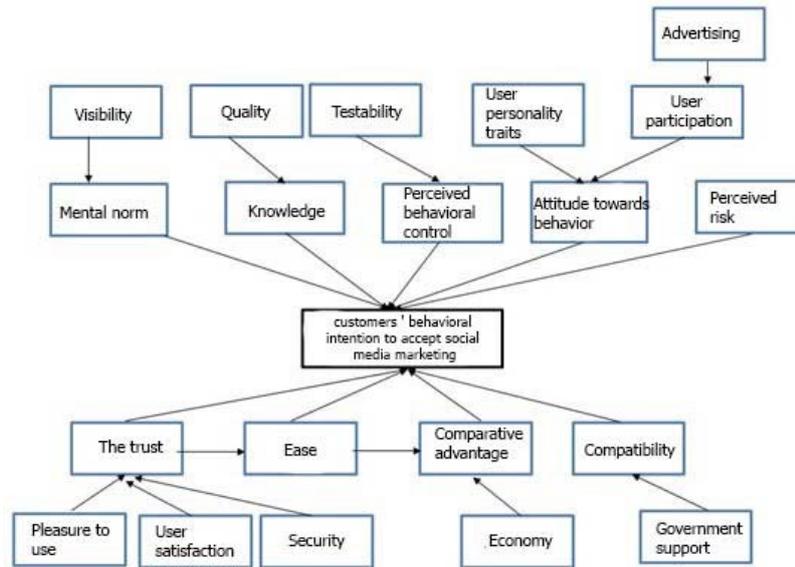


Figure 1: Proposed structural model

we cannot only rely on correlation coefficients. In order to show and evaluate the general relationships of variables, structural equation modeling is used. In the structural model section, the relationships of latent variables with each other are examined to test the research hypotheses. Structural equation modeling is used to evaluate the research model and explain the relationship between variables. In this study, Smart PLS software has been used to model structural equations. R Squares or R<sup>2</sup> (determination coefficient) are used to evaluate the fit of the structural pattern with the PLS method in the research.

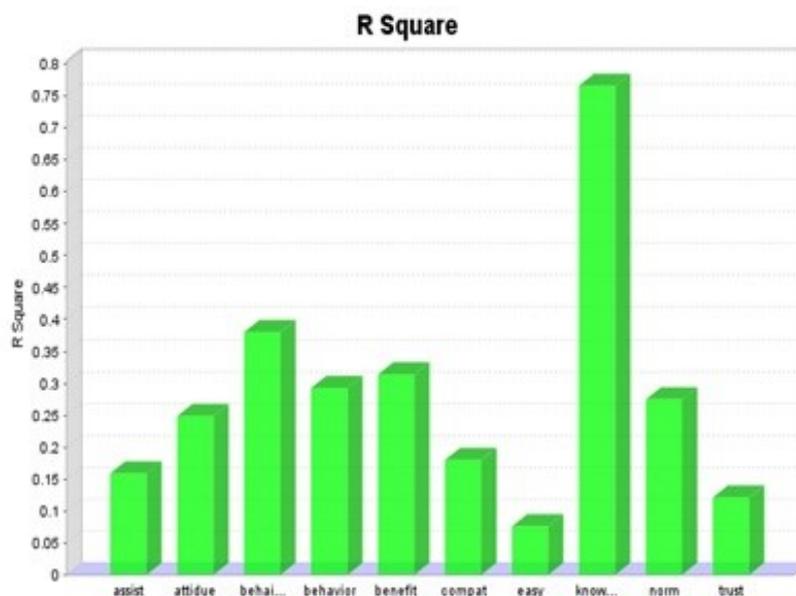


Figure 2: The coefficient of the determination of R<sup>2</sup>

If the graphic output of R<sup>2</sup> is green, it indicates that this criterion is desirable. If it was red, it indicates that the coefficient of determination is not desirable for the desired variable, and the model will be structurally questioned. After examining the fitting of the measurement part and

the structural part of the pattern, the overall fit of the pattern is used through the GOF criterion proposed [24]. This criterion is calculated through the following equation:

$$GOF = \sqrt{\overline{Communtalties} \times \overline{R^2}}$$

$\overline{Communtalties}$  is a sign of the mean values of the common values of each construct, and  $\overline{R^2}$  is the mean value of  $R^2$  values of endogenous constructs of the pattern. Using this criterion, the fitting of the variables and the research model were investigated, and its value was 0.39. considering the three values of 0.01, 0.25, and 0.36 introduced as a weak, medium, and strong values for GOF, a total value of 0.39 fitting of the general model is strongly confirmed. The Bootstrapping command of Smart PLS software was used to test the research hypotheses, which shows the output of t-coefficients. Consider Figure 2 and Figure 3 to test the hypotheses.

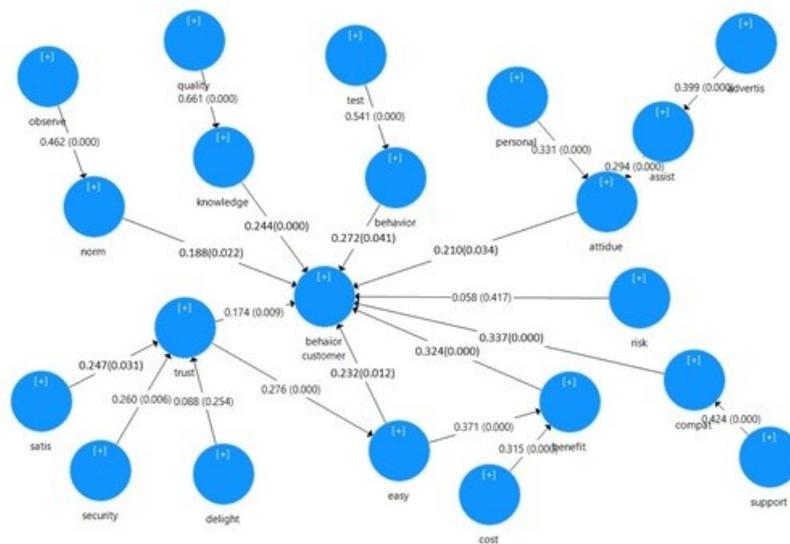


Figure 3: Path coefficient between research variables

When  $t$  values in the range are greater than  $+1/96$  and less than  $-1/96$ , it indicates that the relevant parameter is significant at the level of 0.05. If the values are more than 2.58, it is significant at the level of 0.01 and subsequently confirms the hypothesis. Research in this section investigates significant coefficients and standardized coefficients of paths related to the hypothesis.

#### 4. Discussion and conclusions

The present study aimed to provide a model of customer behavior intentions in accepting social media marketing. In this study, to identify and formulate criteria for customer behavioral intention in accepting social media marketing, the content analysis method was first applied to the concerned documents of the Web of Science database. Then, the method of the Delphi technique was screened and finally tested in terms of mean ratings of the extracted dimensions. In the second step, questions related to each influential factor on the customer’s behavioral intention were proposed. Examining the validity and reliability tests among the statistical population, the structural model fit and the relationship between the factors and the behavioral intention were assessed through structural equations. There are several possible explanations for this result. Today, social networks are widely used in people’s lives and cover almost all aspects of their life. The organizers of these networks have been

Table 6: Summary of the results of testing the hypotheses

Hypothesis	Path coefficient	meaningful	Coefficient <i>t</i>	Result
Trust → The behavioral intention of acceptance social media marketing	0/174	0/009	2/636	Approve
Ease → The behavioral intention of acceptance social media marketing	0/232	0/012	2/534	Approve
Comparative Advantage → The behavioral intention of acceptance social media marketing	0/324	0/000	3/713	Approve
Compatibility → The behavioral intention of acceptance social media marketing	0/337	0/000	3/398	Approve
Mental norm → The behavioral intention of acceptance social media marketing	0/188	0/022	2/228	Approve
Knowledge → The behavioral intention of acceptance social media marketing	0/244	0/000	3/747	Approve
Perceived Behavioral Control → The behavioral intention of acceptance social media marketing	0/272	0/041	2/817	Approve
Attitudes Toward Behavior → The behavioral intention of acceptance social media marketing	0/210	0/034	2/696	Approve
Perceived risk → The behavioral intention of acceptance social media marketing	0/058	0/417	0/812	Reject

able to make the most out of this tool, and manufacturers of products and services have strengthened customer trust according to the information they obtained from these networks. Humans generally have an intense and innate desire to be known and understood by others; if the business meets this need, the customer prefers that business to other businesses where he or she is simply a customer. To put it simply, the ranking that customers consider in providing services is directly related to their feeling of frustration and satisfaction – the businesses in question are ranked lower. Since social media marketing usually has a defined strategy, it is usually more successful. Thus, before selling a product or providing services, social media marketing planners first need to determine their goal, categorize their audience from all dimensions of age, gender, education, and level of familiarity with social networks, and predict effective solutions for audience use. They also need to analyze the message to be conveyed to the audience through social media. Each of these strategies should be in line with customer satisfaction goals. In other words, the key to success in content production and social media marketing is knowing the audience and potential customers. Social media marketers identify their audiences through their “likes” and comments on the social media pages of their products or services.

Therefore, an attempt is made to create a Persona. Personas is a fictional character created based on the research and data from a company. In fact, Persona introduces different and hypothetical users who use services, products, websites or brands. Understanding the persona helps identify followers and customers as a real person with real needs and wants. To this end, customer satisfaction is

measured. There are many essential points about customer satisfaction. One of the Strategies to Improve Customer Satisfaction is to spend more time with each customer. Another strategy is the online connection of customers with the experts. Therefore, customers can easily ask their questions and resolve their mental concerns. This lets the customer communicate directly with the desired part without holding the line or dialing multiple and confusing internal numbers. Customers do not like to be ignored or neglected by business owners. They only want their wishes to be heard and fulfilled. Providing a space for customers to put forward their needs is vital in creating a positive customer experience. The social media marketing constant change can be enumerated as another reason behind its success. In other words, social media marketing is not a constant work; it is constantly changing and new strategies are constantly being created over time. They are constantly optimizing it upon the experience they gain about the business and its customers to get the best results.

On the other hand, social media marketing costs are higher than other digital marketing methods. In general, it can be declared that the businesses that want to invest heavily in advertising need social media marketing strategies. These businesses include famous brands, sports products, health and beauty, toys and children products, luxury goods, large online stores, and set forth. Social media marketing, especially in social networks, has held special significance in advertising and marketing. Perceived value is the overall customer evaluation of the desirability of products based on their perceptions of what they have received and what has been provided. Potentially value derives from users' expectations from order, transaction experience, and the behaviors and commitments necessary to achieve the transaction. Thus, value can be equivalent to experiences related to interaction. Values are the basis for social media marketing activities, attitudes, and judgments. They are also one aspect of social life.

Perceived customer value leads to situations in which the customer acts as the organization's voice among colleagues and other organizations; Furthermore, the customer attempts to maintain his or her interactions with the company and increase his or her loyalty. This provides free promotional activities for the organization and the company and leads to building lasting relationships with the customers along with achieving the company's marketing goals.

Finally, it is concluded that perceived quality stems from the customer's overall assessment of service delivery process standards. In other words, perceived quality is the degree of compliance between perceived performance and customer expectations. Perceived value can be positively affected by perceived quality. Perceived value in marketing is the customer's assessment of the costs and benefits of a given market offering a product or service. Perceived value is a factor that follows perceived quality; the perceived quality can be considered as a precondition variable for value.

To achieve customer satisfaction, organizations should forget about market research, advertising, and promotions; in fact, they should emphasize the development of appropriate infrastructure in order to be able to meet the customer needs through providing appropriate products and services. The customer should achieve true satisfaction through the quality and perceived value of the goods and services. Satisfaction results from the customer's judgment on the extent to which the product or service characteristics can meet customer expectations at the desired level. The evaluative nature of customer satisfaction determines whether a product, brand, or store meets its expectations or not.

However, several limitations need to be considered. First, the project used a target and availability sampling method. Due to many social network users and their dispersion, it is not easy to generalize the results to other networks, internet users, and the entire collection. Second, the present research was cross-sectional and not longitudinal. The longitudinal study can bring about a deeper understanding of the relationships between the research variables since it examines the variables in several periods. In the current study, a closed questionnaire was used to collect data due to respondents' reluctance and lack of time. Therefore, it was impossible to prioritize the influence of the

factors affecting customer behavioral intention in accepting social media marketing.

The findings suggest several practical suggestions, including companies can have production tailored to market demand using expert reviews and marketing research. Therefore, customers' purchase frequency and amount and brand value will increase. Identifying the different target markets and creating communication and marketing bridges suitable for the cultural and social conditions of the target market can be carried out. Extensive media marketing and professional strategies should be developed to introduce products tailored to different social, cultural, and economic dimensions; marketing should be done with innovative social media marketing ideas. The laboratory, research institute, and quality control role should be paid special attention to maintain the quality product at the desired level.

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