

Explain the pattern of user trust in social media-based marketing

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Abstract

This study aimed to explain the pattern of user trust in social network-based marketing. This research is applied in terms of purpose, and exploratory in terms of approach. Social network users in the city of Tabriz were considered as a community and among them, 400 people were selected as a statistical sample based on a simple random sampling method. The main data collection tool was a closed and researcher-made questionnaire consisting of 42 items that were designed based on the initial conceptual model. SPSS, LISREL and smart-PLS software were used for descriptive and inferential analysis. Finally, the research results led to the explanation of the pattern of user trust in social network-based marketing (based on the paradigm model structure) and the model hypothetical relationships in a large community were tested and confirmed.

Keywords: Social Networking Marketing, User Trust, Data Theory
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1 Introduction

In recent years, consumer behavior has been one of the hot topics in marketing. Variable states of consumer behavior are due to the multiplicity of factors affecting consumer behavior and motivation. In this day and age, consumers determine the success or failure of a company. For this reason, recognizing and analyzing their behavior is very important. The consumer's purchasing decision is influenced by internal and external factors. External factors include cultural, social, legal, political factors and factors that are under the umbrella of corporate power. Also, things such as perception, motivation, trust, personality, etc. that go back to the consumer are also considered internal factors [16].

The current world is the world of advertising. Advertisements that are constantly exposed to the eyes of the audience through mass media such as television, radio, newspapers, and other media, and lead them to the desired goods and services. This is why many organizations in today's competitive world have to use media advertising tools to promote their services and products in order not to lag behind other competitors. An advertisement, whether radio, television, or press, should be able to place itself among other advertisements and communicate with the audience in order to be able to penetrate the audience in the crowd and attract their attention. Various factors such as audience

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characteristics, music, color, type of advertising slogan, and message repetition rate can affect the effectiveness of an advertising message, which obviously will vary depending on the type of media and the type of audience [19].

The role of word-of-mouth electronic advertising is increasing these days on social networks and sites ([4, 14]); one of the new marketing tools is social media based marketing. Social media-based marketing is the process of getting people to pay attention to a particular person, a particular topic, or a particular brand. Social media-based marketing practices typically focus on two areas: (1) producing content that can engage social media audiences; (2) Producing content that, in addition to attracting attention, motivates the audience to share it. One of the most important secrets of this style of marketing is the trust that people in social networks have in each other, and this causes the goal and message to spread quickly throughout social media. Social media marketing relies on word of mouth and viral advertising. In today's world, social media has become a very influential and low-cost tool for marketing that the world's leading companies, in no way overlook the important role of this media and this style of advertising and pay special attention to it [3].

The impact of advertising on the growth and survival of organizations in today's competitive environment is undeniable. With the increase of membership in electronic social networks, advertising in these networks has become the most important and effective marketing activities. Virtual social networks are one of the most important communication and marketing tools in the community and the world, which have a significant upward trend in attracting the audience. This issue of social electronic networks provides a huge source of potential customers, which makes it important to identify the factors affecting the acceptance of ads on these networks [27]. In today's competitive world, organizations are looking for better and simpler strategies to introduce themselves and their products that in addition to efficiency and information and communication with customers can reduce costs. Social media is one of these ways. The value and use of social media for organizations, like all other media, depends more on the attitude of organizations towards them and the extent to which they are used, rather than on the nature of that media [24].

Studies show that the impact of advertising presented on social networks can directly affect customers' attitudes toward the brand and customers' attitudes toward advertising, and as a result, customers' intentions to buy will also be affected [30].

The success of such efforts depends on the level of trust that media members have in each other as well as in service providers. Trust is a fundamental principle in any business. Because there is no physical interaction between buyer and seller in social commerce, customer trust is a key barrier to social commerce and is very important to marketers. Therefore, trust is an essential and important element in a successful social network [22].

A closer look at the issues and backgrounds examined, it is clear that the country's marketing field suffers from a lack of a comprehensive model in the field of user trust in social media marketing; This is because each of the previous studies has looked at this issue only from a specific perspective, and in none of them is holism observed. However, with the growing use of social media marketing and advertising by Iranian businesses, there is no effective model to guide business managers in the area of user trust in social media marketing. Therefore, the present study seeks to answer the following main question: "What is the pattern of user trust in social network-based marketing?"

According to this issue and based on studies conducted by the researcher and with the help of the ISM method, the final model of this research is as follows

Based on the above model, the research hypotheses were formulated as follows:

1. The public's willingness to use social media has a significant effect on users' inner desire to explore advertising.
2. Generating attractive content for advertising has a significant effect on users' inner desire to explore advertising.
3. Observance of ethical principles in advertising design has a significant effect on users' inner desire to explore advertising.
4. Using brand power to gain users' trust has a significant effect on users' inner desire to explore advertising
5. The use of credible and specialized media to publish advertisements has a significant effect on users' inner desire to explore advertising.
6. The tendency of society to take lines from social networks has a significant effect on users' inner desire to explore advertising
7. The level of public knowledge of information and communication technology tools has a significant effect on users' inner desire to explore advertising.
8. The ICT infrastructure in the country has a significant effect on the inner desire of users to explore advertising.
9. Modeling the strategies of top companies in the field of social media marketing has a significant effect on users' inner desire to explore advertising.
10. The tendency of society to take lines from social networks has a significant effect on the possibility of an exchange of views between users under advertising.

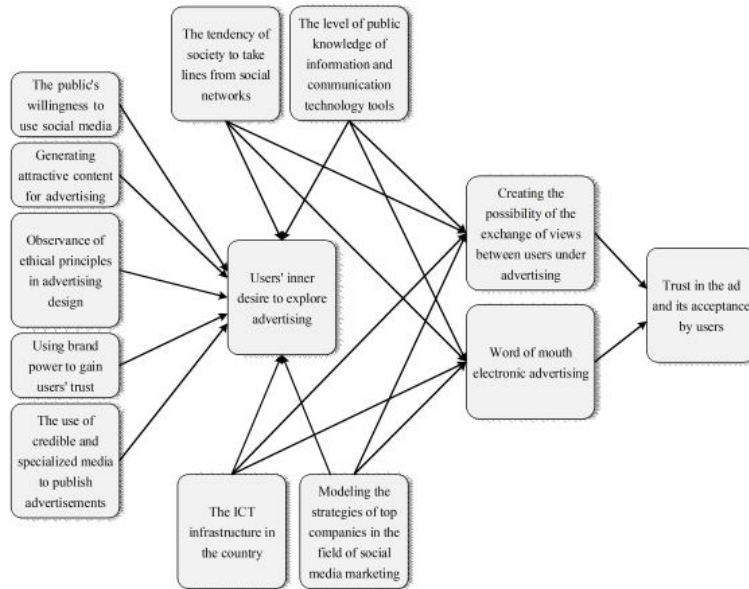


Figure 1: the final research model

11. The tendency of society to take lines from social networks has a significant effect on electronic word-of-mouth advertising.
12. The level of public knowledge about information and communication technology tools has a significant effect on the possibility of an exchange of views between users under advertising.
13. The level of public knowledge about information and communication technology tools has a significant effect on word of mouth electronic advertising
14. Users' inner desire to explore advertising has a significant effect on the possibility of an exchange of views between users under advertising.
15. Users' inner desire to explore advertising has a significant effect on word-of-mouth electronic advertising.
16. Information and communication technology infrastructure in the country has a significant effect on the possibility of exchange of views between users under advertising.
17. Information and communication technology infrastructure in the country has a significant effect on word of mouth electronic advertising.
18. Modeling the strategies of top companies in the field of social media marketing has a significant effect on the possibility of exchange of views between users under advertising.
19. Modeling the strategies of top companies in the field of social media marketing has a significant effect on word of mouth electronic advertising.
20. Enabling the exchange of views between users under the ad has a significant effect on the trust in the ad and its acceptance by users.
21. Electronic word-of-mouth advertising has a significant effect on the trust and acceptance of the ad by users.

2 Literature Review

In this section, we have tried to review some of the most important internal and external research related to the present study. Kafilaleh et al. [15] conducted studies with the aim of validating the pattern of brand marketing efforts on social networks with customers in the cosmetics industry. These studies are cross-sectional studies in terms of method and time frame of data collection and the statistical population includes customers of the Serita brand dermo-somatic. The sample size was 384 people and the sampling method was simply random. To evaluate the purpose of this study, the partial least squares method was used along with Smart PLS software. The data collection tool was a questionnaire in which the structural validity of the convergent and divergent validity methods as well as their reliability was evaluated by Cronbach's alpha calculation method and combined reliability. The results showed that the creation of informative content and social content is considered the main factors of the model that affect customer trust and lead to customer trust. It is also recommended to interact with the customer and encourage attractive page

design. Accordingly, customer engagement and engaging page design affect word-of-mouth advertising and ultimately lead to the effectiveness of social marketing efforts.

Farajnezhad et al. [8] in a study entitled *The effect of dissemination of innovation model on user behavioral intention in adopting social media marketing* point out that today social media has become a new orientation and attitude for businesses. Customer communication tools and methods have changed dramatically with social media exposure and have become a channel and tool for marketers to expand their marketing campaigns to a wider range of consumers. The purpose of this study is to analyze the effect of the dissemination of the innovation model on behavioral intention in adopting social media marketing with a moderating role of subjective norms in Iranian users. In this study, an online search was used and data from 253 experienced social media users in Iran were collected. We have used partial least squares structural equation modeling to examine the links between innovation model dissemination, social media marketing acceptance, behavioral intent, and subjective norms. The results showed that the diffusion of innovation as a nominal determinant of users' behavioral intention to adopt social media marketing was found, while behavioral intent was also significantly positively related to users' behavioral intention to adopt social media marketing. In addition, the results of the experimental study showed that subjective norms moderate the relationship between the dissemination of innovation and customer behavioral intent.

Akhavan Kharrazian, and Khajavi [2] published an article entitled "Investigating the impact of social media advertising strategies on customers' willingness to buy through the moderating role of trust and perceived website image (case study: Aval Market)". The results of this study indicate that entertaining social media advertising, the value of social media advertising, stimulating, and social media advertising have a positive effect on the desire to buy customers. However, the impact and customization of social networks on customers' willingness to buy have been rejected. The results of adjustment hypotheses also show that the variable of trust and image of the perceived website significantly modulates the effect of social media advertising on customers' desire to buy. In addition, the results showed that the interaction of social media advertising and gender after adding to the model is not significant. Shirkhodai et al. [28] published an article entitled "The Effect of Social Media on Trust and Brand Loyalty Formation in the Brand Community (Case Study: The Social Network of Instagram)". The results show a positive and significant effect of individual identity and social identity on brand communities in social networks; Brand communities in social networks have also had a positive and significant effect on brand community subscriptions. Regarding the impact of brand community commonalities on social interaction and brand use, the relationship between social commitment and social interaction alone has not been significant. Social interaction and brand use also affect brand trust. Finally, the positive and significant effect of brand trust on brand loyalty has been confirmed. Shafiee Nikabadi & Zarei [27] published an article entitled "The effectiveness of electronic social media advertising". According to the findings of this study, advertising fun, feelings of resentment, and awareness of advertising affect the attitudes of users toward advertising, and attitudes toward the advertising also affect the acceptance of advertising as a key factor in the effectiveness of advertising. Roohbakhsh and Fadaie [25] conducted a study entitled "Explaining the willingness of customers to use the services of the Melli Bank of Guilan province with an emphasis on electronic word-of-mouth advertising" The results of this study showed that electronic recommendation advertising can improve the willingness of customers to use the services of Bank Melli in Guilan province. Ferdowsi and Azarpima [9] published an article entitled "The Impact of Electronic Word-of-Mouth Advertising on the Purpose of Purchasing through the Trust and Image of the Company among Social Media Users" Findings of this study show that electronic word of mouth advertising has a positive and significant effect on customer's intention to buy. It was also shown that the image of the company affects the relationship between the factors affecting word-of-mouth electronic advertising and the intention to buy. Khodavardizadeh & Nouri [18] conducted a study entitled "Investigating the relationship between brand equity and word-of-mouth advertising in the mobile phone industry". The results of the data analysis showed that the dimensions of brand equity (including brand awareness, brand association, perceived quality, and brand loyalty), have a positive and significant effect on mobile recommendation advertising among students. Meqdadi Kesani [21] published a study entitled "Investigating the effect of social media marketing on the effectiveness of advertising and attracting health tourists" in the form of a master's thesis. Based on the results of this study, it is appropriate that the institutions in charge of health tourism management and development in Guilan province and the country, support, strategies, policies, programs, and financial, human, hardware, and software resources to transform and move from traditional marketing based on Mass media (one-way communication system (one-to-one)) to achieve modern social media-based marketing, which is characterized by two-way interactive dialogue and feedback (two-way communication system (multiple)) is the headline of information programs, advertising, and health tourism marketing. Seydan and Khoon Siavash [26] published an article entitled "A review of the factors affecting electronic word of mouth marketing in social networks". The results of this study showed that factors such as brand equity, customer perception value, positive customer experiences, other competitors' activities, and message content, can affect word-of-mouth electronic marketing on social networks. Khalilzadeh and Asgari Sabzekohi [17] conducted a study entitled "Examining the

relationships between recommended advertisements Electronics and deciding to buy a mobile phone (Case Study: Huawei Mobile Products)". The results of this study showed that electronic recommendation advertising has a positive and significant effect on consumers' intention to buy. Emadi [7], published a study entitled "Investigating the function of online social networks on shopping intent mediated by brand awareness, and the desire to use online social networks (mobile phone and laptop products)" in the form of a master's thesis. The results of this study show the positive effect of social networks on the intention to buy, the characteristics of social networks on the tendency to use social networks, the tendency to use social networks on brand awareness and the lack of a positive effect of the tendency to use networks Social is about buying and brand awareness is about buying. Rezvani [24] published a study entitled "Investigating the Impact of Internet Advertising on Iranian Customer Behavior in Social Networks (Case Study of Shiraz Users)" in the form of a master's thesis. The findings of this study indicate that the credibility of the virtual network and the credibility of the brand of the advertised product affect the consumer's assessment of the credibility of the advertisement on the social network and the preference to buy the product advertised on the social network. The quality expressed by friends, in addition to the consumer's evaluation of the quality of the product, also affects his purchase preference. While research has shown that only trust in virtual networks affects the consumer's evaluation of his purchase preference on social networks, while the volume of advertising can only affect this preference in a certain level of confidence. Ghahghahani [11] published a study entitled "Factors affecting people's participation in electronic word-of-mouth advertising on social networking sites" in the form of a master's thesis. The findings of this study show that in Iranian and non-Iranian societies, bridge-building social capital, trust, extraversion, and self-efficacy have an effect on providing opinions and are positively related to it. There is a negative relationship. In addition to the other dimension of word-of-mouth electronic advertising, namely seeking the views of bridging social capital factors, interpersonal effects and self-efficacy have been identified as influential. Hussain et al. [13] published an article entitled "Consumer Acceptance Behavior of Online Information: Motivators and Factors Affecting Word-of-mouth Electronic Communication". The results of this study showed that electronic word-of-mouth advertising, and the validity of advertising affect the quality of discussion and comments and perceived risk. Also, the quality of discussion and comments affect the usefulness of information and ultimately the usefulness of information on the acceptance of the information by consumption. Is effective. Paulssen and Roulet [23] conducted a study entitled "Social bonding as a determinant of capital sharing and hybrid buying behavior in b2b relationships". The results of this study showed that the social link between companies involved in the supply chain of the light commercial vehicle manufacturing industry has significant effects on hybrid purchasing behavior in B2B interactions. Toler [30] published a research paper entitled "Modeling the Structural Equations of Advertising Engagement, Customer Attitudes, and Blending with Video Advertising on Social Media" in the form of a doctoral dissertation. The results of this study showed that the effect of advertising presented on social networks can directly affect customers' attitudes toward the brand and customers' attitudes toward advertising, and following this effect, customers' intention to buy will also be affected. Hussain et al. [12] published an article entitled "Word of mouth credibility, perceived risk, and acceptance of information by food customers". The results of this study showed that the variables of specialization, reliability, realism, and homogeneity, affect the perceived risk. Also, these researchers showed that the perceived risk, too, itself It affects the quality of discussion and comments and the usefulness of information, and these two variables can affect the acceptance of information by customers in word-of-mouth electronic advertising. Ahmad et al. [1] published an article entitled "The Impact of Social Media Content Marketing on Brand Health". This study showed that despite the actual and potential effects of social media content marketing on brand health, very little research has been done in this area. Can and Kaya [6] published an article entitled "Social networking sites addiction and the effect of attitude towards social network advertising" The results showed that the habit and psychological dependence of users on social networks, along with the perception of the ease of use of such networks, affect the attitude of users towards the ads presented on social networks. Tseng and Wang [31] conducted a study entitled "Perceived risk influence on dual-route information adoption processes on travel websites". The results of this study showed that in the field of electronic recommendation advertising, perceived risk can affect the acceptance of information by customers. Filieri and McLeay [10] conducted a study entitled "E-WOM and accommodation: An analysis of the factors that influence travelers' adoption of information from online reviews." The results of this study showed that the amount of information and product ranking can affect the acceptance of information by customers in electronic recommendation advertising. Lin [20] conducted a study entitled "Customer orientation and cross-buying: the mediating effects of relational selling behavior and relationship quality." The results of this study showed that customer orientation can ultimately have positive effects on the combined purchasing behavior of the customer. But this effect does not happen without intermediaries. Rather, in the path of customer orientation on the combined buying behavior, two variables of seller-seller behavior, and the quality of this relationship also play a role and have the role of mediator variable. Bravo et al. [5] in their article "Trust and partner selection in social networks: An experimentally grounded model" examined the relationship between partner choice in the emergence of trust and cooperation. Combining empirical evidence and simulation, they showed that a dynamic network creates more collaboration when it allows collaborators to make new

connections and disconnect free of charge, thus reducing the opportunity for exploiters to exploit for free. Sutcliffe and Wang [29] in their research entitled "Computational modeling of trust and social relationships" examine the operating strategies based on the assumptions of social understanding (SBH) twice. According to them, the process of formation and collapse of trust is the result of three factors: frequency of interaction, history of interaction, and strategies of agents. Their results show that strong strategies in social interaction are more desirable than weak strategies.

3 Research Methodology

The present study is applied in terms of purpose and applied-exploratory in terms of approach. It should be noted that this study seeks to fit and explain the model of user trust in social network-based marketing. (Quantitative approach: Structural equation modeling).

3.1 Statistical population and research sampling method:

A large community was needed to fit the model derived from foundation data theory studies. Therefore, users of social networks in the city of Tabriz were considered a statistical community whose number was unlimited (more than one hundred thousand people). According to Krejcie and Morgan's table, such a population required at least 384 statistical samples. In this study, sampling was done by simple random method and finally, 400 people were selected as a statistical sample.

3.2 Data collection tools:

The main data collection tool was a closed and researcher-made questionnaire consisting of 42 items that were designed based on the initial conceptual model. It should be noted that in this questionnaire, the answers were designed based on Likert's five-choice spectrum, and a "consent rate" spectrum was used. The structure of this questionnaire based on its various dimensions can be seen in the following table:

Table 1: the structure of the quantitative research questionnaire

Variable	Naming in software	Relevant items in the questionnaire
Public interest in using social networks	Var1	1 to 3
Generate compelling content for advertising	Var2	4 to 6
Observe ethical principles in advertising design	Var3	7 to 9
Use brand power to gain users' trust	Var4	10 to 14
Use credible and specialized media to publish advertisements	Var5	15 to 18
Tendency of society to take lines from social networks	Var6	19 to 21
Level of public knowledge about information and communication technology tools	Var7	22 to 24
Users' inner desire to explore advertising	Var8	25 to 27
Information and communication technology infrastructures in the country	Var9	28 to 30
Modeling the solutions of top companies in the field of social media marketing	Var10	31 to 33
Enable exchange of views between users under the ad	Var11	34 to 36
Electronic word-of-mouth ads	Var12	37 to 39
Trust the ad and its acceptance by users	Var13	40 to 42

3.3 Data analysis method:

In this research, to analyze the data and test the research hypotheses, SPSS, LISREL, and smart-PLS statistical software, descriptive statistics (mean, standard deviation, frequency, etc.), and inferential tests (Cronbach's alpha, construct validity, Confirmatory factor analysis, and path analysis) were used.

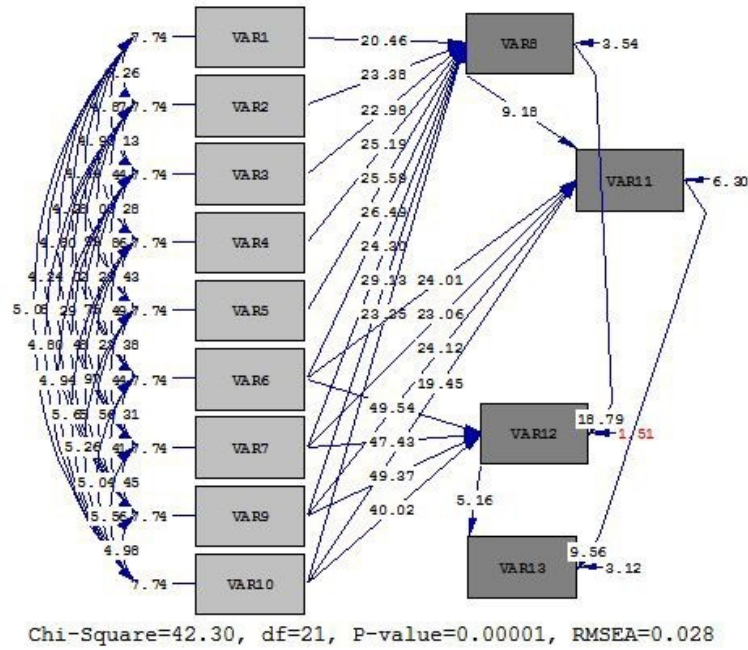


Figure 2: Fitted model of research in a significant way

4 Results of data analysis

To evaluate the fit of structural models, several criteria are used. The first criterion for measuring the relationship between structures in the model is the criterion of significant numbers t or t-values, and the numbers must be either more than 1.96 or less than -1.96 in order to confirm the accuracy of the relationship between the structures and the research hypotheses at the 95% confidence level. Of course, it should be noted that the number t only indicates the correctness of the relations and the intensity of the relationship between the structures cannot be measured with them.

The significance coefficients of the model paths indicate whether the research hypotheses are significant or not. If the significance coefficient of the path between the two variables is more than 1.96 or less than -1.96, it indicates that the effect of those two variables is significant at the 95 % confidence level and the hypothesis is confirmed. Based on the software output, all research hypotheses were confirmed.

5 Conclusion and suggestions

In the first hypothesis of the study, it was claimed that the general popularity of society using social networks has a significant effect on users' inner desire to explore advertising path analysis between these two variables showed that the significance of the path between them is equal to (20.46). Since this value was greater than 1.96, this hypothesis was confirmed. In the second hypothesis of the research, it was claimed that the production of attractive content for advertising has a significant effect on users' inner desire to explore advertising path analysis between these two variables showed that the significance of the path between them is equal to (23.38). Since this value was greater than 1.96, this hypothesis was confirmed. In the third hypothesis of the research, it was claimed that the observance of ethical principles in designing advertisements has a significant effect on users' inner desire to explore advertisements path analysis between these two variables showed that the significance of the path between them is equal to (22.98). Since this value was greater than 1.96, this hypothesis was confirmed. In the fourth hypothesis of the research, it was claimed that using brand power to gain users 'trust has a significant effect on users' inner desire to explore advertising path analysis between these two variables showed that the significance of the path between them is equal to (25.19). Since this value was greater than 1.96, this hypothesis was confirmed. In the fifth hypothesis of the research, it was claimed that the use of reliable and specialized media to publish advertisements has a significant effect on users' inner desire to explore advertising path analysis between these two variables showed that the significance of the path between them is equal to (25.58). Since this value was greater than 1.96, this hypothesis was confirmed. In the sixth hypothesis of the study, it was claimed that the tendency of society to take lines from social networks has a significant effect on users' inner desire to explore advertising path analysis between these two variables showed that the significance of the path between them is equal to (26.49). Since this value was greater than 1.96, this hypothesis was confirmed. In the

seventh hypothesis of the research, it was claimed that the level of general knowledge of society about information and communication technology tools has a significant effect on users' inner desire to explore advertising path analysis between these two variables showed that the significance of the path between them is equal to (24.30). Since this value was greater than 1.96, this hypothesis was confirmed. In the eighth hypothesis of the study, it was claimed that the information and communication technology infrastructure in the country has a significant effect on users' inner desire to explore advertising path analysis between these two variables showed that the significance of the path between them is equal to (29.13). Since this value was greater than 1.96, this hypothesis was confirmed. In the ninth hypothesis of the study, it was claimed that modeling the strategies of top companies in the field of social media marketing has a significant effect on users' inner desire to explore advertising path analysis between these two variables showed that the significance of the path between them is equal to (23.25). Since this value was greater than 1.96, this hypothesis was confirmed. In the tenth hypothesis of the study, it was claimed that the tendency of society to take lines from social networks has a significant effect on the possibility of exchange of views between users under advertising path analysis between these two variables showed that the significance of the path between them is equal to (24.01). Since this value was greater than 1.96, this hypothesis was confirmed. In the eleventh hypothesis of the study, it was claimed that the tendency of society to take lines from social networks has a significant effect on electronic word-of-mouth advertising path analysis between these two variables showed that the significance of the path between them is equal to (49.54). Since this value was greater than 1.96, this hypothesis was confirmed. In the twelfth hypothesis of the research, it was claimed that the level of public knowledge about information and communication technology tools has a significant effect on the possibility of exchange of views between users under advertising path analysis between these two variables showed that the significance of the path between them is equal to (23.06). Since this value was greater than 1.96, this hypothesis was confirmed. In the thirteenth hypothesis of the research, it was claimed that the level of general knowledge of the society about information and communication technology tools has a significant effect on electronic word-of-mouth advertising which path analysis between these two variables showed that the significance of the path between them is equal to (47.43). Since this value was greater than 1.96, this hypothesis was confirmed. In the fourteenth hypothesis of the research, it was claimed that the inner desire of users to explore advertising has a significant effect on the possibility of exchange of views between users under advertising path analysis between these two variables showed that the significance of the path between them is equal to (9.18). Since this value was greater than 1.96, this hypothesis was confirmed. In the fifteenth hypothesis of the research, it was claimed that the inner desire of users to explore advertising has a significant effect on electronic word-of-mouth advertising path analysis between these two variables showed that the significance of the path between them is equal to (18.72). Since this value was greater than 1.96, this hypothesis was confirmed. In the sixteenth hypothesis of the study, it was claimed that the information and communication technology infrastructure in the country has a significant effect on the possibility of exchange of views between users under advertising which path analysis between these two variables showed that the significance of the path between them is equal to (24.12). Since this value was greater than 1.96, this hypothesis was confirmed. In the seventeenth hypothesis of the study, it was claimed that the information and communication technology infrastructure in the country has a significant effect on electronic word-of-mouth advertising which path analysis between these two variables showed that the significance of the path between them is equal to (49.37). Since this value was greater than 1.96, this hypothesis was confirmed. In the eighteenth hypothesis of the study, it was claimed that modeling the strategies of top companies in the field of social media marketing has a significant effect on the possibility of exchange of views between users under advertising which path analysis between these two variables showed that the significance of the path between them is equal to (19.45). Since this value was greater than 1.96, this hypothesis was confirmed. In the nineteenth hypothesis of the study, it was claimed that modeling the strategies of top companies in the field of social media marketing has a significant effect on electronic word-of-mouth advertising path analysis between these two variables showed that the significance of the path between them is equal to (40.02). Since this value was greater than 1.96, this hypothesis was confirmed. In the twentieth hypothesis of the study, it was claimed that creating the possibility of an exchange of views between users under the ad has a significant effect on ad trust and acceptance by users path analysis between these two variables showed that the significance of the path between them is equal to (9.56). Since this value was greater than 1.96, this hypothesis was confirmed. In the Twenty-first hypothesis of the research, it was claimed that electronic word-of-mouth advertising has a significant effect on the trust and acceptance of the ad by users path analysis between these two variables showed that the significance of the path between them is equal to (5.16). Since this value was greater than 1.96, this hypothesis was confirmed. Accordingly, all research hypotheses were confirmed and the final research model was explained as follows:

Based on the results and in order to strengthen users' trust in the ads provided on online social networks, the following suggestions can be provided:

- The content of the ads presented on online social networks should be attractive.

- Content ads presented on online social networks to arouse curiosity in the audience.
- Quality ads should not be lied to or exaggerated in online social media ads. Avoid destroying other competing brands in online social media ads.
- Brand power and trust building in the field of advertising are necessary for each other. Therefore, in order to build trust in online social media ads, one of the most important processes is to strengthen the power and value of the brand.
- The fit between the product/service and the medium or page chosen to publish the ad is very important and must be considered.
- Choosing the wrong media or page can weaken a brand. Therefore it should be avoided.
- The reputation of the Instagram page depends on the number of followers as well as its expertise. Therefore, in order to advertise, these two indicators must be considered.
- Try to improve the level of public knowledge about information and communication technology tools.
- Avoid filtering social media as much as possible.
- Improve the quality of internal messengers.
- Improve the speed of the Internet provided by mobile operators in the country.
- Reduce the cost of the Internet provided by mobile operators in the country.
- Avoid trial and error in the processes of designing, producing, and publishing online social media adds and try to make the best use of the experiences of successful domestic and foreign companies in this field.
- Be sure to post and express comments for users under the adds published on online social media and avoid one-way communication with the audience.
- If the advertisement published on social media is very high quality and artistic, it will surely go viral on social networks. Therefore, appropriate financial, intellectual, and time investments should be made in this field.
- Advertising posted on social media should be designed so that users can talk about it with each other.

The great thing about online social media is that they have helped a lot with word-of-mouth marketing. Therefore, this potential must be used intelligently.

6 Suggestions for future researchers

As usual and appropriate in all academic research, the researcher should make suggestions to future researchers at the end of the research process, based on the experiences gained in the research process and also based on the limitations it has encountered. Therefore, the following suggestions are presented to future researchers in this field of study:

- It is suggested that the model obtained from this research be more complete in future research and that other independent or mediating variables be added to it. This helps in an evolutionary process to provide a valuable model for users' trust in online social media adds.
- In addition, future researchers are suggested to do similar research in the field of trust building in other areas related to social media marketing to gradually witness the design and replacement of local and Iranian models instead of Western general models in this science. Let's be new. This is entirely in line with the macro-policy of the "Iranian-Islamic model of progress", which has been repeatedly emphasized by the Supreme Leader of the Islamic republic of IRAN.

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