

EFFECT OF SATIATE MESSAGES ON TREATMENT AIMS IN SOCIAL NETWORK MARKETING CONSIDERING THEORY AND USERS PROFICIENCY IN ROSHTAK ELECTRONIC PRODUCT PAGE IN FACEBOOK (CASE STUDY: ELECTRONIC PRODUCTS OF COMMUNICATION ZONE)

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Abstract. This study is carried out with point of checking of satiate message effect in social network marketing considering perception and user's proficiency in roshtak electronic product page in Facebook especially on electronic products of communication zone. Using data standard questionnaire of statistical society is collected. In descriptive statistical analysis, SPSS software is used and for assumption testing, structural formulas based on LISREL software is used that outcomes shows logic quality variables, send popularity, attractiveness on beneficial variables and has positive and meaningful prefer. Last but not the least, it is proposed that by sending subjects in sites learning words and accompanied by meaning should be used in order to plunge visitor's taught in advertisement.

Keywords: Marketing, social networks, satiate messages, logic quality, sending popularity, sending attractiveness

1. Introduction

Social relationships is considered as society main core and is caused activists to simplify their action in society with extension of their relations and reach their aims through this. All members of society are in an attempt to make a relation with others somehow to accelerate their exchanges in different fields (Bianchi and Andrews, 2015).

In addition to society in huge level that is composed of extend exchanges in it, smaller society as "network society" is presented that is a network of person informal relationships (Constantinides, 2014).

In media era, talking about newfangled does not mean talking about organizations, rather the word is about an organization which is based on regular control of social relationships in time-space intervals. Modern era organizations are unheard and original from many aspects and are not any way continue of the cultures and lifestyles of before modern. Form this point of view, kind of disintegration and historical separation confronts (Rizan and Esfandiary Moghadam, 2015). One of these obvious differences of newfangled universe rather than previous eras of social life is its irregular dynamism and mobility (Abdolvand and Alipour, 2011).

Virtual social networks emanate second life. This situation know under topic like online life, virtual life and electronic life, too. So, virtual social networks can confront people taste, people lifestyle, organizational inclinations and organizational paradigms with special changes (Cheung and Lee, 2010). Today social media are emanate of people in online space, media which people are its axis (user axis) and most of visitor's amount and allocated production content to itself. So it seems that these media become very beneficial and attractive for works and trades. Because these works and trades always was follow gaining attention and addressee's interest (users or customers). This is when marketing knowledge is introduced. By increasing in user numbers and their attending time in social media, these media can turn into stronger tools for marketing that companies make profits for selling their products and in other word for attracting customer and other treating aims in this field. Satiation messages can be caused view change of users and producing reciprocal exchanges between users and organization (Camarero and San José, 2011). One of the notable methods in customer attraction area and guidance of treating aims in media marketing area can messages which transfer from these media. Nowadays social network marketing that use networks and social media

toward sharing content, publishing data, making connections are of the most effective advertisement methods (Dahnil et al. 2014).

With help of communication due to social network marketing, messages can be received and sent simply and fast. Social media with effect of synergy in marketing theories has become to one powerful and efficient tool in this area. So marketing managements of organizations can persuade social network users to publish satiation and advertising messages. So publishing process and sharing data is a vital factor in social network marketing success in treating aims in this area (Chang et al. 2015).

Satiation process is an active effort that cause changes in person's beliefs and proceedings by logical and reasonable speeches.

In satiation process, argument quality and strong arguments will cause receiving appropriate cognitional responses rather than posts. If advertising posts consist of incorrect content, inactive links, irrelevant subjects etc. Addressees may find negative vision to the organization and thereafter organization even lost his customer. Addressees should be aware of accurate subject of post messages to be able to analyze argument quality and find out the profits of it (De Vries et al. 2012). Argument quality trace back to persuasive power of discussion in post content. Send popularity trace back to number of likes and comments and sharing times and responding answers that is in social network page. Send attraction points that how far receiver's post treat as admirable and lovely writings (Karnik et al. 2013).

Satiation messages are handwritings or speeches that a person express for reaching his aim to addressee or addressees until they act or think in a distinct way. Satiation messages itself consist of components which can be successful by combining and aggregating them in addressee's satiation process. These components consist of argument quality, post popularity and post attraction. Argument quality as mental penetration in addressee's mind is of importance. Every attempt to use stronger arguments to send satiation messages, it can have more penetration on addressees. Also more attractive post absorb more addressees and is caused more popularity in posts (McGrath and O'Connor, 2015).

Nowadays, one of the commodities which organizations pursuing to find customer for this is electronic product area, communication area specially phone, tablet, laptop and modern application software that have its specific customers in population different groups. These products according to variables like age, sex and inclinations of customers can have different requirements. In fact, the requirement amount and selling of these products can be known as a function of age, sex, work etc. (Wellman et al. 2001).

In today universe of adolescents, youth and even middle aged persons succeed identification and use of newest and the most efficient models of phone, tablet, laptop and their application software. Most of the people according to their vocation or education are required to have sufficient and correct information in field of newest daily changes of digital universe and electronic vehicles and related software. Also, people who have attempt to purchasing these products are interested in newest brands of producers of these products as Samsung, Sony, Apple, etc. And are interested in to acquaint from newest facilities which are in products of these brands have been presented (Hudson et al. 2016).

If shopper of these products have complete and update information, can choose the best choice between existing and identified brands in each product and achieve the most

appropriate than cost. So, customers will welcome to news sources which can prepare them these information correctly and in least time and least cost (Zhou, 2012). In proposed model of this study as case study, electronic accessory industry is considered. In this study evaluating of production like phone, tablet, laptop and applicable and skilled software will be proceeded. Because of this model will study the effect of satiation messages on beliefs and point of view of the users, it can present a vision to optimum design of satiation messages to organizations. So, satiation messages in advertising area can help customer attraction for the organization with impacting on beliefs and user's point of view and thereafter impacting on their treating aims. Although extended literature in advertising area and social media marketing is exist, but commonly conducted investigations are limited to special variables like age, sex or vocation of users or some variables like belief and user's point of view does not entered in model and it make study model without complete, comprehensive and universal.

In this study a comprehensive model based on effective variables on customer attraction like kind of satiation messages and their properties as argument quality, popularity and post attraction, beliefs and user's point of view like proficiency and post prefers is designed and proposed. So, the importance of present study can be at achieving appropriate result and make an effective step for impacting on treating aims of organization's customers.

2. Study Literature

Study of past of investigation is important thence that can make bases and main theories of investigation area clear and make investigator familiar with conducted similar works in related area. Also, with studying literature subject and conducted investigations can find a vision toward present study subject and occur some ideas for conducting new studies. So, in this part of study, we proceed to study conducted investigations in social network marketing area inside and outside of the country and become more familiar to literature subject.

Tavallae et al. (2016) in an investigation proceed to study the modern capabilities of social networks in extension of marketing investigations using mapping identification method.

In this study using deep seated interview method with experts to find credit of identified components in field of social network capabilities in extension of marketing investigations and identifying dimensions and conceptual model components was in this area. His study shows that social networks through four dimension of relation with beneficiaries, gathering information and contents, investigation planning, determining measurement criterion of investigation function can draw on marketing investigation extension.

Coulter and Punj, (2004) in thesis entitled studying mass communication based on social networks conducted on credit and loyalty of Branda. Investigation method in this study in order to evaluate variables of study, free and applicable study is used. Equipment of gathering data is questionnaire and statistical society is Facebook network which volume of statistical sample is 384 person. The most important results are as follows:

- Brand mass communication based on social networks have positive impact on awareness from shared emotion and beliefs and customs and moral responsibility.
- Awareness of shared emotion has positive impact on social network building activities.
- Awareness of shared emotion has negative impact on emotion management activities and brand application activities.
- Abolahian and Kermani in the year of 2013 conducted an investigation entitled the study and evaluation social investment of Iranian users of Facebook social network. In this paper, social investment theory of Rabert Potnam and methodology attitude of Frank is used for social investment evaluating building equipment and Facebook site also is

considered as study field for performing this plan. Incidentally, He attempted to gather required data for testing paper's claims by using triangulation technic and online surveying and participatory observation methods. Data analysis and study outcomes at last is used to create 10 index of social investment measurement in Facebook site.

Gulbahar & Yildirim in the year of 2015 conducted an investigation entitled studying related marketing activities with social networks and phone application in tourism. His investigation was based on obtained qualitative information from hotel's managers. In this investigation, hotels of the Istanbul city were analyzed and studied. Regarding investigation method is a qualitative investigation method and data are gathered from 19 managers of hotel. In the questionnaire of this study, 11 question is asked from participants. Aim of this study is to identify and study the impact of social networks and phone applications on marketing aims in tourism industry. He was presented in his investigation a frame for designing marketing strategies in tourism area in Turkey using social networks. Tourism organizations can apply appropriate strategies for their organization using the results of this investigation and use them toward operation of competition profits. Based on the results of this study, using customer attraction potentials and marketing by using social networks and phone software will have positive impact on customer attraction whether in international hotels and whether in local hotels.

Yadav et al. in the year of 2012 investigated the effect of using social networks for improvement of social study education in far regions. The results represent that using educational media and other learning procedures from far distance have different proficiency for both students and teachers. Among clears study process and also is an excitation and also enhance the competence and principle of students in information technology. Because technology role is increasing in daily life, learning how use the social media as an educational equipment is necessary.

3. Investigation Method

In this chapter studying of used investigation method is proceeded which are consist of the definition of aims and assumptions, investigation method explanation, data gathering methods- measurement equipment, testing of stability and justifiability of study, sampling method and sample volume determining and data analysis method.

Present investigation type is based on application aim. Because application investigations are studies which apply theories, lawfulness, principles and technics which is codified in basic studies for solving performance problems. Present investigation is a descriptive investigation, because proceed to describe conditions with under studying phenomena. And also based on nature and method of work performance and relation evaluation between variables are excellent. For as much as at this study evaluating of beliefs, visions and treating aims of purpose society is proceeded, this is accounted a survey that in this kind of investigation, investigators gives the questionnaire to a society to obtain scattering amount, properties, visions and beliefs of that informational society. Statistical society of this study are users of Roshtak Iranian page in Facebook social network.

3.1. Aims and Assumptions

Aims which are defined in this study are as follows. In the following, the study's assumption is presented.

- Determination of argument quality impact amount on efficacy
- Determination of post popularity impact amount on efficacy
- Determination of post popularity impact amount on prefer
- Determination of post attraction impact amount on prefer

- Determination of efficacy impact amount on prefer
- Investigation Assumptions
- Argument quality has positive and meaningful impact on efficacy.
- Post popularity has positive and meaningful impact on efficacy.
- Posts popularity has positive and meaningful impact on prefer.
- Posts attraction has positive and meaningful impact on prefer.
- Efficacy has positive and meaningful impact on prefer.
- Efficacy has positive and meaningful impact on like intention.
- Efficacy has positive and meaningful impact on sharing intention.
- Prefers has positive and meaningful impact on like intention.
- Prefers has positive and meaningful impact on sharing intention.

3.2. Stability and justifiability of investigation equipment

The method which is used in this study for stability testing is Kronbakh Alpha method. According to distribution of considered questionnaire with 29 asked question, we calculate Kronbakh Alpha for the sample number of 384 persons. Kronbakh Alpha amount of questionnaire for 384 person sample is 0.923. According to obtained amount for Kronbakh Alpha, it can be said that all in all, questionnaire enjoys an acceptable stability. At last with referring to these results, it can be use from gathered data with safety.

For accounting Kronbakh Alpha, 30 questionnaire among viewers of Roshtak Facebook page of electronic products are distributed and gathered and results were analyzed using SPSS software 21 version. Table 1 shows the Kronbakh Alpha amount of present investigation variables.

Table 1: Kronbakh Alpha amount of investigation variables

Kronbakh Alpha	Variable	
0.816	Argument quality	Satiation messages (Independent variable)
0.858	Post popularity	
0.756	Post attraction	
0.811	Efficacy	Beliefs and Visions(Intermediate variable)
0.807	Prefer	
0.923	Total Statements	

Provided measurement equipment modification (items omitting that cause increasing of alpha amount in considered component), Alpha amounts can tend to more and more to its previous amount.

So any question of questionnaire and internal similarity of question was studied but the results showed that by omitting each question the safety factor reduces, so these questions are of high precious and in none of question omission cases does not cause increase safety factor. Therefore, this subject shows internal similarity of questions. At last according to calculated safety factor and other results, it is specified that used questionnaire that Alpha amount of it is 0.923 has required value and safety (stability).

3.3. Study conceptual model

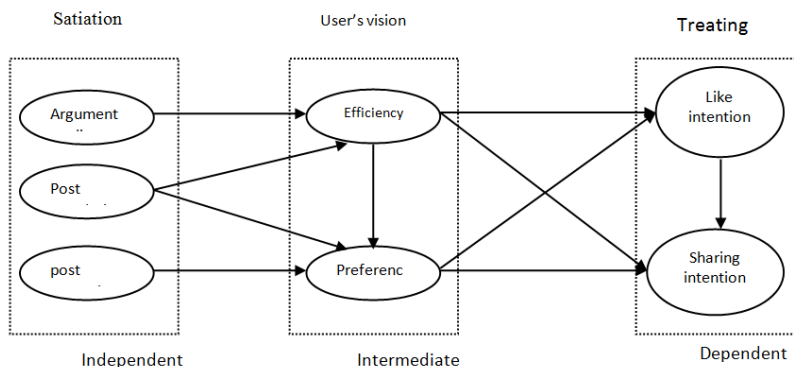


Figure 1: investigation conceptual model, adaption from

Figure (1) shows the schematic view of investigation conceptual model. In this figure, all investigation variables and their relations with each other is expressed conceptual and structural. As it is seen in this figure, effectiveness of satiation messages that is divided into three variables of argument quality, post popularity and post attraction, is studied on beliefs and user's visions. Also in another study by investigator, effectiveness of beliefs and visions is studied on 2 subset variables of treating aims. These two variables are as like intention and sharing intention.

Conceptual model of present investigation is obtained from model of source 8 that is applied some changes in it. In this study, a model was extended for advertising formularized program organization in social media area. In considering model of this study, three factor of argument quality, post popularity and post attraction is used and effectiveness of satiation messages study on beliefs and visions of users as intermediate role in model.

4. Results

In this section, findings and research results is presented as descriptive and illative statistic.

4.1. Descriptive analysis of sex variable

Results shows the sex relative frequency distribution. Based on existing findings in this table, 20.8 percent of responders were women and 79.2 percent were men. This results shows that women use less than men from network marketing and Roshtak page in Facebook.

4.2. Descriptive analysis of age variable

Findings shows the age variable relative frequency distribution. Based on the findings of this table; Responders average age is equal to 29.68, 19 year old with maximum mode frequency, 27 age of average variable, variable variance is equal to 121468 and standard deviation is equal to 11.01 and minimum age of

responders is equal to 16 year and maximum age of responder is equal to 80 years and variable amplitude is equal to 64 year.

4.3. Descriptive analysis of time period variable of internet utilization

Table 2 shows the time period variable relative frequency distribution of internet utilization between responders. Based on

findings of this table, 24.2 percent between 1 to 2 year, 46.9 percent between 3 to 4 year, 15.5 percent between 5 to 6 year and 13.4 percent more than 7 year uses internet. This shows the amount of internet utilization between responders is high. Average of 3.87 and mode of 4 shows somehow averagely near to 4 year of responders used from Internet global network.

Table 2: Responder's distribution at time period using Internet

Total	More than 8 year	7 to 8 year	5 to 6 year	3 to 4 year	Less than 2 year	Time period of using internet
322	10	33	50	151	78	Frequency
100	3.1	10.3	15.5	46.9	24.2	Percent
	Maximum:10 year	Minimum: 1 year	Variance:4.1	Standard deviation: 2.02	Mode: 4	Average:3.87

4.4. Descriptive analysis of independent variable of post popularity

Table 3 results shows the descriptive analysis of independent variable of post popularity in sample that shows the frequency of people numbers that have chosen the related items to each question in related questions to forgoing variable. In this table, question 5 to 7 of questionnaire that is related to this variable have been described. As you see, observed average of all

question and also the average of all questions of this variable (3.83) is more than theory average which means amount 3. This shows that the independence of post popularity is more than average. Findings of figure number (4-10) is also approve this results which have been known 72.1 percent with high post popularity, 21.4 percent with medium post popularity independence and 6.5 percent with less post popularity independence.

Table 3: post popularity independence variable relative frequency distribution

Observed standard deviation	Observed variance	Observed average	Total frequency	Post popularity					Question choice
				Frequency of responses					
				Completely Agree	Agree	No opinion	Disagree	Completely disagree	
0.907	0.82	4.15	322	135	122	51	8	6	1
0.878	0.77	4	322	101	140	64	14	3	2
0.906	0.82	4.012	322	101	151	49	15	6	3
0.830	0.69	3.83	322	62	140	69	18	3	average

4.5. Descriptive analysis of independent variable of post attraction

Table 4 shows the descriptive information related to independent variable of post attraction in sample that shows the frequency of people numbers that have chosen related choices of each question in related questions to forgoing variable. In this table, questions 8 to 11 of questionnaire have been described that are

related to this variable. As you can see, observed average of all questions and also average of all questions of this variable (3.93) is very more than theory average 3 and these results shows that post attraction for users of Roshtak page were high. Findings of figure number (4-11) approve these results, too, which have been known 77.8 percent with high post attraction, 20.5 percent with medium post attraction and 2.5 percent with less post attraction.

Table 4: Post attraction independent variable relative frequency distribution

Observed standard deviation	Observed variance	Observed average	Total frequency	Post attraction					Question choice
				Frequency of responses					
				Completely Agree	Agree	No opinion	Disagree	Completely Disagree	
0.85	0.73	4.24	322	147	123	39	10	3	1
0.69	0.48	4.47	322	185	109	23	5	-	2
0.74	0.56	4.17	322	116	151	49	6	-	3
0.77	0.59	4.15	322	116	149	48	9	-	4
0.7	0.49	3.93	322	62	186	66	8	-	Total average

4.6. Checking of normalization of sample distribution of case study

Normalization testing results of study variables is visible table 5. According to obtained P-Value amounts in table 5 that all of them are larger than 0.05, zero assumption which means normalization assumption of sample's distribution is approved in error level of 5 percent, namely there is no meaningful difference between sample's distribution and normal distribution. So, according to normalization of case study samples for testing of

study assumptions, parametric methods will be used. In next for testing of assumptions path analyze method and structural equations (SEM) will be used.

Table 5: Variables normalization distribution test

Test result	decision	p-value	Z Kolmogrof- Esmirnof statistic number	Number	Variable
Distribution is normal.	Accept zero assumption	0.342	0.863	322	Argument quality
Distribution is normal.	Accept zero assumption	0.231	0.542	322	Post popularity
Distribution is normal.	Accept zero assumption	0.324	0.452	322	Post attraction
Distribution is normal.	Accept zero assumption	0.645	0.547	322	Prefer
Distribution is normal.	Accept zero assumption	0.202	0.913	322	Efficacy

4.7. Factor analysis related to independent variables

Model of independent variables using 11 index is measured. As it can be seen from table 6, these indexes consist of (k1- j4). Standardized parameter assessments shows that all indexes are

meaningful statistically ($p < 0.05$) and their factor loads are in high level (more than 0.5). Also studying the results of fitting indexes signify model appropriate fitting and all fitting indexes are placed in acceptable area. So, independent measurement model is acceptable without any change.

Table 6: Accepted indexes of independent variables

Index situation	Meaning level	t-value	Factor load	Index label	Main index	Dimension
Accepted	0.000	8.99	0.60	K1	Conducted advertising in Roshtak page posts increased my information about cellphones, tablets, laptops, electronic vehicles and media area software.	Argument quality
Accepted	0.000	13.28	0.57	K2	Conducted advertising in Roshtak page posts about cellphones, tablets, laptops, electronic vehicles and media area software was useable and beneficial for me.	
Accepted	0.000	10.8	0.55	K3	Conducted advertising in Roshtak page posts about cellphones, tablets, laptops, electronic vehicles and media area software is instructive for me and increase my awareness and cognition level.	
Accepted	0.000	7.33	0.54	K4	Conducted advertising in Roshtak page posts about cellphones, tablets, laptops, electronic vehicles and media area software was sufficient and convincing for me.	
Accepted	0.000	13.97	0.66	Mah1	I think posts which is shared about cellphones, tablets, laptops, electronic vehicles and media area software are more reliable and trustworthy.	Post popularity
Accepted	0.000	18.86	0.80	Mah2	I think posts which are shared or are more admirable about cellphones, tablets, laptops, electronic vehicles and media area software are more reliable.	
Accepted	0.000	13.34	0.63	Mah3	I think posts which are shared or are more admirable about cellphones, tablets, laptops, electronic vehicles and media area software are more believable.	
Accepted	0.000	9.87	0.67	J1	Short film viewing type about cellphones, tablets, laptops, electronic vehicles and media area software in Roshtak page posts are admirable to me.	Post attraction
Accepted	0.000	10.77	0.62	J2	Photo of cellphones, tablets, laptops, electronic vehicles and media area software from Aesthetics vision are admirable to me.	
Accepted	0.000	15.66	0.60	J3	I like apparent figure of Roshtak page posts about cellphones, tablets, laptops, electronic vehicles and media area software.	
Accepted	0.000	13.05	0.54	J4	All in all, design of Roshtak page posts about cellphones, tablets, laptops, electronic vehicles and media area software are admirable to me.	

4.8. Investigation final model (Investigation structural equation)

Table 7: Selection of important fitting indexes of graphic model

T	Standardized B coefficient	Graphic signal	route(Formative-Reflective)		
11.23	0.47	kifeyat	efficacy	F	Argument quality
13.96	0.53	mahbobyat	efficacy	F	Post popularity
21.52	0.80	mahbobyat	Prefer	F	post popularity
12.51	0.77	jazabeyat	Prefer	F	Post attraction
16.92	0.76	sodmandi	Prefer	F	Efficacy

5. Conclusion

One of the notable methods in customer attraction area and lead treating aims in media marketing area can be the messages which transfer from these media. Nowadays, social network marketing which use networks and social media toward content sharing, information publish and information connection, are of the most effective advertising methods. In this section of investigation, findings and investigation results analyze by statistical data according to investigation aim.

According to route analysis pattern and table 7 amounts of route standard coefficient, argument quality dimension are about 0.47 and (t-11.23) amount. So according to T in this route (t-|11.23| > 2.56), it can be concluded with 99 percent probability, H0 assumption is passed and H1 hypothesis is accepted. In other word, argument quality has a positive impact on efficacy of uses from Roshtak page and so, the relation is positive and assumption is accepted. With increasing 1 unit in argument quality variable, user's efficacy variable in Roshtak page increases 0.47. As result, with argument quality of Facebook Roshtak increasing, efficacy amount of Roshtak page users is invigorated.

According to route analysis pattern and table 7 amounts of route standard coefficient, post popularity dimension are about 0.53 and (t-13.96) amount. So according to T in this route (t-|13.96| > 2.56), it can be concluded with 99 percent probability, H0 assumption is passed and H1 hypothesis is accepted. In other word, post popularity has a positive impact on efficacy of users from Roshtak page and so the relation is positive and assumption is accepted. With increasing 1 unit in post popularity variable, user's efficacy variable in Roshtak page increases 0.53. As result, with post popularity of Facebook Roshtak increasing, efficacy amount of Roshtak page users is invigorated.

According to route analysis pattern and table 7 amounts of route standard coefficient, post popularity dimension are about 0.80 and (t-21.52) amount. So according to T in this route (t-|21.52| > 2.56), it can be concluded with 99 percent probability, H0 assumption is passed and H1 hypothesis is accepted. In other word, post popularity has a positive impact on user's preference from Roshtak page and so the relation is positive and assumption is accepted. With increasing 1 unit in post popularity variable, user's efficacy variable in Roshtak page increases 0.80. As result, with post popularity of Facebook Roshtak increasing, prefer amount of Roshtak page users is invigorated.

According to route analysis pattern and table 7 amounts of route standard coefficient, post attraction dimension are about 0.77 and (t-12.51) amount. So according to T in this route (t-|12.51| > 2.56), it can be concluded with 99 percent probability, H0 assumption is passed and H1 hypothesis is accepted. In other word, post attraction has a positive impact on user's preference from Roshtak page and so the relation is positive and assumption is accepted. With increasing 1 unit in post attraction variable, user's efficacy variable in Roshtak page increases 0.77. As result, with post attraction of Facebook Roshtak increasing, prefer amount of Roshtak page users is invigorated.

According to route analysis pattern and table 7 amounts of route standard coefficient, efficacy dimension are about 0.76 and (t-16.92) amount. So according to T in this route (t-|16.92| > 2.56), it can be concluded with 99 percent probability, H0 assumption is passed and H1 hypothesis is accepted. In other word, efficacy has a positive impact on user's preference from Roshtak page and so the relation is positive and assumption is accepted. With increasing 1 unit in efficacy variable, user's efficacy variable in Roshtak page increases 0.76. As result, with efficacy of Facebook Roshtak increasing, prefer amount of Roshtak page users is invigorated.

According to route analysis pattern and table 7 amounts of route standard coefficient, efficacy dimension are about 0.57 and (t-11.23) amount. So according to T in this route (t-|11.23| > 2.56),

it can be concluded with 99 percent probability, H0 assumption is passed and H1 hypothesis is accepted. In other word, efficacy has a positive impact on like intention from Roshtak page and so the relation is positive and assumption is accepted. With increasing 1 unit in efficacy variable, user's like intention variable in Roshtak page increases 0.57. As result, with efficacy of Facebook Roshtak increasing, like intention amount of Roshtak page users is invigorated.

According to route analysis pattern and table 7 amounts of route standard coefficient, efficacy dimension are about 0.73 and (t-11.23) amount. So according to T in this route (t-|15.38| > 2.56), it can be concluded with 99 percent probability, H0 assumption is passed and H1 hypothesis is accepted. In other word, efficacy has a positive impact on sharing intention from Roshtak page and so the relation is positive and assumption is accepted. With increasing 1 unit in efficacy variable, user's sharing intention variable in Roshtak page increases 0.73. As result, with efficacy of Facebook Roshtak increasing, sharing intention amount of Roshtak page users is invigorated.

According to route analysis pattern and table 7 amounts of route standard coefficient, prefer dimension are about 0.42 and (t-10.05) amount. So according to T in this route (t-|10.05| > 2.56), it can be concluded with 99 percent probability, H0 assumption is passed and H1 hypothesis is accepted. In other word, prefer has a positive impact on like intention from Roshtak page and so the relation is positive and assumption is accepted. With increasing 1 unit in prefer variable, like intention variable of users in Roshtak page increases 0.42. As result, with prefer of Facebook Roshtak increasing, sharing intention amount of Roshtak page users is increased.

According to route analysis pattern and table 7 amounts of route standard coefficient, prefer dimension are about 0.60 and (t-11.32) amount. So according to T in this route (t-|11.32| > 2.56), it can be concluded with 99 percent probability, H0 assumption is passed and H1 hypothesis is accepted. In other word, prefer has a positive impact on sharing intention from Roshtak page and so the relation is positive and assumption is accepted. With increasing 1 unit in prefer variable, like intention variable of users in Roshtak page increases 0.60. As result, with prefer of Facebook Roshtak increasing, sharing intention amount of Roshtak page users is invigorated.

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