

The Effect of Advertising through Smartphones on Consumers' Purchase Intention to Buy from Companies Provided Online Services

Sayed Mohammad Moosavi jad

Assistant Professor, Department of Management, University of Kurdistan, Sanandaj, Iran.

Email: sm.moosavi@uok.ac.ir

Arman Ahmadizad

Assistant Professor, Department of Management, University of Kurdistan, Sanandaj, Iran.

Email: A.Ahmadizad@uok.ac.ir

Hadi Amani

Master's degree, Department of Management, University of Kurdistan, Sanandaj, Iran.

Email: Hadiamani1946@gmail.com

ABSTRACT:

The process of consumer decision-making and identifying ways to influence buyers' decisions is one of the most important marketing tasks. All the activities of marketers come to fruition at the stage of consumer intent; since the purchase operation is done and as a result, the application of all marketers' efforts is determined and ends. The present study tries to investigate the effect of advertising through smartphones on consumers' purchase intentions and the factors affecting the perception of consumers and their evaluation of advertisements made in this way. In this regard, some sales and service sites such as Digikala, Alibaba, Eligasht, Divar and Snapp have been selected and the advertisements of goods and services from these sites and its impact on consumers' purchase intention by considering several other factors such as credibility, information, motivation, Annoyance, emotional values, and several other dimensions are studied. This research was conducted in Kurdistan province and the statistical population is those people who have a smartphone and have used at least one of the sites mentioned. A questionnaire was used to collect the data; the analysis of the data collected and testing the hypotheses, as well as investigating normality and other statistical techniques were done using SPSS software and PLS software. The results show that the flow experience has the greatest impact and secondarily the value of advertising have an impact on the purchase intention. Among the factors affecting the value of advertising, the effect of information, credibility, entertainment and annoyance was confirmed and the effect of emotional value and motivation was not confirmed; the relationship between the factors studied and flow experience was confirmed, but the relationship between site design quality and emotional value on brand awareness was not confirmed. Studying the purchase intention of the brands studied in the research, it was found that the average purchase intention of the customers of these sites is equal.

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1. Introduction

Consumers' perceptions, motivations and attitudes and some other factors such as beliefs, lifestyle and other issues in marketing activities have been emphasized in issues related to consumer behavior and in the present age, consumers have become increasingly important due to the competition among companies and the increasing variety of products. These factors are significantly influential in consumers' purchase intention, and the ways in which they could be controlled or directed are of great importance. Ways to influence consumers' purchase intentions are diverse, and with the dramatic advances in technology over the past few decades, the increase in communication channels has also made it more difficult for marketers to identify effective methods. Methods such as mass media, public relations, printed advertising have always been used and have had good or bad results. However, due to the new technology of smartphones and the increasing improvement of this tool, taking benefit from them to introduce the company or products and services has not been very common. The increasing use of smartphones has created the need for marketers to consider smartphones in order to communicate with their target market customers. In addition using cell phones has become a part of people's normal routine and it affects a set of factors that determine the customer's tendency to buy, such as attitudes, mental norms, and perceived behavioral control (Shen, 2015). The number of smartphone users has increased significantly due to the growth of the smartphone industry, which has new applied systems and applications have been significantly developed in these phones (Martins et al., 2018). Smartphones affect the way people interact with each other and have become a necessity in personal and business life (Derks et al., 2016). Studies conducted in this area have focused more on the perceived value of advertising and the flow experience in mobile advertising, to study attitudes toward mobile advertising or the intention to read (Liu et al., 2013). Smartphones, which differ from standard mobile phones in terms of operating system, have attracted a large number of users and become a perceived necessity in personal and business life. People use smartphones for their daily activities such as social networking and other activities such as reading e-books, answering emails, sending messages and playing games. Smartphones are a completely new technology and little attention has been paid to academic research in the field of users' perceptions of the use of smartphones (Joo and Sang, 2013). However, advertising in smartphones plays an increasing role in the consumer purchase decision process (Kim and Han, 2014). Nowadays, advertising is the most effective way to convey the message of businesses to its audience. Advertising has been around for years as a powerful communication tool to promote products and achieve goals such as increasing sales and profitability or strengthening the brand image (Kim and Jun, 2016). Annually, a huge budget is spent on advertising, and any mistake in this way will lead to the loss of financial



resources, without providing the necessary effectiveness (Kouchakzadeh, 2006). People are exposed to hundreds and thousands of messages daily that are sent and broadcast from various media and could have transient or lasting effects on people's attitudes and behaviors. Skills and proficiency in producing effective ads emerge over time and in the shadow of science and experience. The principles, techniques, and process of advertising are evolving rapidly. At the same time, advertisements that are devoid of scientific principles and appropriate attractions do not have a favorable effect on the audience and could even damage the position and status of goods, services or ideas in society (Forouzfar, 2009). Advertising strategy has two basic elements: determining advertising messages and selecting media for advertising. Nowadays, with the staggering increase in media costs, marketing-focused strategies and the rapid development of digital media have made the issue of media planning even more important. Advertising officials therefore try to make the messages appropriate to the relevant media (Cutler and Armstrong, 2012). Little research has been done on what leads to perceived ad value, flow experience, and purchase intention in smartphone ads (Kim and Han, 2014). Therefore, the purpose of this study is to investigate and analyze the factors that affect the purchase intention of customers after seeing ads on smartphones. The high use of smartphones in the present age compared to other tools such as printed media, television, etc. makes it necessary to further evaluate this technology. It is also important to find ways in which consumers' perceptions of advertising could be positively and permanently changed or stabilized; This is because consumers are faced with hundreds or perhaps thousands of messages a day, and this might cause consumers to not have a positive view of advertising. Therefore, improving consumer perception of advertising messages through smartphones should be considered and ways should be found to make the consumer perception of advertising through smartphones positive. In addition, little research has been done on smartphone advertising; therefore, research that determines the various aspects that affect the perception of advertising through smartphones, as well as its impact on consumers' purchase intention is necessary. The main purpose: Determining the effect of perceived advertising through smartphones on the purchase intention of consumers; Sub-objectives: Determining the effect of emotional value on the perceived value of advertising and brand awareness, Determining the effect of site design quality on the flow experience, purchase intention and brand awareness, Determining the effect of information, credibility, entertainment, annoyance and motivation on the perceived value of advertising through smartphones, Determining the impact of information, credibility, entertainment, annoyance and motivation on the flow experience, determining the impact of the perceived value of advertising, flow experience and brand awareness on consumers' purchase

intentions. Research that could answer all the questions and goals of smartphone advertising is almost impossible; therefore, in the present study, an attempt is made to pay attention to aspects that facilitate the answer to the following questions:

- What are the factors that affect the value of advertising and flow experience?
- To what extent do emotions affect the perceived value of advertising in smartphone advertising?
- To what extent does the quality of web design affect the flow experience in smart advertising?
- What role does brand awareness play in creating purchase intention in smartphone advertising?

2. Theoretical Foundations and Research Background

Purchase Intention: purchase intention is when consumers decide to buy a particular product or service in the future (Wu et al., 2011); Crosno et al (2009) also define purchase intention: "Purchase intention refers to the likelihood that customers will purchase a particular brand of a particular product group at the time of shopping." Purchase intention is an important factor in structure and attitude and could predict actual behavior; the more you intend to buy, the more likely you are to buy; therefore, the intention to buy is the most important factor in predicting purchasing behavior (Lin and Liao, 2012). Purchase intention is one of the major concepts of studies in the marketing literature; the attention of marketing researchers to the purchase intention is because of its relationship with purchase behavior. The results of various studies show that there is a positive relationship between purchase intention and purchase behavior. Purchase intention information could assist marketing managers in marketing decisions related to product demand, advertising strategies and market segmentation (Tsiotsou, 2005). The intention of a person to perform a behavior is a direct determinant variable of his actual behavior, or in other words, the purchase intention is a predictor variable of the actual behavior of the consumer and his purchase decision. Purchase intention determines the planning for buying a product. Searching for internal and external information may increase the consumer's intention to buy and ultimately lead the individual to the purchasing stage of the decision (Blackwell, 2001). Purchase intention shows a program for a particular product or service in the future or the general likelihood that a consumer will purchase a particular product (Kim et al., 2008).

The value of advertising: Today, advertising is the most effective way to convey the message of businesses to its audience. Advertising has been around for years as a powerful communication



tool to promote products and achieve goals such as increasing sales and profitability or strengthening the brand image (Kim and Juon, 2016). Advertising strategy has two basic elements: determining advertising messages and choosing media for advertising. Nowadays, with the huge increase in media costs, strategies focused on marketing and the rapid development of digital media have made the issue of media planning more important. Advertising officials therefore try to make the messages appropriate to the relevant media (Cutler and Armstrong, 2012). Mobile advertising is defined as a form of advertising that delivers advertising messages to users via cell phones or wireless communication devices by the Mobile Marketing Association (Chen and Hsieh, 2012).

Flow Experience: The term experience in the trading process could be understood in different ways according to the clarified ambiguities. Experience could be used to describe current processes, during interaction, or in subsequent post-process outcomes (Tynan and Mckechnie, 2009). The customer experience is more personal and comes into interaction with people; Experience is perceived from the customer's point of view as individual and inherently personal and occurs only in his mind and is formed on the physical, emotional, mental and spiritual levels; therefore, both people could not have the same experience (Pine and Gilmore, 1998). Empirical marketing is a way to help the company in brand loyalty and person-to-person advertising in the future (Smilansky, 2009). Every experience arises during the customer's journey and in connection with the events when receiving the services and the customer's previous mentality. In addition, empirical marketing, with its emphasis on the customer experience, provides a deeper understanding of customer experiences and how to better create and manage them (Gentile et al., 2007; Puccinelli et al., 2009). The empirical marketing perspective also presents experiences as a spontaneous phenomenon resulting from the interaction between the customer and the company (Poulsson and Kale, 2004; Gentile et al., 2007; Tynan and Mckechnie, 2009). Marketing could provide value and improve the company's performance by using customer experiences; in this method, the focus on customer experience represents the revision and development of the concept of relationship between the company and the customer (Gentile et al., 2007).

Advertising is a way to convey product information to the audience. Information increases market efficiency and more accurately matches the needs and wants of consumers with the products offered. In addition to creating meanings related to global value, consumer goals and expectations, plays an important role in providing information about the products (Friedman and Zimmer; Wan, 2012). Product information influences the consumer attitude towards advertising by providing information about product improvement and creating new products. Of course, it

should be noted that if the information is too difficult and complex and presented in a chaotic and incomprehensible way, the recipients are less likely to understand the message and be encouraged by the information (Tabatabai Nasab and Parish, 2015). Useful information indicates the company's ability to introduce its products to consumers. Advertisements that contain relevant and required information of customers are considered valuable (Ducoffe, 1995); Thus:

Hypothesis 1: Information perceived through smartphones has a positive and significant effect on the perceived value of advertising.

Hypothesis 2: Information perceived through smartphones has a positive and significant effect on the flow experience.

Credibility refers to the extent to which a consumer believes in claims about a product or service in advertising; in other words, it is the consumer's perception of honesty and their belief in advertising in general (Saadeghvaziri and Khodadad Hosseini, 2011). Credibility in advertising is an important predictor of attitudes toward advertising (Cotte et al., 2005; Joe, 2004; Yang et al., 2012). Credibility means believing that a person's statements are reliable and that he or she will not fail to fulfill his or her obligations in a business relationship (Yousafzai et al., 2003). Advertising credibility is influenced by various factors, especially the reputation of the company. Due to the declining credibility of advertising, marketers are constantly looking for innovative ways to communicate the message (Saadeghvaziri and Khodad Hosseini, 2011). Consumer trust in the company is crucial in forming and supporting them, so trust is mainly related to evaluating the future performance of the company (Park et al., 2007). Several empirical studies have shown that the validity of advertising has a significant effect on attitudes toward advertising and behavioral intentions (Tsang et al., 2004; Zhang and Mayo, 2008). The credibility of advertising is assessed through the content of the ad, which is most influenced by the credibility of the company and the message holder (Balasubraman et al., 2002). Therefore, the credibility of advertising positively affects the perceived value of advertising. According to the findings of Yang et al. (2013), a consumer may or may not respond to advertising; if they think mobile ads are unreliable, they ignore the message. Therefore, message reliability is critical and customers are able to experience the flow status with a valid message (Choi et al., 2008); therefore:

Hypothesis 3: Perceived credibility by smartphones has a positive and significant effect on the perceived value of advertising.

Hypothesis 4: Credits perceived by smartphones have a positive and significant effect on the flow experience.

Coulter et al. (2001) found that entertainment is an important value that consumers look for in advertising. The more enjoyable and entertaining the advertising is, the more it is noticed by the



consumers (Wang and Man Sami, 2007). Entertainment is the ability of advertising to promote pleasure and create positive attitudes in the consumer by providing a form of entertainment, pleasure, or emotional freedom (Elliott and Speck, 1998; Shawitt et al., 1998). In the field of advertising, entertainment is enjoyable, happy and funny (Schillinger, 1979). According to Sternthal and Craig (1973), entertaining advertisements attract the attention of the customers, thus increasing the effectiveness of advertising. Using entertaining methods is considered as a pleasant or likable advertisement and it has a positive effect on attitudes about the brand (Ducoffe, 1995); Thus:

Hypothesis 5: Perceived entertainment in smartphones has a positive and significant effect on the perceived value of advertising.

Hypothesis 6: Perceived entertainment in smartphones has a positive and significant effect on the flow experience.

Annoyance indicates that the company might use advertising methods that cause harassment, insult, inconvenience or abuse to consumers. These methods are perceived by the consumers as annoying. Numerous studies have identified annoyance as a common response to commercials that are not likable, and these studies show that annoying ads are generally less popular with audiences. Attitudes created by annoying advertisements might affect the effectiveness of advertising (Fennis and Bakker, 2001). Annoyance indicates that the company may use advertising methods that cause harassment, insult, inconvenience or abuse to consumers. These methods are perceived by the consumers as annoying and negatively affect their perception of advertising (Ducoffe, 1995). Thus:

Hypothesis 7: Receiving annoyance through smartphones has a negative and significant effect on the value of advertising.

Hypothesis 8: Receiving annoyance through smartphones has a negative and significant effect on the flow experience.

In the field of human behavior, there are factors that not only force people to act, but also lead them to a specific goal; these factors are called motivations, which include the state or internal pressure and goal that influences the behavior. In fact, for the operational definition of motivation in the form of purchase, it could be said that motivation is defined as a motivational pressure in buyers that forces them to buy (Goldsmith et al., 2011). To et al. (2007) also categorized online shopping motivation into two categories: utilitarian motivation and hedonic motivation; Utilitarian motivation encompasses the values that make online shopping a purposeful, rational, and efficient practice. From a utilitarian point of view, the motivation to buy is simply to obtain an efficient

product. The second category of hedonic motivation includes values that relate to the emotional and psychological aspects of online shopping. Hedonistic motivation refers to the social and emotional value which is gained during the purchase process. Motivation has a positive and direct effect on the perceived value of advertising (Kim & Han, 2014); Thus:

Hypothesis 9: Perceived motivations through smartphones have a positive and significant effect on the perceived value of advertising.

Hypothesis 10: Motivations perceived through smartphones have a positive and significant effect on the flow experience.

The usefulness of the feelings or emotional states (ie, pleasure and satisfaction) that a product produces defines emotional value. Emotional value towards a brand is related to positive emotions about using the brand that increases consumer's loyalty to the brand (Sweeney and Soutar, 2001). When consumers watch an ad, the information in it evokes emotional reactions and creates an attitude towards the brand (Martins et al., 2018). These emotions play an important role in consumer's attitudes (Geuens et al., 2011). Positive emotional responses to advertising have a positive relationship with behavioral goals and lead to greater satisfaction (Unal et al., 2011; Buil et al., 2013). One way to influence perceived values is to change the consumers' feelings (Duman and Mattila, 2005). Despite opposing views, decisions are influenced by emotions. Recognizing this emotional dynamics changes the way customers perceived by the organizations, the way companies make decisions, and the way they search for reality (Goodman and Helen, 2011). On the other hand, a brand could be considered as a name, phrase, mark, symbol, design or a combination of them that is used to define and distinguish the goods and services of a seller from other vendors (Cutler, 1991; Cutler and Armstrong, 2012). In the past, products were named, and this naming included a sign that, in the form of a signature or symbol, indicated the origin and ownership of the product (Acker et al., 2004). Brand is a shortcut to attract and retain the customers. The brand is not made by chance and suddenly, and basically, the word brand refers to two basic points: continuity, quality in accordance with or higher than customer's expectations (Khodad Hosseini and Rezvani, 2016). Thus:

Hypothesis 11: Perceived emotional value has a positive and significant effect on the perceived value of advertising.

Hypothesis 12: Perceived emotional value has a positive and significant effect on brand awareness.

According to Ducoffe, advertising value is a measure of the effectiveness of advertising, which is defined as the subjective evaluation of the relative value or usefulness of advertising to consumers. Consumers evaluate incoming messages if they meet their needs or contain valuable



information to buy (Tsang et al., 2004). The concept of flow experience refers to optimal and enjoyable experiences, when the person is engaged in an activity with full participation, concentration and pleasure. When consumers become obsessed with their activities, irrelevant thoughts and ideas disappear (Martins et al., 2018). Thus:

Hypothesis 13: The perceived value of advertising has a positive and significant effect on the purchase intention.

Hypothesis 14: The perceived value of advertising has a positive and significant effect on the flow experience.

Web design is a set of elements that a consumer experiences and chooses a product when searching for a website (Ha & Stoel, 2009). The design factors, the size of the ad, the use of color, the effects of music, the presence of animation and the length of these ads are related to how the ads are designed effectively. Website design affects online shopping intentions. A well-designed site could drive a shopping experience with excessive demand or, conversely, disrupt the shopping flow by distracting users (Martins et al., 2018). The quality of web design positively affects the consumer's perception of the quality of information displayed on the website and thus affects brand awareness (Kim and Niehm, 2009); Thus:

Hypothesis 15: The perceived quality of site design has a positive and significant effect on the purchase flow.

Hypothesis 16: The perceived quality of site design has a positive and significant effect on the purchase intention.

Hypothesis 17: The perceived quality of site design has a positive and significant effect on the brand awareness.

Empirical marketing is a way to help the company in brand loyalty and person-to-person advertising in the future (Smilansky, 2009). Every experience arises during the customer's journey and in connection with the events when receiving the services upon previous mentality of the customer. In the process of interaction between the customer and the seller, where the services play the role of the stage and the goods play the role of the booth, the experience is a way to deepen the customer's memories about the company or store. In addition, empirical marketing, with its emphasis on the customer experience, provides a deeper understanding of customer experiences and how to better create and manage them (Gentile et al., 2007; Puccinelli et al., 2009). Thus:

Hypothesis 18: The flow experience has a positive and significant effect on the purchase intention.

Globalization increases the variety of products, prolongs the life of the company, creates more resources, identifies more demands and presents them to the customer through products, and this increases people's awareness of the name of the company. Consumers use most of the global products, the brand of which is the key selection criterion (Acker, 2004); Thus:

Hypothesis 19: Brand awareness has a positive and significant effect on the purchase intention.

3. Research Background

Kim and Han (2014) in their research concluded that the purchase intention increases by the value of advertising and flow experience. Promotional value also has a positive relationship with credibility, entertainment and motivation. The flow experience is positively associated with credibility, entertainment, motivation. Annoyance has a negative effect on the flow experience and the value of advertising. In the study conducted by Dai et al. (2014), it was found that the experience of online shopping flow has a direct effect on consumers' shopping intentions. Wu et al. (2016) found in their research that instant online shopping requires two key drivers of technology use and trust mediated by flow experience. The results of their research indicated that the experience is the most important factor affecting instant shopping. Belief and trust are just as important for immediate shopping as perceived usefulness. In addition, Martins et al. (2018) conducted a study in which the results showed that the value of advertising through smartphones is affected by factors such as information, credibility, entertainment, annoyance and motivation, but emotional value has no impact on it. Entertainment, annoyance, credibility, motivation and value of advertising affect the experience, but the quality of site design and information do not affect it. They also found that the value of advertising and flow experience has a direct impact on purchase intention. Agrebi and Jallais also concluded in their study that perceived entertainment has a significant and positive effect on the intention to use smartphones for shopping, and satisfaction is a significant positive effect on the intent to use smartphones to buy.

According to the topics presented, in order to facilitate the understanding of the variables and the relationships among them, the following conceptual model of the research is presented. As shown, five variables of information, credibility, motivation, entertainment and annoyance affect the value of advertising and flow experience; The quality of site design affects the flow experience, brand awareness and purchase intention, and emotional value affects brand awareness and the value of advertising; The value of advertising also affects the flow experience; Finally, brand awareness, advertising value, experience flow, and site design quality all affect the purchase intention:

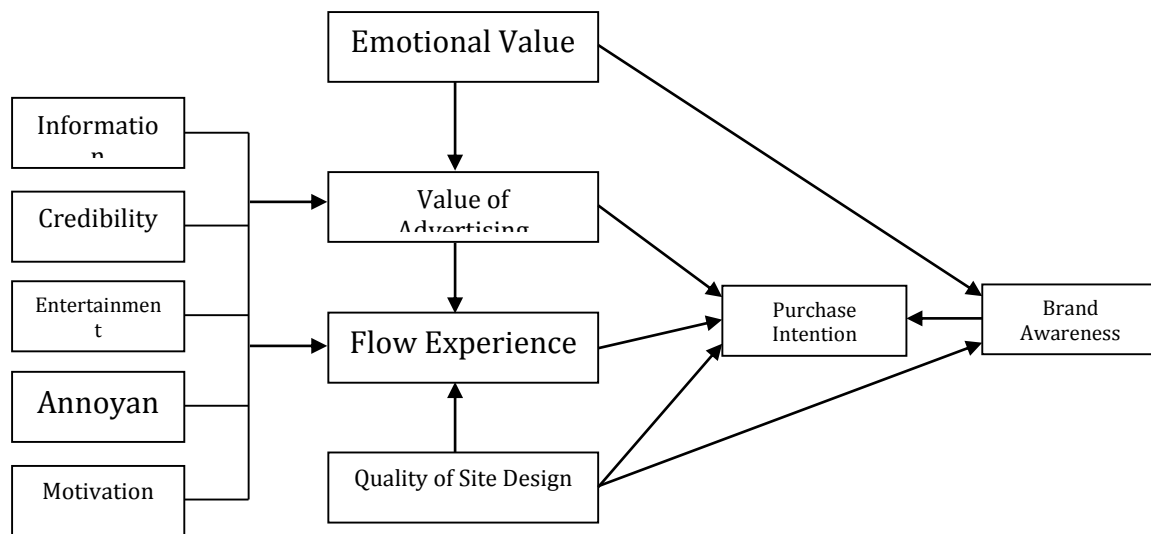


Figure1. Conceptual Model of Research: Martins et al. (2018)

4. Research Methodology

This research is applied in terms of purpose and descriptive-survey in terms of data collection. Data collection was cross-sectional and a questionnaire was used for collection. The questionnaire was designed as a closed-ended answer and its answers were classified in Likert scale from very low to very high. The population studied is the customers of Alibaba, Digikala, Eligasht, Divar and Snapp sites that live in Kurdistan province. There are many sites that sell and provide services; Digikala is the name of one of the active websites in the field of e-commerce in Iran. Digikala is now stood at the third rank of Alexa in Iran after Google and Aparat. Alibaba is the largest and most reputable online site for buying plane, train and bus tickets in Iran, which has been operating since 2014. Eligasht is one of the largest providers of online travel services for domestic and international airline tickets, hotel reservations, travel tours, travel insurance and other travel-related services. Divar is website and application for internet requirements and a platform for buying and selling new and second-hand goods, providing services in Iran, which was launched in 2013. The advertisements of the needs of millions of Iranians across the country are received and presented through Android and iPhone devices from Divar website. Snapp is one of the travel services companies in the cities that today offers good services to its customers in this area. The mentioned sites have applications and offer goods and services in smartphones. Due to the infinity of the population, the sample size was selected as 384 people using Cochran's formula and the sampling method was simple and after distribution, 384 questionnaires were used to analyze the data. PLS and SPSS₂₅ software were used to evaluate the statistical tests. To check the validity of the questionnaire, the content test method was used and in this regard, the opinion of experts and professors in this field was measured for the structure of the questionnaire; In addition, KMO and

Bartlett tests were used to evaluate the sampling adequacy index, the results of which are shown in the following table.

Table1: The Results of KMO Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.893
Bartlett's Test of Sphericity	Approx. Chi-Square	1252.720
	df	55
	Sig.	.000

Cronbach's alpha test was used to test the reliability of the questionnaire. In this regard, before the complete distribution of the questionnaire, 30 questionnaires were distributed among the samples. The test results showed that Cronbach's alpha for questions related to each variable was greater than 0.07, which is shown in the following table:

Table2: The Results of Cronbach's Alpha Test

VARIABLES	Reliability Statistics	
	Cronbach's Alpha	N of Items
Information	.764	4
Credibility	.791	4
Entertainment	.761	4
Annoyance	.840	3
Motivation	.779	3
Value of Advertising	.727	3
Flow Experience	.780	3
Purchase Intention	.792	3
Emotional Value	.743	5
Quality of Site Design	.759	4
Brand Awareness	.767	4

In order to test the research hypotheses, the normality of the data was first investigated by Kolmogorov-Smirnov test. The results showed that the data related to the variables did not have a normal distribution; Therefore, PLS software was used to test the hypotheses that this software is not sensitive to normal or abnormal data; therefore, it provides more reliable results. Findings and coefficients obtained are fully described in the findings section.

The first image of the apps reviewed on smartphone and their logos are as follows:

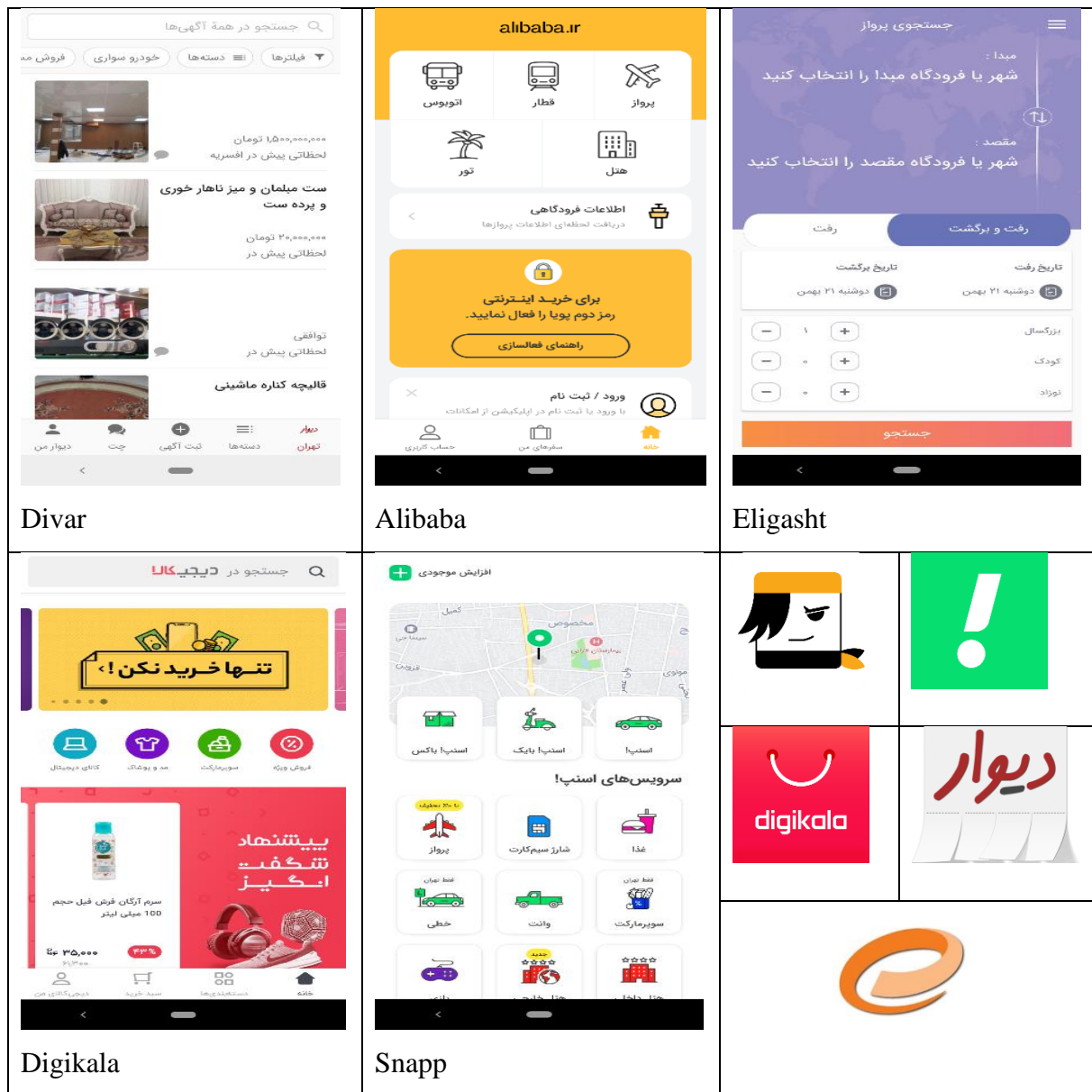


Figure 2- The first image of the websites and the mark of the applications studied

5. Findings

Information about the descriptive statistics of the respondents is given in Table 2. The collected data show that most of the respondents are male. In addition, the majority of them are in the age range of 20 to 29 years. About 60% of the respondents are students and more than 80% of them have been using a smartphone for more than 3 years. More than 70% of respondents use their smartphone for more than an hour a day. Also, more than 60% of respondents have been using their smartphone to but something less than a year. Respondents in most cases used more than one brand, but the brand that was used more than the others was considered; for homogeneity among different brands, an effort has been made to increase the number of respondents for each brand in the range of 70 to 80 people. A summary of the information is given in the following table.

Table 3: Demographic information of the respondents

Variables	Frequency	Percent	Variables	Frequency	Percent		
gender	male	259	67.4	The brands they use	AliBaba	78	20.3
	female	125	32.6		Divar	78	20.3
age	under 20	12	3.1	Snapp	79	20.6	
	21*30	259	67.4	Digikala	71	18.5	
	31-40	74	19.3	Eligasht	78	20.3	
	41-50	32	8.3	History of using the phone	under6months	3	.8
	51-60	4	1.0		6month-1year	9	2.3
	over 60	3	.8		1years-3years	32	8.3
	education	under junior high school	14		3.6	over3years	340
junior high school		37	9.6	Daily use of smartphone	seldom	27	7.0
graduate		219	57.0		under 1 h	65	16.9
master		108	28.1		1 h- 2 h	114	29.7
phd		6	1.6		2 h- 3h	98	25.5
job		unemployed	22		5.7	over 3 h	80
	collegian	231	60.2		Frequency of viewing an advertisement on smartphone	seldom	107
	employee	48	12.5	1 per week		46	12.0
	freelance	43	11.2	1 per 2-3 days		95	24.7
	doctorate	5	1.3	1-3 per day		93	24.2
	Others	35	9.1	> 3 per day		43	11.2
Last purchase of a smartphone	under 6 months	158	41.1	How long respondent has used a smartphone		under 6 months	157
	6 months- 1 year	75	19.5		6 months- 1 year	79	20.6
	1 tear- 2 years	93	24.2		1 tear- 2 years	84	21.9
	2 years- 3 years	38	9.9		2 years- 3 years	45	11.7
	over 3 years	20	5.2		over 3 years	19	4.9

Descriptive statistics are given in Table 4 to study the information about the research variables. The standard deviation of all variables is less than one and their mean is in the range of 2 to 3.5. Emotional value with an average of 3.653 has the highest mean and annoyance with an average of 2.266 has the lowest mean among the variables.

Table 4: Descriptive statistics of the research variables

VARIABLES	Mean	Std. Deviation	Minimum	Maximum
Information	3.315	.605	1	5
Credibility	3.270	.629	1	5
Entertainment	3.282	.660	1	4.75
Annoyance	2.266	.930	1	5
Motivation	3.441	.771	1	5
Value of Advertising	3.444	.663	1	5
Flow Experience	3.328	.758	1	5
Purchase Intention	3.376	.771	1	5
Emotional Value	3.653	.591	1	5
Quality of Site Design	3.285	.669	1	5
Brand Awareness	3.546	.686	1	5

The following table studies the assumption that the data are normal. As shown in Table 5, the significance coefficient for all variables is less than 0.05, which indicates that the survey variables are abnormal. Therefore, non-parametric methods should be used to test the hypotheses.

Table 5: Studying the normality of scores of research components

Variables	T Test	Test Statistic	Asymp. Sig. (2-tailed)
Information	3.012	.153	.000
Credibility	3.258	.166	.000
Entertainment	2.881	.144	.000
Annoyance	2.492	.128	.000
Motivation	3.437	.164	.000
Value of Advertising	3.206	.163	.000
Flow Experience	3.348	.166	.000
Purchase Intention	2.814	.156	.000
Emotional Value	1.702	.084	.000
Quality of Site Design	2.473	.135	.000
Brand Awareness	2.236	.122	.000

According to the output of the Kolmogorov-Smirnov test, the data for all variables do not have a normal distribution. Therefore, non-parametric tests should be used to test the research hypotheses. The best way to test hypotheses, given that the data is abnormal, is to use the partial least squares method (PLS) that is not sensitive to the normality or abnormality of the data. Using PLS software, research hypotheses are tested and the results are shown in Table 6.

Table 6: Test outputs for the research hypotheses

H 1:			H 2:		
Variables	Communality	R Squares	Variables	Communality	R Squares
Information	.587	-	Information	.587	-
Value of Advertising	.651	.223	Flow Experience	.617	.212
Mean	.619	.223	Mean	.602	.212
H 3:			H 4:		
Variables	Communality	R Squares	Variables	Communality	R Squares
Credibility	.615	-	Credibility	.615	-
Value of Advertising	.651	.297	Flow Experience	.618	.283
Mean	.602	.297	Mean	.616	.283
H 5:			H 6:		
Variables	Communality	R Squares	Variables	Communality	R Squares
Entertainment	.582	-	Entertainment	.582	-
Value of Advertising	.651	.242	Flow Experience	.616	.206
Mean	.616	.242	Mean	.6	.206
H 7:			H 8:		
Variables	Communality	R Squares	Variables	Communality	R Squares
Annoyance	.757	-	Annoyance	.756	-
Value of Advertising	.652	.10	Flow Experience	.617	.177
Mean	.704	.10	Mean	.686	.177
H 9:			H 10:		
Variables	Communality	R Squares	Variables	Communality	R Squares
Motivation	.675	-	Motivation	.693	-
Value of Advertising	.650	.05	Flow Experience	.615	.064
Mean	.662	.05	Mean	.654	.064
H 11:			H 12:		
Variables	Communality	R Squares	Variables	Communality	R Squares
Emotional Value	.388	-	Emotional Value	.353	-
Value of Advertising	.646	.055	Brand Awareness	.654	.03
Mean	.517	.055	Mean	.503	.03
H 13:			H 14:		
Variables	Communality	R Squares	Variables	Communality	R Squares
Value of Advertising	.652	-	Value of Advertising	.650	-
Purchase Intention	.603	.142	Flow Experience	.617	.287
Mean	.627	.142	Mean	.633	.287



H 15:			H 16:		
Variables	Communality	R Squares	Variables	Communality	R Squares
Quality of Site Design	.520	-	Quality of Site Design	.517	-
Flow Experience	.615	.140	Purchase Intention	.588	.06
Mean	.567	.140	Mean	.552	.06
H 17:			H 18:		
Variables	Communality	R Squares	Variables	Communality	R Squares
Quality of Site Design	.505	-	Flow Experience	.612	-
Brand Awareness	.666	.267	Purchase Intention	.60	.36
Mean	.585	.267	Mean	.606	.36
H 19:					
Variables	Communality	R Squares			
Brand Awareness	.675	-			
Purchase Intention	.593	.05			
Mean	.634	.05			

According to the software outputs, it could be concluded that the effect of motivation on the value of advertising (Hypothesis 9), the effect of emotional value on the value of advertising (Hypothesis 11), the effect of emotional value on brand awareness (Hypothesis 12), the effect of site design quality on purchase intention (Hypothesis 16) and finally the effect of brand awareness on purchase intention (Hypothesis 19) is not confirmed and the effect of other hypotheses is confirmed. Estimation of effect, significance statistics and model fitting goodness index are given in Table 7 for each of the hypotheses

Table 7: Model fitting results for research hypotheses

	Direct effect	T value	goodness of fit index	Result
H 1: Information/ Value of Advertising	.472	4.579	.372	Supported
H 2: Information/ Flow Experience	.460	5.136	.356	Supported
H 3: Credibility/ Value of Advertising	.545	5.648	.432	Supported
H 4: Credibility/ Flow Experience	.533	5.869	.416	Supported
H 5: Entertainment/ Value of Advertising	.492	4.394	.384	Supported
H 6: Entertainment/ Flow Experience	.454	4.206	.351	Supported
H 7: Annoyance/ Value of Advertising	-.316	3.170	.265	Supported
H 8: Annoyance/ Flow Experience	-.421	3.686	.622	Supported
H 9: Motivation/ Value of Advertising	.210	.961	.181	Not supported
H 10: Motivation/ Flow Experience	.253	1.982	.204	Supported
H 11: Emotional Value/ Value of Advertising	.236	1.187	.168	Not supported
H 12: Emotional Value/ Brand Awareness	.166	.678	.122	Not supported
H 13: Value of Advertising/ Purchase Intention	.377	3.794	.297	Supported
H 14: Value of Advertising/ Flow Experience	.536	6.296	.425	Supported
H 15: Quality of Site Design/ Flow Experience	.374	4.111	.281	Supported
H 16: Quality of Site Design/ Purchase Intention	.254	1.352	.182	Not supported
H 17: Quality of Site Design/ Brand Awareness	.517	7.800	.394	Supported
H 18: Flow Experience/ Purchase Intention	.601	8.178	.467	Supported
H 19: Brand Awareness/ Purchase Intention	.219	1.457	.177	Not supported

Reviewing ANOVA test for the brands studied in the research, it was found that the purchase intention of the consumers in the brands studied are the same; the assumption of homogeneity of variances was not confirmed for it. Therefore, despite the slight differences among these brands, non-parametric method should be used to rank the brands studied. The results of non-parametric Kruskal-Wallis test are shown in the following table.

Table 8: Ranking of the brands studied using Kruskal-Wallis test

Ranks			
	The brands they use	N	Mean Rank
Purchase intention	AliBaba	78	200.03
	Divar	78	190.74
	Snapp	79	202.77
	Digikala	71	175.13
	Eligasht	78	192.13
	Total	384	

Table 9: Results of Kruskal-Wallis statistical test for consumers' purchase intention for different brands

	Purchase intention
Kruskal-Wallis H	2.881
df	4
Asymp. Sig.	.578

As shown in Table 9, a significant coefficient value of more than 0.05 was obtained, which confirms the equality of the averages of consumers' intention to buy different brands. But in Table 6, the slight difference among the means is ranked and the results show that Snapp users with an average rank of 202.77 have the most purchase intention from this brand. Alibaba with an average of 200.03, Eligasht with an average of 192.13, Divar with an average of 190.74 and finally Digikala with an average of 175.13 are in the second to fifth ranks.

6. Conclusion and Recommendations

Advertising is the most powerful tool for companies to introduce themselves and compete in the market; Due to the abundance of advertisements and the media, in order to present appropriate and effective advertisements, it is necessary to study the impact of the advertisements. According to the research results, information, credibility and entertainment have a positive and significant effect on the value of advertising through smartphones. By providing accurate and timely information, building trust in customers and increasing the company's reputation by providing services and products in the way that is advertised, reducing annoyance to customers and creating entertainment in advertising to attract their attention, the value of advertising could be increased and improved in the customers' perception. On the other hand, information, motivation, annoyance, entertainment, credibility, quality of site design and the value of advertising affect the flow experience. This indicates that motivation, although not affecting the value of advertising, is important in the customers experience, so that customers gain positive or negative experiences when visiting sites and applications, depending on the motivation they gain; This shows that by providing incentives, one could affect the flow experience and, considering the positive effect of flow experience on the purchase intention, ultimately encourage consumers to buy. Findings show that the majority of people using smartphones are in the youth age category (more than 70%); This shows that using smartphones in the present century is very significant and using this tool for advertising in the future may greatly affect the purchase intention of the consumers. In addition, more than 85% of the respondents have been using this tool for more than 3 years. This also

indicates that the number of people who may be exposed to the ads of a particular company is very high. These discussions show that smartphones are a very effective tool for introducing or reminding products to target customers. In addition, more than 70% of the respondents stated that they use their smartphone for more than 1 hour a day, which confirms the previous statements. Regarding information, it could be said that it is one of the important factors in purchase intention; because its relationship with the value of advertising and flow experience has been confirmed. This shows that companies need to use accurate, timely and credible information in their advertising and to implement the right planning for it. The relationship between credit and the value of advertising has also been confirmed, and according to it, companies need to put credit in their advertising in order to attract customers' attention to advertising and stimulate their purchase intention. Entertainment in smartphones is significant for consumers, and the relationship between entertainment and advertising value and flow experience has been confirmed. Therefore, providing entertainment, both in advertising and in flow experience should be considered by companies so that it could be used to control the purchase intention of the customers. Regarding the annoyance hypotheses that have been confirmed according to the test results, it should be noted that in case of discomfort and annoyance in advertising and flow experience, it will have a negative effect on customers' perception, which in turn will have a negative effect on purchase intention. Therefore, efforts should be made so that the content of the advertisements is not upsetting to the readers and does not cause them annoyance. The results of the ninth hypothesis show that the incentives created by companies did not affect the perceived value of advertising, and this indicates that the incentives provided to consumers in advertising are not significant for them and companies need to review the motivations created. But in flow experience, this relationship is established and motivational factors should continue to be used in flow experience of customers to stimulate their purchase intention. The relationship between emotional value and advertising value and brand awareness has not been confirmed. These results show that via smartphones, emotional value for advertising and brand awareness is not created by the consumers. This relationship may be due to the fact that the brands in this study have not created so many added values for consumers that to create this value, it is necessary to consider policies and strategies such as customers' loyalty. The results of testing the thirteenth hypothesis show that the value of advertising has affected the purchase intention of consumers. This shows that companies should strive to provide advertising to their target customers through smartphones with the above conditions. Mahmoudian also points out in his book of advertisement that one cannot expect advertising to be effective by itself; instead, conditions such as quality, credibility, etc. should be provided in advance, and then advertising should be expected to be effective. The relationship between flow experience and advertising value



has also been confirmed, indicating that the factor of value of advertising is effective in flow experience perceived by the customers. Therefore, to create a positive flow experience, it is necessary to still pay enough attention to the value of advertising. The result shows that the quality of site design has a positive effect on flow experience. This result indicates that in order to persuade customers to use the company's site, it is necessary for the site to be of good quality to create a good experience. Although the relationship between the quality of site design and purchase intention has not been confirmed, but given that the quality of site design affects the flow experience, it is necessary to pay attention to it. Also, the results of the seventeenth hypothesis confirm the relationship between the quality of site design and brand awareness, which also shows that if the site is designed with high quality, customers will be aware of a specific brand and will think about it if needed. The experience, which was studied as an effective factor, its relationship with purchase intention is reviewed in the eighteenth hypothesis. According to the results obtained, this relationship has been confirmed and shows the impact of flow experience on purchase intention. Ultimately, brand awareness affects consumers' purchase intention, and companies need to organize their activities in such a way that their target customers could easily remember the company's brand so that they could refer to it if needed and intend to buy. The quality of site design affects brand awareness and flow experience; The quality of site design and brand awareness does not directly affect purchase intention, but considering the effect of site design quality on flow experience and the effect of flow experience on purchase intention, this structure needs to be considered; undoubtedly customers will gain experiences when they visit their desired site or app that will affect their purchase intentions in the future; The results of the hypotheses also show this clearly. Finally, among the effective factors on purchase intention, only the impact of two variables was confirmed: the value of advertising and flow experience; considering the factors affecting these two variables and presenting valuable advertisements from the customers' point of view, as well as creating a suitable platform for gaining a pleasant experience, consumers' purchase intention could be directly affected, as mentioned at the beginning of the discussion, it is the turning point of all marketing activities and if it is achieved, the activities of the marketer could be seen as positive. Studying the average purchase intention of the customers of the sites reviewed, it was found that their purchase intention is equal. This result shows a weakness and an opportunity in the sense that none of the brands has been successful in branding and creating a good position in the market and the minds of customers and customers of different sites have an equal view of the desired brands. This provides an opportunity for companies to gain a competitive position by being a pioneer in successful branding and providing more value to customers, and to encourage

customers to buy more of their products and services. The main limitation of this research is that its results are for the city of Sanandaj and these results could not be generalized to other cities and other provinces. Most people's lack of confidence in online shopping in Iran may have a negative effect on respondents' responses, and this factor has a negative effect on research results. Lack of access and the absence of some other sites in Kurdistan province, caused the selection of sites to be restricted and only sites that are used in this province were reviewed. To collect data, questionnaires were initially distributed simply, but as the work progressed to make the sites surveyed comparable, it was necessary to have approximately equal number of questionnaires for each site; therefore, for the final distribution of the questionnaire, it was necessary to have respondents whose first priority was a site with a small number of responses. Finding the desired respondents was very time consuming. Internet filters and weak Internet has discouraged people to some extent from purchasing through smartphones, and this could have a negative effect on their response. Variables beyond the control of the researcher could not be studied.

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