Electronic loyalty and recommendatory electronic advertisements in news pages and channels of social networks

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ABSTRACT

Today, because of existing competitive markets, directors and managers seek for the method to make people aware of their own products and to improve their trade names. To achieve this objective, they employ various marketing techniques for further attraction and retention of customers and utilization from promotional tools is increasingly going to spread to improve and influence in perceived mother trade name among audiences. Trade name and brand of any organization directly affect main elements of community, value-creating methods in societies as well as trust in and loyalty to the brand. Electronic loyalty and recommendatory electronic advertisements on news pages and channels of social networks are assumed as one of the effective factors in survival of organizations in today competitive environment that has been examined in this study. The present study is of applied type in terms of goal and nature of research is descriptive-surveying and of correlational type. The statistical population of this study includes users who have background of visiting from social news networks once and it comprises of 306 visitors of social networks. Questionnaire has been used as data collection tool and R-software was utilized for data analysis. Path coefficients and T-value analysis have been employed for determining reliability and research hypotheses. The results of study showed that all hypotheses were significant accepted.

1. Introduction

The social networks have penetrated into public social life with extraordinary speed and transformed enormously way of communications between humans (Lin and Lu, 2011). Social networks provide possibility for acquisition of information and sharing experiences and data among users (Mason, 2006), (Scale, 2008). The online relationship among users is one of the reasons for popularity of social networks where such online relationship is led to motivation and encouragement of individuals to reuse social networks (Rauniar et al. 2014). It necessitates for creation of a loyal environment in social environment for preservation and profitability of social networks that cause developing beneficial and long-term relations in social networks (Athanasopoulou, 2009). Therefore, a good opportunity has been provided for increasing number of visitors from such pages and channels by creating electronic loyalty and recommendatory electronic advertisement on pages and news channels of social networks. Developing loyalty and recommendatory electronic advertisement are deemed as two main objectives for marketing experts (Bansal and Voyer, 2000). Due to the great impact exerted by creating electronic loyalty and recommendatory advertisement among the visitors this has been converted into an important marketing strategy (Smith et al. 2007). Electronic loyalty and recommendatory advertisement are considered as two main directive and preparatory keys for trust and behavioral intentions in internet and serve as major steps for communication between visitors and their incentive for services of social networks. Similarly, despite existing changes in technology and rising power this trend is led to increase right of choice for visitors in selection of pages and news channels in social networks. The pages and channels of social networks have become more valued and important versus websites due to competitive nature of market and preparation for profitability in today world.

Some studies have expressed importance of electronic loyalty and recommendatory advertisements. Kim et al (2009) explored measurement of positive recommendatory advertisement a subject caused a person to imply positive points of E-services to the others (Kim et al. 2009). Gummerus et al. (2004) examined the subject of customers' loyalty to content-based websites and as case study in online healthcare services. In their investigation, they reviewed relationship of user, responsiveness, need realization, safety on trust, and impact of trust on satisfaction and loyalty and all of them were also approved. Likewise, their findings showed that trust was a mediator variable that could noticeably impacted on creating loyalty in customers to online healthcare services (Gummerus et al. 2004). Casaló et al. (2008) analyzed role of satisfaction, trust, and usability in customer for loyalty to website that was led to

proposing a scale to measure perceived usability of website (Casaló et al. 2008). Deci et al. (1985) have reviewed positive impact of intrnal and external motives on recommendatory adertisements (Deci and Ryan, 1985). Simialrly, behaviors relating to involvement in recommendatory electronic advertisements may increase social identity among members (Yoo et al 2013). The results of studies done by Gruen et al. (2006) confirm this hypothesis that process of exchange of interactional data among customers may lead to electronic loyalty and electronic recommendatory markeing behavior (Gruen et al. 2006). Taylor and Hunter (2006) have established linear relationship among satisfaction, loyalty and recommendatory adevrtisements (Taylor and Hunter, 2006). With respect to different tastes and needs of cisitors it is important to analyze subject of electronic loyalty and recommendatory electronic advertisments on news pages and channels of social networks.

2. Research theoretical literature

Following to rising news pages and channels in online social networks, marketing experts were interested in recognition of effecive factors on attraction of customer over several recent decades. Today, by advent of modern technologies, a joyful environment has emerged from social networks for users and groups. The social networks are assumed as important tools for marketing and introducing services of organizations. Thus, it is crucially important to pay attention to satisfaction of users with social networks. Satisfaction increases joy and tendency to continue using from the given services (McMullan et al. 2008). Electronic satidfaction and quality of electronic services are considered as some major topics of globalization of E-commerce. Electronic satisfaction means consent of a customer with respect to his/her preveious visiting experience from a page or channel in social networks. Levesque and McDougall (1996) have introduced eletronic satisfaction as customer's attitude toward service provider (Levesque and MvDougall, 1996). Satisfaction of customers has been identified as the foremost part of strategies in enterprises in marketing literature (Luo and Bhattacharya, 2006). Likewise, this factor has been defined as one of the key factors to evaluate products and or services over the time (Anderson et al. 2004). Electronic satisfaction has been defined as rate of consent of users, realiability, ease of use, financial security and privacy in social networks (Lee and Turban, 2001). Trust is the main factor in creating long-term relations in elctronic environment (Morgan and Hunt, 1994) (Kim, 2005; Winnie, 2014). The subject of trust of visitors is deemed as substructure of success for E-commerce and accepted widely (Kim et al. 2008) (Euimei et al. 2012; Ba and Pavlou 2002) so that in various studies, mistrust in social environments caused by presence of hackers and endangering private informatioon of consumers upon transaction with onle vendors is introduced as major barriers against development of E-commerce (Spekman, 1988) (Sharma and Lijuan, 2014; Lee and Turban, 2001). The high quality of electronic data is one the achievement in competitive E-commerce media at any social network. Jiyoung et al. (2009) assumed creation of positive attitude in individuals' mind as an effective factor to express E-services to others (Jiyoung et al. 2009). By advancement of technology and innovation in industries competition has become intensified seriously every day and most of enterprises have found they need to loyal customers for survival not only satisfied or consented customers. Satisfaction and loyalty are some concepts, which are analyzed as important variables (Rodgers et al. 2005). Electronic loyalty refers to fixed and sustainable support of electronic customers and tries to deal with loyalty subjects in electronic environments. Electronic loyalty resulted from two fields of IT in internet space and concept of loyalty in behavioral topics study on it requires for paying attention to both fields at the same time. Loyalty is one of the paramount factors of profit and competitive power in the field of E-commerce (Rauniar et al. 2014) (Behjati et al. 2013; Ghalandari, 2013). In fact, electronic loyalty reviews favorable attitutde of visitors from pages and channels of social networks that led to repeated references of individuals to such pages and channels in social networks (Gruen et al. 2006). Kim et al. (2009) implied suitable attitude of customer toward online purchase as electronic loyalty (Kim et al. 2009). They introduce effective factors on quality of data and usefulness and amusement of data and they argue quality of information refers to quality of data elements in line with achieving the excellent goals and can be analyzed with factors e.g. interaction and quality (Rodgers et al. 2005). In the field news in social networks, search for information is one of the motivating factors and tendency of users again to such pages and channels. Emerging of social networks and globalization of economiv activities may lead us to design new models of recommendatory electronic advertisements. Although studies of social networks have discussed on terms of recommendatory advertisements in sociology with more details, during recent years, due to revealing the related distinct effects on behavior of visitors this factor has been addressed by marketing researchers. The reonnebdatory advertisement may have positive or negative impacts. The former studies done by Herr, Cards and Kim (1991) in the field of consumer's behavior and impact of positve information versus negative datas may be more valuable in attraction of customers (Park and Lee, 2009) (Herr et al. 1991). Cheung and Taadani (2010) have classifioed the given models for recommendatory electronic advertisements in social networks (Cheung and Thadani, 2010). Shu and Haddad (2011) analyzed effectiveness of recommendatory electronic advertisements and influential factors in in social networks (Shu and Haddad, 2011). The recommendatory electronic advertisements are effective factors on rising trust to social networks (Cheung and Thjadani, 2010). Finally, recommendatory electronic advertisements of social networks increase doubly potential for attraction of their audiences by promotion and marketing and rising cooperation with sites, pages and channels in other social networks also contribute to growing number of their users (Thoma et al. 2001).

3. Methodology

One the features of scientific study, which asims at fact-findinmg, is to use from suitable methdology. Selection of approprtiate methodology depemds on goals, nature and subject of research and perfomative potentials. This study aims to have precise and easy access to answers to research questions. Based on the given results from literature review, the current study deals with analysis on problem of electronic loyalty and recommendatory electronic advertisements on news pages and channels of social networks. And in this regard, the given conceptual model was noticed in Fig 1. Then eleven research hypotheses were considered as follows:
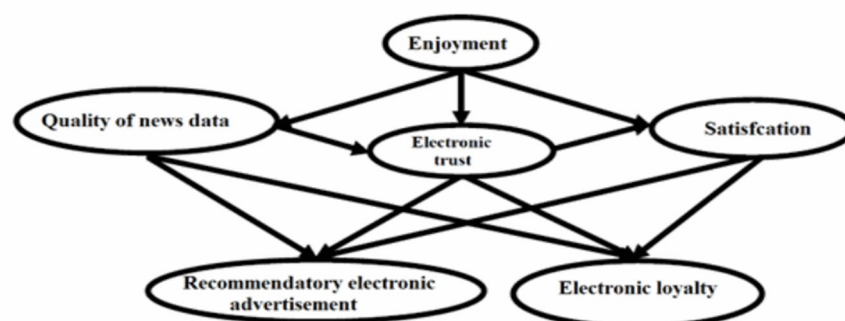
Fig 1. Research conceptual pattern

H_1: Enjoyment of news pages and channels of social networks has positive and significant impact on electronic satisfaction for such pages and channels.

H_2: Enjoyment of news pages and channels of social networks has positive and significant impact on quality of data performance for such pages and channels.

H_3: Enjoyment of news pages and channels of social networks has positive and significant impact on electronic trust for such pages and channels.

H_4: Quality data performance of news pages and channels of social networks has positive and significant impact on electronic trust for such pages and channels.

H_5: Electronic trust of news pages and channels of social networks has positive and significant impact on electronic satisfaction for such pages and channels.

H_6: Quality data performance of news pages and channels of social networks has positive and significant impact on recommendatory electronic advertisement for such pages and channels.

H_7: Quality data performance of news pages and channels of social networks has positive and significant impact on electronic loyalty for such pages and channels.

H_8: Electronic trust of news pages and channels of social networks has positive and significant impact on recommendatory electronic advertisement for such pages and channels.

H_9: Electronic trust of news pages and channels of social networks has positive and significant impact on electronic loyalty for such pages and channels.

H_{10}: Electronic satisfaction of news pages and channels of social networks has positive and significant impact on recommendatory electronic advertisement for such pages and channels.

H_{11}: Electronic satisfaction of news pages and channels of social networks has positive and significant impact on electronic loyalty for such pages and channels.

Table 1. Demographic features of studied sample

Characteristic	Group			
Gender	Male	Female		
	31.6	68.4		
Internet access	Yes	No		
	100	0		
Educational degree	BA	MA		
	93.4	6.6		
Period of internet use	Less than 2h	2-5h	More than 5h	
	47.4	36.8	15.8	
Age	<20 years	20-25 years	25-35 years	>30 years
	6.6	75	14.5	3.9
Period of using from social news network	Less than 6 months	6-12 months	1-3 years	More than 3 years
	27.6	13.2	39.5	19.7
Internet access level	Round-the-clock	Some hours a day	Limit hours a day	
	55.3	36.8	7.9	
Internet connection place	Home	Office	University	All cases
	59.2	1.3	12	28.5

4. Methodology of study

The present study is an applied research in terms of goal and it is descriptive- surveying type in terms of method. The current research is a field study in terms of data collection methods by means of questionnaire tool. The administered questionnaire was presented with direct presence of users of social networks and collected with a time interval. Statistical population of this study is composed of 306 students from Sirjan Industrial University. To determine the minimum needed sample size in R-technique, Cochran's formula was utilized to calculate sample and sample size was randomly selected. A summary of biography of studied enterprises is visible in Table 3.

Table 2. Parameters of structural measurement model (Mohsenin & Esfidani, 2014)

Type of model	Test	Parameter	Acceptance range
Reflective measurement model	Reliability	Construct Reliability (CR) and Cronbach alpha (α) Factor loading	At least 0.7 At least 0.7
	Convergent validity	Average Extracted (AVE)	At least 0.5
	Divergent validity	Sectional load	The facor loading of any observable variable versus the related hidden variable should be at least 0.1 greater than factor loading of the same observable variable on other hidden variables.
		Fornel & Lucker	The average mean variance extracted for any hidden variable should be greater than maximum correlation of that hidden variable on other hidden variables.
Structural model	Unitility model	Determination coeffcient (R^2)	(internal) it has been described noticeable, medium and poor respectively.
		Path coefficients and related significance	This value is compared with minimum t-statistic 1.64, 1.96 and 2.58 at significance levels 90%, 95% and 99% respectively

Table 3. Analysis of divergent validity of constructs

Parameters	Electronic trust	Recommendatory electronic	Electronic satisfaction	Enjoyment	Loyalty	Electronic loyalty	Quality of data performance	AVE
Electronic trust	0.797							0.636
Recommendatory electronic advertisement	0.207	0.870						0.758
Electronic satisfaction	0.407	0.509	0.793					0.629
Enjoyment	0.392	0.324	0.637	0.871				0.760
Electronic loyalty	0.279	0.426	0.685	0.437	0.711			0.506
Quality of data performance	0.599	0.124	0.244	0.655	0.167		0.768	0.590

Before testing hypotheses in partial least saure technique, it is necessary to analyze fitnesss of measurement model, structural model and general model of study. In this regard, the evaluation citeria and parameters of the models are given in summary in Table 2. Finally, structural equation modeling was used by R-software to test hypotheses and to determine impact of hidden variables. With respect to sum of data in Table (1), convergent and divergent validities of study were reviewed in Table 3 and research results represented rate of dependencies of constructs of the model. after confirmation of validity, relaibility should be measured. Analysis of reliability of study for the calculated values along with questions of questionnaire are briefly included in Table 4. Reliability of measurement model of this study has been approved by Cronback alpha nd construct reliability.

Table 4. Analysis of reliability and factor loadings of study

Variable	Paramters	Factor loading	Source
Quality of news data α = 0.872 CR = 0.913	Updateness	0.880	(Kim et al. 2009), (Chae et al. 2002), (Wang & Strong, 1996)
	Comprehensiveness	0.867	
	Importance and noticeability	0.688	
	Precision and accuracy level	0.832	
	Diversity	0.777	
Enjoyment α = 0.848 CR = 0.907	Amusement	0.892	(Fiore et al. 2005), (Eroglu et al. 2003)
	Attractiveness of social news network	0.867	
	Suitable fonts	0.866	
Electronic satisfaction F = 0.878 CR = 0.923	Conscious selection of social news network	0.531	(Croni et al. 2000), (Lin & Wang, 2006), (Casaló et al. 2008)
	Satisfaction with assuming obligations	0.509	
	General fullfillment of needs	0.857	
	Satisfaction level compared to expectations	0.889	
Electronic trust α = 0.878 CR = 0.925	Trust in accuracy of data	0.914	(Gefen et al. 2003), (Wang & Strong, 1996), (Casaló et al. 2008)
	Trust in the given news	0.898	
	Social networks address privacy	0.524	
	General personal feeling to social networks	0.869	
Electronic loyalty α = 0.708 CR = 0.835	Continued use of social network	0.772	(Lin & Wang, 2006)
	High commitment to social network	0.718	
	Lack of change in the given social network	0.460	
	Lack of change if quality persists	0.826	
Recommendatory electronic advertisement	Recommendation by social network to others	0.902	(Eroglu et al. 2003)
	Recommendation by social network to close friend	0.901	
	Expressing advantages of social networks to others	0.854	

5. Findings

The structural equation modeling technique has been employed as statitical method in this study. The structural equuation modeling is a proper study tool in management and social sciences withi two or three recent decades. Later, the related parameters and coeffcient factors are examined. T-value and P-value are one of the methods for measurement of significance of parameters and constructs. T-value is place within two intervals (-1.96, 1.96), if this value is higher than 1.96 the hypothesis is significant and at 0.01 and it specifies positive effect of the given hypothesis, but if this value is located between two intervals it is not significant and placed at level 0.05 but if it is smaller than -1.96 it is negatively significant.

Table 5. Analysis on research hypotheses

Description	t-test value	p-value	Level	Test result
Enjoyment → electronic satisfaction	5.77	0.000	99.9%	Approved
Enjoyment → Quality of data performance	9.51	0.000	99.9%	Approved
Enjoyment → electronic trust	3.41	0.000	99.9%	Approved
Quality of data performance→ eletronic trust	4.86	0.000	99.9%	Approved
Quality of data performance→ electronic loyalty	2.18	0.03	95%	Approved
Quality of data performance→ Recommendatory electronic	-2.23	0.02	95%	Approved

advertisement				
Electronic trust → electronic satisfaction	7.42	0.000	99.9%	Approved
Electronic trust → eelectronic loylaty	1.39	0.01	98%	Approved
Electronic trust → Recommendatory electronic advertisement	5.62	0.000	99.9%	Approved
Electronic satisfaction → electronic loylaty	6.04	0.000	99.9%	Approved
Electronic satisfaction → Recommendatory electronic advertisement	4.64	0.000	99.9%	Approved

6. Discussion and conclusion

The result of this social communication is and evidence which represents level and value of created trust between users in social networks. Many people believe that rising online markets with properties and features of social networks may leead to increased of trust between both sides of transaction and satisfaction of users in collective and friendly groups in social networks. When it is discussed about change in business, either these changes exerted in organizational structure or concerned with importing new technology, it is required ensuring that decision for this change to be strategic and effective. Although it is improbable to exert any change in form of comprehensive money, but it necessiates such a change to affect the company on a good path at short- long term. Similarly, when most of users are not involved in social networks, those ones who are transact and interact with their friends via social networks, will usually acquire important benefits at higher statisfactory level. in social network media, two elements of electronic loyalty and trust are led to creating an integrated social network. All hypotheses of this study were approved and at confidence level 99.9%.
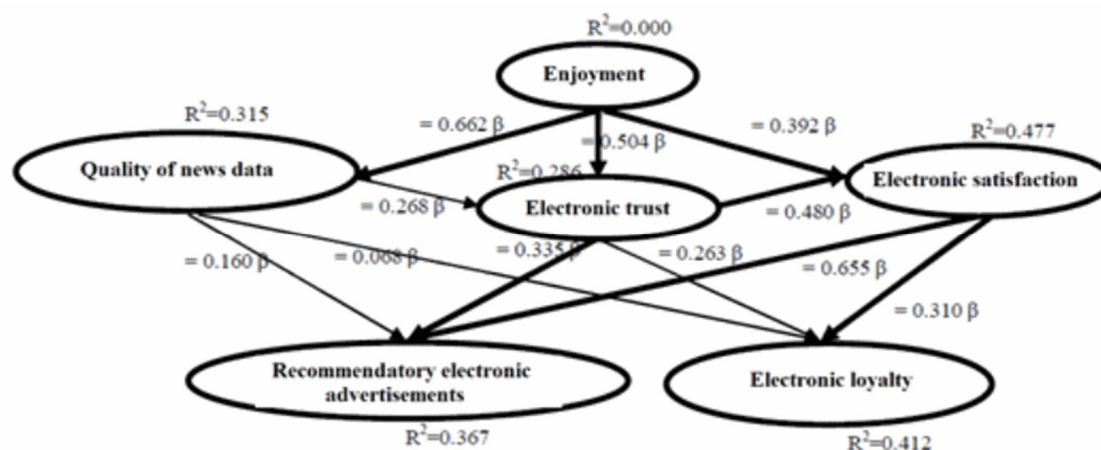

Fig 2. Analysis on path coeffcient and R2

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