# Determining Effective Factors on Electronic Word of Mouth Advertising with Emphasis on Socialization Framework of Consumer between Users of Social Network Instagram

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**Abstract Word of mouth advertising broadly is defined as the exchange of information between consumers, and is considered an important source of information that affects decision making of consumers. Along with the growth of media, electronic word of mouth advertising can reach large numbers of consumers, and affect their attitudes, judgments and sales related to the product. Due to emergence of social technologies available on the Internet and users of smart phones, social media such as Facebook, Twitter, and Instagram allow consumers to participate in electronic word of mouth advertising related to the brand, and will appear as advertising instruments to marketing and e-commerce. The purpose of this study is evaluating the amount of users' behavioral modeling other users and their attitudes toward brands, their perceptions of relationship quality, their usage of social network Instagram and the number of brands pursued by them, which can distinguish people, those who participate in electronic word of mouth advertising of brand in Instagram, other Instagram users. Such a distinction helps marketing experts and social media to discover most probable perspectives of brands management. Present research, in terms of purpose is an applied research and in terms of data collection is a descriptive - correlational one. The studied statistical universe is social network Instagram users, which the number of 384 were ed through available nonprobability sampling methods. Logistic regression analysis was used to test hypothesizes. Research results revealed that peer-to-peer relationship of brand attitude toward brand, the quality of brand relationships and using Instagram, affect the emergence of electronic word of mouth advertising in the social network Instagram. It is**

recommended that professionals of social media marketing identify and encourage probable effective individuals in electronic word of mouth advertising behaviors, to expand their electronic behavior of mouth advertising toward a particular brand. As well as, marketers will make available content to users, especially opinion leaders, which considered to them sufficiently important.