Investigating the effect of the factors causing positive user behavior in social networking ads on buying intent "Students studying at the universities of Guilan province"

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Abstract These days, advertising on social networks has emerged as an awesome tool for reinforcing and intensifying advertising influences.With the prevalence of social networking services, advertising on these social media has emerged as a very attractive tool to reinforce and intensify the impact of advertising. The purpose of the present research is to show what factors in social networking advertisements contribute to the participation of social networking site users, including Instagram, in an optimal online behavior (that is, that clearly indicates the tendency or support of the individual to send messages It will show through the likes or sharing of that ad.)Which creates a positive response among the users of the network and finally examines the impact of the positive response of the users on the rate of return on sale.The research attempts to answer the question of what features of social networking sites promote positive user behavior and whether the positive behavior of the user can be a predictor of buying intent.This research is based on the purpose of application and in terms of information gathering method, descriptive and correlational. Also, for converting qualitative information to a small extent, the 5 Likert scale was used. The statistical population of the study is Students of Guilan University. To determine the sample size, Cochran formula was used for unlimited society and 384 people were ed as non-randomized random samples. SPSS software was used to analyze the data in the descriptive statistics section and the Smart PLS software was used to analyze the data due to the non-normalization of the data. The result was that the content of valuable information and creativity, as well as the attraction in advertising, are the key factors in the effectiveness of advertisements in

generating a positive response users, and also the intention to express the feeling (positive user response) with the intention to buy a positive relationship. Therefore, it is suggested to marketing and advertising professionals to work hard to provide better images and designs and attractive clips in advertising.Using ads that have emotions such as love or pleasure or even a negative excitement that creates anger or fear, in addition to providing useful information in the advertisement, apply various aspects of attractiveness in their advertisements, including: rational attractiveness, laugh charm , Fascination of fear, moral attraction; cultural attraction

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