

The Impact of Social Media Advertising Features on Customers Purchase Intention : (Case Study : Social Media Users In Iran)

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Today, advertising plays a vital role in shaping consumers's purchase behavior. With the increasing use of social media in recent years, Companies are trying to send their advertising messages to customers via this type of media, so to increase customer's intention to purchase. Various factors influence customer's purchase intention. The main purpose of this study is investigating the impact of factors such as, performance expectancy, Hedonic motivation, Perceived relevance, Habit, Interactivity and Informativeness on customer's purchase, intention. It also investigates the impact of these factors on each other. According to the purpose this study is an applied research type. It can be said that, the research method is survey-correlational type. Statistical population of this study is users of the Instagram in Iran. Statistical sample is 365 people. Method of collecting data in this research is field type and a questionnaire has been used to collect data. Sampling method in this study is non-probability available type. Both SPSS22 and PLS3 have been used to test the hypotheses. The results of the research hypotheses test show that, interactivity has a significant effect on hedonic motivation. Interactivity has a significant effect on performance expectancy. Hedonic motivation has a significant effect on purchase intention. Performance expectancy has a significant effect on purchase intention. Perceived relevance has a significant effect on performance expectancy. Informativeness has a significant effect on performance expectancy. Informativeness has a significant effect on purchase intention. Habit has a significant effect on purchase intention.

Keywords : Social media advertising, purchase intention, performance expectancy, Hedonic motivation, Interactivity, perceived relevance, Habit, Informativeness.

