

Investigating the Impact of Social media advertising features on customer purchase intention (Pegah dairy products customers in Gilan province)

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Given the fact that dairy products are marketed in a wide variety of brands, they are among the items that consumers make quick decisions about buying. It creates a competitive atmosphere among the brands. Accordingly, the factors affecting purchase intention are essential. In this research, the effects of social media advertising characteristics on the intention to buy customer's products of Pegah dairy products in Guilan province are investigated. This research is based on the type of applied target. The data gathering method was fieldwork. A questionnaire tool was used to collect information. Sampling method was available in this inaccurate study. To examine the reliability of the questionnaire, Cronbach's alpha was used which was more than 0.7 for all variables. SPSS and smart pls2 software were used to analyze the data. Out of the 11 hypotheses presented in the study, 7 hypotheses were approved and 4 hypotheses were not approved. Confirmed hypotheses include the effects of social media advertising on purchasing intention, the effect of performance expectation on purchase intention, the effect of pleasure on buying intention, the effect of interaction on buying intention, the effect of interaction on the expectation of customer performance, the impact of interaction on pleasure motivation, the impact of communication Perceived intention to buy is meaningful, but the impact of informing on performance expectations, the impact of informing on buying intent, the effect of habit on buying customers is not meaningful. The strongest impact is on the impact of social media advertising on purchasing intention and the lowest impact intensity of the impact of interaction on performance expectations

Keywords : Intention to purchase, Pegah Dairy Products in Guilan Province, Social

Media Promotional Features

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