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Providing an Effective Advertising Pattern Based on Social Networks in Educational Businesses Industry

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Abstract

This research is conducted with the aim of providing an effective advertising pattern based on social networks in educational businesses industry. This research is applied in terms of objective and survey-exploratory in terms of approach. The statistical population of this study was a group of experts including senior managers of private sector educational institutions, university professors and marketing consultants familiar with the private educational services industry that in-depth interviews were conducted with them. The selection of experts and doing interview with them continued until the theoretical saturation was reached and then stopped. Snowball sampling method was used in this research and this process continued until reaching the theoretical saturation. 9 interviews were conducted in total. Due to using the data foundation theory in this research, the main data collection tool was unstructured in-depth interviews with experts. Finally, after three open, axial and selective kinds of coding, the conceptual model of the research was designed based on a paradigm model. Also, in this study, using AHP decision method, research variables were prioritized according to experts.

Keywords: Marketing effectiveness based on social networking, Educational services businesses, Data foundation theory, AHP method.

1 | Introduction



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Consumer behavior has been one of the important topics in the field of marketing in recent years. Variable states of consumer behavior are due to the multiplicity of factors affecting consumer behavior and motivation. In today's world, consumers are the determinants of a company's success or failure. Therefore, identifying and analyzing their behavior is very essential. The consumer's purchasing decision is influenced by internal and external factors. External factors refer to cultural, social, legal, and political factors and the factors that are controlled by the company. Also, the factors such as perception, motivation, personality, etc. that are related to the consumer are considered as internal factors [1]. Today's world is the world of advertising.



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Advertisements are constantly exposed to the eyes of the people through mass media such as television, radio, newspapers and other media and lead them to the considered products and services. So, many organizations in today's competitive world are forced to use media advertising tools to introduce their services and products in order not to stay behind of other competitors. An advertisement, whether on radio, television or press, should be able to place itself among other advertisements and communicate with the people to be able to penetrate the mind of the people and attract their attention. Various factors such as audience characteristics, music, color, type of advertising and message repetition rate can affect the effectiveness of an advertising message; the impact of each will vary depending on the type of media and the type of audience [2].

One of the latest marketing tools is social network marketing. The meaning of social network marketing is the process of drawing people's attention to a particular person, a particular topic, or a particular brand. The measures of social network marketing typically focus on two issues: 1) creating the content that can attract the attention of social media audience; 2) creating the content that, in addition to attracting attention, motivates the audience to share it. One of the most important secrets of this kind of marketing is that the people trust each other in social networks, and this issue causes the quick spread of the goal and message throughout social networks. Social network marketing relies on word-of-mouth and viral advertising. In today's world, social media has become a very influential and low-cost tool for marketing and the world's leading companies have not underestimated the important role of this media and this kind of advertising and pay special attention to it [3]. The impact of advertising on the growth and survival of organizations in today's competitive environment is undeniable. With the increase of membership in social networks, advertising in these networks has become the most important and effective marketing activity. Virtual social networks are of the most important communication and marketing tools in the community and the world, which have had a dramatic ascending trend in attracting the audience. Social electronic networks provide a huge source of potential customers, which makes it important to identify the factors affecting the advertisement in these networks [4]. In today's competitive world, organizations are looking for finding better and simpler strategies to introduce themselves and their products to reduce costs in addition to achieving efficiency, proper informing, and communicating with customers. Social networking is one of these strategies. The value and application of social media for organizations, like all other media, depends more on the attitude of organizations towards them and the extent to which they are used, rather than on the nature of that media [5]. The Studies showed that the effectiveness of advertising on social networks can directly affect the customers' attitude toward the brand and the customers' attitude toward advertising, and as a result of this effectiveness, purchase intention of customers will also be affected [6]. By investigating this issue and reviewing the literature, it became clear that country's marketing field suffers from the lack of a comprehensive model in the field of social network advertising effectiveness; this is because each of the previous studies has investigated this issue only from one specific dimension and none of them had a comprehensive approach. For example, [7], [8] and [9], focused more on word-of-mouth advertising on social media. Also, Toler [6] focused on video advertising on social networks and Cen and Kaya [10] emphasized more on social media addiction and customer attitudes. However, with the growing use of marketing and social network advertising by Iranian businesses, there has been no effective model to guide business managers in the field of effectiveness of social media advertising. One of the businesses that have faced a dramatic increase in competition in recent years is the education services industry. Due to the establishment of the private educational centers in different majors and levels, in different parts of the country and with different brands, the competition for attracting education applicants (students, apprentices, interns, technicians, etc.) has become very close [11]. One of the methods that may have been less and unscientifically considered in Iran and has been used in other countries for educational services marketing is the use of social networks to attract education applicants. In today's businesses, social media is serving companies and organizations faster than before. Cheap and varied social media platforms with unprecedented easy access for potential and active customers have created a special situation [12]. Initial investigations show that despite the activities of some centers of the private educational sector in social networks, first, many of them are still unaware of the space and power of social networks and do not use these tools, and second, most of those who have relatively continuous

activities in such networks do not have a clear advertising strategy and their advertising and promotional activities are not very effective. Therefore, this research seeks to answer the following main question: "How is the effectiveness pattern of social network advertising in marketing of educational services businesses?"

In the second section of the research, the literature and previous studies will be reviewed. In the third section, the research methodology will be stated. In the fourth section, the data will be analyzed and the results will be given. In the fifth section, conclusions and model design will be presented and in the sixth section, research suggestions will be provided.

2 | Literature Review

Salavatian et al. [13] published a study entitled Factors Affecting the Marketing of Iranian Filmmakers through Social Media. In this study, the Delphi method was used in three rounds to identify the factors affecting the marketing of Iranian movies through social media. Eighteen experts in the field of communication, media economics and marketing were members of the Delphi panel. Finally, technical factors including social media security and graphic quality of social media, content factors including movie quality, attraction of loaded teaser or trailer, posting interesting dialogues, opinions of the people who have seen the movie, the opinions of critics and filmmakers and the presence of movie stars, process factors including choosing the correct social media, social media's reputation, word-of-mouth marketing, forming groups interested in the movie, interaction and communication with users, creating a social page when making the movie, knowing the audience, broadcasting of behind the scenes and controversies of the movie and advertisement by fans, and factors related to message management including Dissemination of appropriate and correct information were agreed upon by experts. Shafiei Nikabadi and Zarei [4] published a research entitled "The Effectiveness of Electronic Social Media Advertising". In this study, advertising effectiveness indicators were introduced in nine dimensions. According to the research results, advertising entertainment, feelings of resentment and annoyance and advertising awareness are effective on users' attitudes toward advertising and attitudes toward advertising also affect the acceptance of advertising as a key factor in advertising effectiveness. Akbarian Bafghi and Montazer Olfaraj [14] conducted a research entitled "Explaining Customer's Willingness to Use the Services of the Bank Melli of Gilan Province with Emphasis on Electronic Word-of-Mouth Advertising". The results of this study showed that electronic word-of-mouth advertising can improve the customer's willingness to use the services of Bank Melli of Gilan province. Ghate and Sheikhalizadeh [15] published a study entitled The Effect of Electronic Word-of-Mouth Advertising on Purchase Intention through the Trust and Image of the Company among Social Network Users. Findings of this study showed that electronic word-of-mouth advertising has a positive and significant effect on customers' purchase intention. It was also proven that the image of the company has an impact on the relationship between the factors affecting electronic word-of-mouth advertising and the purchase intention [15]. Sochi conducted a research entitled "Investigating the Impact of Brand Equity on Electronic Word-of-Mouth Advertisement in the Cellphone Industry. The obtained results of data analysis showed that the dimensions of brand equity (including: brand awareness, brand association, perceived quality and brand loyalty) have a positive and significant effect on electronic word-of-mouth advertisement for cellphones among college students [16]. Meghdadi Kasani [17] published a study entitled "Investigating the effect of social network marketing on the effectiveness of advertising and attracting health tourists in the form of a master's thesis. The results showed that the dimensions of the social network marketing such as networking and increasing website traffic, attracting attention, involving users' thoughts and feelings, cheap content creation by users, encouraging the users to participate and collaborate, using platforms such as websites and online networks, building credibility for users' identities in interpretive structural modeling are at the lowest level or the third level, which means that they have a great impact on other dimensions such as advertising effectiveness (convincing people to travel with advertisement), (brand or product associations with advertising, informing or raising awareness with advertising and attracting health tourists). Two-way interactive conversations and receiving feedback is the only dimension of social network marketing that exists at the first level which means that it has a lot of dependence on other dimensions, so it is very affected by and strongly dependent on other dimensions. It has also much influence and great impact on other dimensions. The important point in this regard is that any change in

the mentioned dimensions can cause changes in other dimensions of research variables. In general, the answer to all three main research questions is positive, it means that social network marketing has a great effect on both the effectiveness of advertising and attracting the health tourists. Based on the results of this study, it is appropriate that the authorities of health tourism management and development in Gilan province and the country provide support, strategies, policies, programs and required financial, human, and hardware and software resources for creating a change from traditional marketing based on mass media (one-way communication system (one-to-one)) to modern social network marketing, which is characterized by two-way interactive conversations and receiving feedback (two-way communication system) for their informing programs, advertising and health tourism marketing.

Seyedan and Khoon Siavash [8] published a research entitled “A Review of Factors Affecting Electronic Word-of-Mouth Marketing on Social Networks”. The results of this study showed that factors such as brand equity, customer perception value, customer positive experiences, other competitors' activities, and message content can affect electronic word-of-mouth marketing on social media. Katona et al. [18] conducted a study entitled “Investigating the Relationships between Electronic Word-of-Mouth Advertising and Cellphone Purchase Decisions”. The results of this study showed that electronic word-of-mouth advertising has a positive and significant effect on consumers' purchase intention. Emadi [19] published a study entitled investigating the effect of online social networks on the purchase intention with mediating role of brand awareness and the willingness to use online social networks (cellphone and laptop products) in the form of a master's thesis. The results of this study showed the positive effect of social networks on the purchase intention, the features of social networks on the willingness to use social networks, the willingness to use social networks on brand awareness and lack of the positive effect of willingness to use social networks on purchase intention, and brand awareness on purchase intention. Rezvani [5] published a study entitled Study of the effect of Internet advertising on Iranian customer behavior in social networks (a case study of users living in Shiraz) in the form of a master's thesis. The findings of this study indicated that the credibility of the virtual network and the credibility of the advertised product brand affected the consumer's assessment of credibility of the advertisement on the social network and the purchase preference of the advertised product on the social network. The expressed quality by friends, in addition to the consumer's assessment of the quality of the product, affects his or her purchase preference. While this research showed that only the trust in virtual networks affects the consumer's assessment and purchase preference on social networks, however the volume of advertising can only affect this preference at a certain confidence level. Ghahghahani [20] published a study entitled “Factors Affecting People Participation in Electronic Word-of-Mouth Advertising on Social Networking Sites” in the form of a master's Thesis. Findings of this study showed that in Iranian and non-Iranian societies, bridging social capital, trust, extraversion and self-efficacy had an impact on the presentation of opinions and had a positive relationship with it. On the other hand, in Iranian society, there was a negative relationship between bridging social capital and providing opinions on social networks. In addition, interpersonal effects and self-efficacy were effective on the other dimension of electronic word-of-mouth advertising, namely seeking the opinions of bridging social capital factors .In their study, Papademetriou et al. [21] examined the impact of social media advertising on providing real information about products. In addition, they examined the impact of online advertising on consumers. This study was conducted using a quantitative method and an online survey of 202 social network users. The authors concluded that social network platforms, especially YouTube, are very effective tools for companies and enable them to offer their service or product to people at a high speed with the advantage of lower costs. Florental [22] published a study entitled Young consumers’ motivational drivers of brand engagement behavior on social media sites. The results of this study showed that in social media sites, young consumers try to establish brand engagement behaviors due to some motivational factors such as brand strength, presence in groups consisting of people with the same age and same beliefs, presenting themselves in the presence of others, etc. Raji et al. [23] published a study entitled the mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behavioral intention. The results of this study showed that social media advertising content and sales promotions have a significant effect on customers' behavioral purchase intention, and brand image can also play a significant mediating rol. Hussain et al. [24] published a

research entitled “Consumers' Online Information Adoption Behavior: Motives and Antecedents of Electronic Word-of-Mouth Communications”. The results of this study showed that electronic word-of-mouth advertising and the source credibility affect the argument quality and the perceived risk. Also, the argument quality affects information usefulness and ultimately information usefulness affects the information adoption by the consumer. Strauss and Corbin [25] conducted a study entitled “Social Bonding as a Determinant of Share of Wallet and Cross-Buying Behavior in b2b Relationships”. The results of this study showed that the social bonding between the involved companies in the supply chain of the light commercial vehicle manufacturing industry has significant effects on the cross-buying behavior in B2B interactions. Toler [6] published a study entitled “Structural Equation Modeling of Advertising Involvement, Consumer Attitude, and Engagement for Video Advertising in a Social Networking Site” in the form of a doctoral thesis. The results of this study showed that the effectiveness of provided advertising on social networks can directly affect the customers' attitude toward the brand and the customers' attitude toward advertising, and in the following of this effectiveness, purchase intention of customers will also be affected. Hussain et al. [9] published a research entitled “Electronic Word-of-Mouth Source Credibility, Perceived Risk and Food Product Customer's Information Adoption”. The results of this study showed that variables of specialization, reliability, being realistic, and homogeneity affect the perceived risk. These researchers also showed that perceived risk affects the argument quality and information usefulness and these two variables can affect the information adoption by customers in electronic word-of-mouth advertising [26]. Azimi [27] published a study entitled “The Impact of Social Media Content Marketing towards Brand Health”. This study concluded that despite the active and potential effects of social media content marketing on brand health, very few studies have been done in this field. Can and Kaya [10] published a research entitled “Social Networking Sites Addiction and the Effect of Attitude towards Social Network Advertising”. The results showed that users' habits and psychological dependence on social networks along with the perceived ease of use of such networks affect users' attitudes towards presented advertisement on social networks. Khorram Rad [28] conducted a study entitled “Perceived Risk Influence on Dual-Route Information Adoption Processes on Travel Websites”. The results of this study showed that in the field of electronic word-of-mouth advertising, perceived risk can affect information adoption by customers. Azar et al. [29] conducted a study entitled “E-WOM and Accommodation: An Analysis of the Factors That Influence Travelers' Adoption of Information from Online Reviews”. The results of this study showed that the amount of information and product ranking can affect the adoption of information by customers in electronic word-of-mouth advertising. Blaikie [30] conducted a study entitled “Customer Orientation and Cross-Buying: the Mediating Effects of Relational Selling Behavior and Relationship Quality”. The results of this study showed that customer orientation can have positive effects on the cross-buying behavior of the customers. But this impact does not happen without mediators. Two variables of relational selling behavior and relationship quality play a role in impact of customer orientation on cross-buying behavior and have a mediation role. Zakai [31] conducted a study entitled estimating the effect of word-of-mouth on churn and cross-buying in the mobile phone market. The results of this study showed that in the mobile phone market, word-of-mouth advertising can have significant effects on cross-buying behavior.

3 | Research Methodology

The present study is applied in terms of purpose and applied-exploratory in terms of approach.

3.1 | Statistical Population of the Research

In this study, in-depth interviews were conducted with a group of experts including senior managers of private sector educational institutions, university professors and marketing consultants familiar with the private educational services industry. The selection of experts and doing interview with them continued until the theoretical saturation was reached and then stopped. In this study, the characteristics of expertise included the following items: mastery in the field of management and marketing of educational services, mastery in the field of social network marketing, familiarity with the systems of attracting and preserving education applicants.

3.2 | Statistical Sample of the Research and Sampling Method

In the first phase of the research, snowball sampling method was used. In this method, the first expert was selected based on initial investigation and the opinion of the supervisor, and after completing the interview with the first person, it was asked from him to introduce an expert or other expert in the field of social network marketing in educational services industry who can help enrich the research model. This process was continued until the researcher reached theoretical saturation. Nine interviews were conducted in this research.

3.3 | Data Collection Tool

In this research, since the data foundation theory method was used, the main tool for collecting data was unstructured in-depth interviews with experts of marketing field. In these interviews, by starting the discussion gently and gaining the initial trust of the interviewees, the researcher tried to ask questions in a completely indirect way about the antecedents, the contexts of effectiveness of social networks advertising in marketing of educational services businesses, environmental factors affecting it, the consequences of this phenomenon and to obtain the basic concepts of designing the model. In this study, to ensure the validity of the interviews, prolonged engagement and persistent observation including building trust with the research subjects, learning the culture of that environment and controlling misunderstandings caused by researcher or informant interventions were used. Also, to ensure the reliability of the interviews, the extraction codes were shared with the interviewee after each interview to ensure that the codes that the researcher inferred from the interview were consistent with the interviewee's mental implications.

3.4 | Data Analysis Method

In order to analyze the interviews and achieve the conceptual model of the research, the data foundation theory (Grounded Theory) and three open, axial and selective kinds of coding were used in this research.

3.5 | AHP Method

The Analytic Hierarchy Process (AHP) is a method for organizing and analyzing complex decisions, using math and psychology. It was developed by Thomas L. Saaty in the 1970s and has been refined since then. It contains three parts: the ultimate goal or problem you're trying to solve, all of the possible solutions, called alternatives, and the criteria you will judge the alternatives on. AHP provides a rational framework for a needed decision by quantifying its criteria and alternative options, and for relating those elements to the overall goal. Stakeholders compare the importance of criteria, two at a time, through pair-wise comparisons. Example, do you care about job benefits or having a short commute more, and by how much more? AHP converts these evaluations into numbers, which can be compared to all of the possible criteria. This quantifying capability distinguishes the AHP from other decision-making techniques. In the final step of the process, numerical priorities are calculated for each of the alternative options. These numbers represent the most desired solutions, based on all users' values.

4 | Results of Data Analysis

4.1 | Open Coding

This stage of the analysis was dedicated to identifying and extracting basic concepts from the content of the interviews. So, after each interview, the researcher reviewed it several times and extracted the concepts in the text of the interview and coded them. In total 9 interviews were conducted and 123 initial concepts were extracted that after reviewing, putting them together and removing duplicate concepts, 39 final concepts were identified which can be seen in *Table 1*. (It should be noted that the

codes next to the concepts include a Latin letter and a number. The Latin letter (in alphabetical order) indicates the person being interviewed and the number next to this letter indicates the number of the extracted concept from that particular interview.

Table 1. Finalized concepts after analyzing the interviews and removing duplicate items in the open coding stage.

Code	Concept
A ₁ , B ₄ , E ₆	Pages that do not let users to comment have established a one-way and ineffective connection.
A ₂ , B ₉ , G ₅ , K ₁	Experience has shown that advertising well-known brands receives more visitors and likes.
A ₃ , B ₁ , F ₈ , I ₇	The younger generation is affected greatly by social media advertising.
A ₄ , F ₂	Choosing the wrong media or page can weaken a brand.
A ₅ , E ₄ , J ₁	All the efforts of the advertising industry are to evoke a sense of search in the audience.
G ₁₀ , K ₂	Advertising strategies of the world's top educational institutions in the field of digital marketing are the best models.
A ₆ , C ₁₀ , I ₄	If educational institutions have already done branding, their advertising gains more attention on social media.
B ₂ , D ₈	There should not be lies or exaggeration in social media advertising about the quality.
C ₁ , F ₉ , G ₄ , H ₄	The most important thing about advertising is the art of content creation.
A ₇ , D ₇ , G ₃ , K ₃	Users can well understand whether the advertisement is honest or biased.
A ₈ , C ₈	The strong brand of educational institutions can cover the flaws of their advertising.
B ₃ , J ₂	Iranians are gradually getting used to the tools and applications of information technology.
A ₉ , C ₁₁ , E ₁₀	Filtering some social networks reduces the number of users.
A ₁₀ , G ₂ , H ₉	Many social media users decide to buy educational services based on the positive comments below the advertisements.
B ₅ , F ₄ , I ₆	The level of people's tendency to see the brand advertisements on social media should be periodically monitored and modified.
A ₁₁ , B ₆ , F ₆ , K ₄	The balance between the product / service and the medium or page chosen to disseminate the advertisement is crucial.
A ₁₃ , C ₆ , E ₃	If the advertisement on social media is high-quality and artistic, it will surely go viral on social media.
D ₁₁ , E ₂	By looking at the advertisements of educational services in foreign countries on social networks, it becomes clear that sometimes the quality and attractiveness of the advertising message goes far beyond the quality of such services.
A ₁₄ , B ₇ , D ₄ , E ₁₃	The advertisement should reach a point where the user immediately trusts its content.
D ₁ , F ₃ , H ₇	If an advertisement disseminated on social media fails to arouse curiosity at first glance, it is considered a failure from the beginning.
C ₃ , F ₁₀ , G ₈ , H ₁	Nowadays, middle-aged and older people can relatively talk about the use of information technology.
B ₁₁ , D ₆ , E ₁ , G ₉ , J ₃	The Internet provided by cellphone operators has helped to popularize the use of online social networks.
A ₁₂ , C ₉ , F ₁ , H ₃	If users are not able to comment under the educational course advertisement, a kind of distrust will be created in them.
B ₈ , C ₂ , G ₇	The root of many buying behaviors can be found on social media.
B ₁₀ , F ₁₁	Advertising on social media should be designed in a way so that users can talk about it with each other.
F ₁₂ , H ₈	Attractive content can create a sense of curiosity, follow-up and even purchase intention in social network users.

Table 1. (Continued).

Code	Concept
C ₅ , D ₉ , I ₅ , J ₄	The credibility of the Instagram page depends on the number of followers as well as its expertise, which should be considered for advertising.
C ₄ , D ₂	In recent years, we have seen how social media has been able to create sub-cultures in society.
A ₁₅ , C ₁₄ , E ₉	In social media, destroying other competing brands is far from marketing ethics and certainly creates a bad feeling in users.
E ₈ , G ₁₁ , H ₂ , K ₅	Trust in the advertisement accelerates acceptance and buying behavior.
A ₁₆ , C ₁₅ , G ₁ , I ₂	Domestic messaging applications do not have the proper quality and capability for advertising.
B ₁₂ , D ₅ , F ₇ , H ₅ , J ₅	Compared to other developing countries, Iran is in a very good position in terms of the use of social networks.
B ₁₃ , C ₇ , G ₁₂	Iranian society has better IT literacy than many other societies.
C ₁₂ , E ₁₁ , F ₁₃	Most people are now members of at least one social network.
C ₁₃ , E ₁₂ , I ₃	We should not do trial and error about everything and we should use the experience of others.
D ₃ , E ₅ , F ₅ , J ₆	Even in Iran, there are educational institutions that can be considered as a model for social media marketing.
G ₆ , I ₁ , K ₆	Dialogue between users can be both beneficial and harmful.
H ₆ , J ₇	The great advantage of online social networks is that they have helped a lot to word-of-mouth marketing.
E ₇ , D ₁₀ , K ₇	The credibility of advertising media is very effective in building trust in customers.

4.2 | Axial Coding

An attempt was made at this stage to create more general classifications called "categories" by paying close attention to the identified concepts and determining their similarities and differences, and then the concepts of same type were put in these more general classifications. The result of this process was the identification of 13 main categories that can be seen in *Table 2* along with the relevant concepts.

Table 2. The identified categories with relevant concepts.

Row	Category (Axial Coding)	Oncept (Open Coding)
1	Information and communication technology infrastructure in the country	Filtering some social networks reduces the number of users. Domestic messaging applications do not have the proper quality and capability for advertising. The Internet provided by cellphone operators has helped to popularize the use of online social networks.
2	The level of public knowledge about information and communication technology tools	Iranian society has better IT literacy than many other societies. Iranians are gradually getting used to the tools and applications of information technology. Nowadays, middle-aged and older people can relatively talk about the use of information technology.
3	Creating the possibility of dialogue between users below the educational course advertisement	If users are not able to comment under the educational course advertisement, a kind of distrust will be created in them. Pages that do not let users to comment have established a one-way and ineffective connection. Dialogue between users can be both beneficial and harmful. Many social media users decide to buy educational services based on the positive comments below the advertisements.
4	Public acceptance of the use of social networks	Most people are now members of at least one social network. Compared to other developing countries, Iran is in a very good position in terms of the use of social networks.
5	The use of brand strength by educational institutions to gain the trust of users	If educational institutions have already done branding, their advertising gains more attention on social media. Experience has shown that advertising well-known brands receives more visitors and likes.

Table 2. (Continued).

Row	Category (Axial Coding)	Oncept (Open Coding)
6	Users' inner desire to search about educational course advertisement	<p>The strong brand of educational institutions can cover the flaws of their advertising.</p> <p>If an advertisement disseminated on social media fails to arouse curiosity at first glance, it is considered a failure from the beginning.</p> <p>All the efforts of the advertising industry are to evoke a sense of search in the audience.</p> <p>The level of people's tendency to see the brand advertisements on social media should be periodically monitored and modified.</p>
7	The tendency of society to being affected by social networks	<p>In recent years, we have seen how social media has been able to create sub-cultures in society.</p> <p>The younger generation is affected greatly by social media advertising.</p> <p>The root of many buying behaviors can be found on social media.</p>
8	Trust in the advertisement and its acceptance by users	<p>The advertisement should reach a point where the user immediately trusts its content.</p> <p>Trust in the advertisement accelerates acceptance and buying behavior.</p>
9	The use of credible and specialized media by educational institutions to disseminate advertisements	<p>The balance between the product / service and the medium or page chosen to disseminate the advertisement is crucial.</p> <p>The credibility of advertising media is very effective in building trust in customers.</p> <p>Choosing the wrong media or page can weaken a brand.</p> <p>The credibility of the Instagram page depends on the number of followers as well as its expertise, which should be considered for advertising.</p>
10	Applying the strategies of top educational institutions in the field of social media marketing	<p>We should not do trial and error about everything and we should use the experience of others.</p> <p>Advertising strategies of the world's top educational institutions in the field of digital marketing are the best models.</p> <p>Even in Iran, there are educational institutions that can be considered as a model for social media marketing.</p>
11	Observance of ethical principles by educational institutions in advertising design	<p>There should not be lies or exaggeration in social media advertising about the quality.</p> <p>Users can well understand whether the advertisement is honest or biased.</p> <p>In social media, destroying other competing brands is far from marketing ethics and certainly creates a bad feeling in users.</p>
12	Electronic word-of-mouth advertising	<p>If the advertisement on social media is high-quality and artistic, it will surely go viral on social media.</p> <p>Advertising on social media should be designed in a way so that users can talk about it with each other.</p> <p>The great advantage of online social networks is that they have helped a lot to word-of-mouth marketing.</p>
13	Creating attractive content for educational course advertisements	<p>The most important thing about advertising is the art of content creation.</p> <p>Attractive content can create a sense of curiosity, follow-up and even purchase intention in social network users.</p> <p>By looking at the advertisements of educational services in foreign countries on social networks, it becomes clear that sometimes the quality and attractiveness of the advertising message goes far beyond the quality of such services.</p>

At this stage of the analysis, the identified categories were placed on the paradigm model. The paradigm model helps the researcher to know how categories should be placed. The general structure of the paradigm model can be seen in *Fig. 1*.

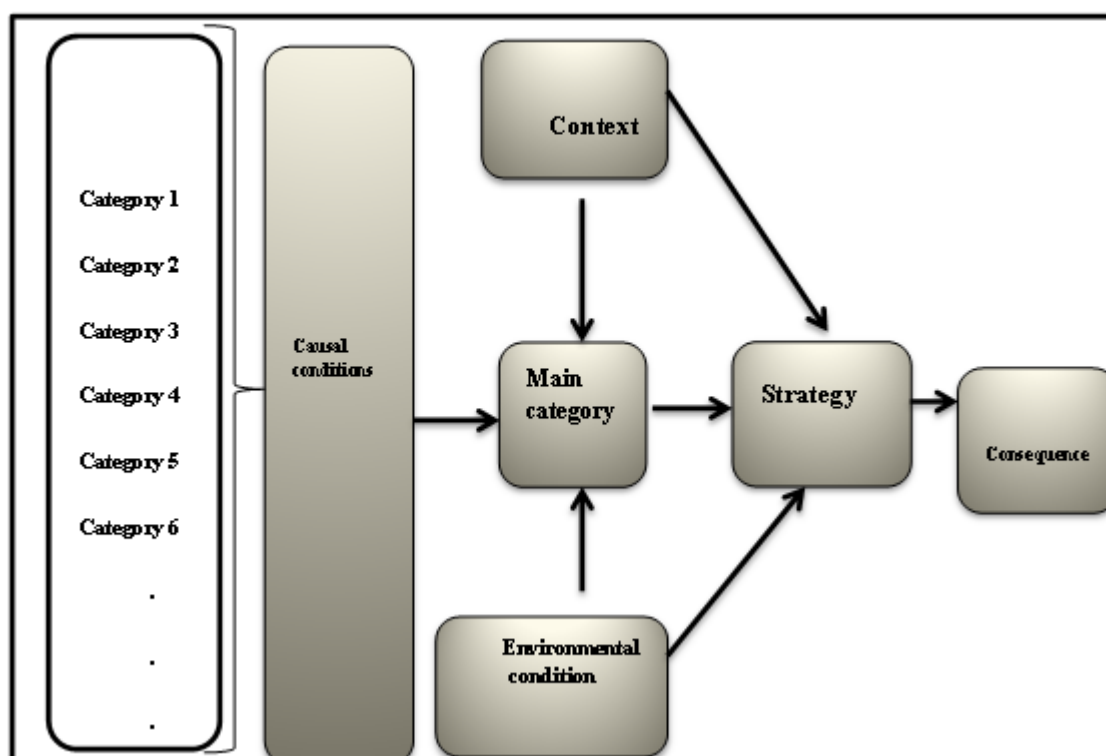


Fig. 1. Paradigm model [31].

In the next section (conclusion), it was tried that the output of the selective coding process be presented as the final result of the research and finally the obtained model from this research will be introduced.

4.3 | Prioritization by AHP Method

AHP is a way to help make decisions and emphasizes the importance of a decision maker's intuitive judgments as well as the stability of comparing alternative options in the decision-making process. Because a decision maker makes his or her judgments based on knowledge and experience and therefore makes decisions based on them, the AHP approach matches the behavior of a decision maker. The strength of this approach is that it has regularly tangible factors and organizes the intangible and has a structural but relatively simple solution.

In this research and based on the effective advertising model, after collecting information, the technique of hierarchical analysis process and pairwise comparison of the factors in each level has been used by Expert choice software.

Table 3. Prioritizing factors using AHP.

Ranking Factors	Weight Factors	Naming in Software	Factors
10	0.081	Var1	Public acceptance of the use of social networks
7	0.092	Var2	Generate compelling content to promote training courses
13	0.046	Var3	Observance of ethical principles by educational institutions in advertising design
9	0.088	Var4	Educational institutions use brand power to gain the trust of users
5	0.106	Var5	Educational institutions use credible and specialized media to publish advertisements
3	0.151	Var6	The tendency of society to take lines from social networks
8	0.09	Var7	The level of public knowledge about information and communication technology tools
3	0.141	Var8	Users' inner desire to explore the promotion of training courses
11	0.077	Var9	Information and communication technology infrastructures in the country
1	0.159	Var10	Modeling the strategies of top educational institutions in the field of social media marketing
4	0.11	Var11	Enabling the exchange of views between users following the advertisement of training courses
12	0.064	Var12	Electronic word of mouth ads
6	0.095	Var13	Trust the ad and its acceptance by users

5 | Conclusion and Final Design of the Conceptual Model

Based on the identified categories and the structure of the paradigm model, the following categories were placed in the model:

Main (axial) category: It is the core of the conceptual model based on which concepts and categories are created. In this research and according to the identified goals and categories, the category of "Users' inner desire to search about educational course advertisement" was considered as the main and axial category. This means that the core of the conceptual model is the users' motivation and inner desire to search about the disseminated advertisement on social networks about educational courses.

Causal condition: It is a set of conditions that cause or affect the phenomenon. The categories related to this dimension were determined as follows:

- *Public acceptance of the use of social networks:* This category refers to the prevalence of using different social networks (Instagram, Telegram, What's App, Facebook, etc.) among different classes of Iranian society.
- *Creating attractive content for educational course advertisements:* This category refers to the efforts and art of various educational institutions in designing and creating attractive advertisement for social media.
- *Observance of ethical principles by educational institutions in advertising design:* This category refers to the efforts of various educational institutions to observe all ethical principles (including honesty, avoiding exaggeration, and avoiding the destruction of competitors) in designing and creating advertisement for social media.
- *The use of brand strength by educational institutions to gain the trust of users:* This category refers to the smart use of brand strength by educational institutions for building trust in social networks.
- *The use of credible and specialized media by educational institutions to disseminate advertisements:* This category refers to the compatibility between the services of the educational institution and the media and the page through which the advertisement is to be disseminated.

Context. Indicates the special conditions in which the phenomenon (main category) exists. In this research and according to the identified goals and categories, the categories of "The tendency of society to being affected by social networks" and "the level of public knowledge about Information and Communication Technology (ICT) tools" were considered as the contextual categories. The tendency of society to being affected by social networks refers to this point that in recent years, people are affected by social networks about various cultural, social, economic and even political issues and problems, and such networks have become an active and effective factor. Also, the level of public knowledge of society regarding ICT tools refers to the total level of the knowledge and literacy of the people in the society (in different ages and social classes) about ICT and its applications in daily life.

Environmental variables. They are extensive structural context and external factors that can affect the main category and even strategies. In this study and according to the identified goals and categories, the categories of "ICT infrastructure in the country" and "applying the strategies of top educational institutions in the field of social media marketing" were considered as the environmental categories. ICT infrastructure in the country means that the spread and reinforcement of ICT infrastructure in the country can probably play a role in the prevalence of the use of social networks and also the effectiveness of the disseminated advertising by such media. Also, applying the strategies of top educational institutions in the field of social media marketing refers to the need to use the experiences of the best of this industry and in designing, creating and disseminating advertisement on social media.

Strategies. In a context and with specific mediating conditions, a specific set of strategies or actions is possible. In fact, strategies are actions that can turn the main category into consequences. In this study and according to the identified goals and categories, the categories of "electronic word-of-mouth advertising" and "creating the possibility of dialogue between users below the educational course advertisement" were considered as strategic categories. Electronic word-of-mouth advertising refers to the efforts of social media users to introduce the services of various educational institutions to friends and acquaintances, as well as sending advertising content to different individuals or groups. In addition, creating the possibility of dialogue between users below the educational course advertisement refers to this point that if users can exchange their opinions with each other below the presented advertisements on social networks about the educational courses or the educational institution holding the course, they will gain better trust towards the advertising content and media and the effectiveness of the advertising will increase.

Consequences. refers to the consequences of realizing the main category in the context of causal, environmental and contextual conditions through specific strategies. In this study and according to the identified goals and categories, the category of "trust in the advertisement and its acceptance by users" was considered as the consequence category. This means that if the causal conditions, contexts, main categories, environmental conditions and strategies happen well, it can be hoped that the users will trust the advertising of educational courses and accept its content. The next step was to place the categories in a paradigm model which determined the conceptual model of the research. Accordingly, the conceptual model of the research can be presented as follows (*Fig. 2*).

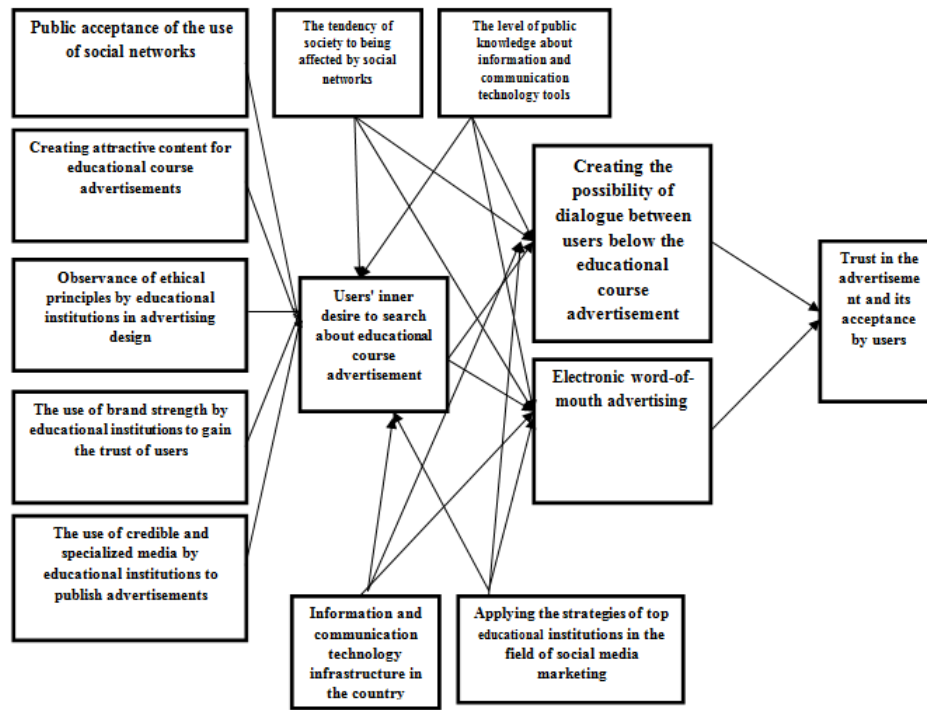


Fig. 2. Conceptual model of research.

5.1 | Discussion and Conclusion and Suggestions for Future Studies

In this study, an effective advertising model based on social networks in the educational business industry was presented. In this study, the snowball sampling method was used and this process continued until the researcher reached theoretical saturation. Finally, this method was an interview with 9 experts. Since the data theory theory of the foundation was used, the main tool for data collection was in-depth and unstructured interviews with experts. Finally, after open, axial and selective triple coding, the conceptual model of the research was designed based on a paradigm model. Also, in this study, using AHP decision method, research variables were prioritized according to experts. According to gained experiences in this research, future researchers are suggested to test the obtained model of this research in a large population using quantitative approaches such as structural equation modeling. Also, future researchers are suggested to use other methods such as Delphi method, content analysis, meta-synthesis, meta-analysis, etc. for the modeling phase, so that one of the main constraints of this research, which was its long time, be removed. In addition, future researchers are suggested to use this educational services research in other service areas of the country to gradually witness the design and replacement of local and Iranian models instead of western general models in the field of content marketing with a brand reinforcement approach. This is entirely in line with the macro-policy of the "Iranian-Islamic model of progress" which has been repeatedly emphasized by the Supreme Leader.

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