

T.C.
İSTANBUL AYDIN UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES



Persuasive Advertising in E-commerce

M.Sc. Thesis

Ehsan Nezafati

Department of Business Administration

BUSINESS ADMINISTRATION PROGRAM

Thesis Advisor: Assist. Prof. Dr. Zelha ALTINKAYA

November 2015

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Tez Savunma Tarihi :22/10/2015

1)Tez Danışmanı: Yrd. Doç. Dr. Zelha ALTINKAYA

2) Jüri Üyesi : Yrd. Doç. Dr. Fırat BAYIR

3) Jüri Üyesi : Yrd. Doç. Dr. Alev Dilek AYDIN

Zelha Altinkaya

Fırat Bayır

Alev Dilek Aydın

Not: Öğrencinin Tez savunmasında **Başarılı** olması halinde bu form **imzalanacaktır**. Aksi halde geçersizdir.

DEDICATION

This dissertation is dedicated to the Almighty God and my family. A special feeling of gratitude to my loving father and mother and brother for their help and support and kindness and they are special and dear in my heart and life.

I also dedicate this dissertation to my especial friend and teacher Mr. Dr. Kaviani who has supported and advised me throughout the process.

I also dedicate this dissertation and give special thanks to my best friends and teacher and lecturer for their help and support. You are all the best to have as friends, teachers and lecturers.



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TABLE OF CONTENT

CERTIFICATION	Error! Bookmark not defined.
DEDICATION	ii
ACKNOWLEDGEMENT	iii
ABBREVIATIONS	vii
LIST OF FIGURE	ix
List of Table	viii
ÖZET.....	x
ABSTRACT	xii
1. INTRODUCTION	1
1.1. Persuasive Advertising in E-commerce.....	2
1.2. Significance of the Study	3
1.3. Purpose of the Study.....	4
1.4. Research Questions	5
1.5. Statistical Population, Sampling method, Sample Size	5
1.6. Methods and Tools for Analyzing the Collected Data	6
2. THEORIES OF PERSUASIVE ADVERTISING	7
2.1. Theories Explaining Persuasive Advertising.....	7
2.2. Advertising.....	10
2.3. The History of Commercial Advertising in the World	15
2.3.1. Brands.....	15
2.3.2. Criers.....	16
2.3.3. Signs and Wall Advertising.....	16
2.4. Advertising Agencies Development.....	17
2.5. Radio and Television Emersion.....	18
2.6. Advertising Goals.....	18
2.6.1. Informative Advertising.....	19

2.6.2.	Persuasive Advertising	19
2.6.3.	Reminder Advertising	20
2.7.	Elements Present in Advertising Message	21
2.7.1.	Music	21
2.7.2.	Color	22
2.8.	Advertising Techniques	22
2.8.1.	Prestige technique	23
2.8.2.	Distortion Technique	23
2.8.3.	Insecurity Technique	24
2.8.4.	Insecurity Factors	24
2.9.	Advertising Patterns	25
2.10.	Advertising Varieties	25
2.10.1.	Advertising Types Based on Covered Range	26
2.10.2.	Local Advertising	26
2.10.3.	National or Domestic Advertising	26
2.11.	Transnational Advertising	26
2.11.1.	Advertising Based on Message Presentation Type	27
2.11.2.	Advertising Varieties Based on Target Market	28
2.11.3.	Advertising Varieties Based on Medium Type	28
2.12.	Below the Line and Above the Line Advertising	28
2.12.1.	Above the Line Advertising	28
2.12.2.	Below the Line Advertising	29
2.13.	Electronic Trading	29
2.13.1.	Electronic Trading Models	30
2.13.2.	Electronic Trading Steps	30
2.13.3.	Electronic Trading Goals	30
2.13.4.	Electronic Trading Advantages	30
2.14.	System specification for Electronic Commerce	32
2.15.	Literature Review	32
3.	ELECTRONIC TRADING IN IRAN	36
3.1.	Electronic Trading & Advertising in Iran	36
3.2.	Advertising History in Iran	38
3.3.	Electronic Trading In Iran	39
3.3.1.	First Step: Scattered activities without any strategic framework	40
3.3.2.	Second Step: Organizing strategic programs and electronic trading development policies	40

3.3.3.	Third Step: Executive measures in the framework of strategic programs.....	41
4.	THESIS RESEARCH.....	43
4.1.	Research Steps.....	43
4.2.	Methodology	44
4.3.	Research Model	44
4.4.	Research Hypothesis	45
4.5.	Questionnaire	46
4.6.	Population and Statistical Sampling	55
4.7.	Survey	55
4.8.	Data Collection	56
5.	RESULTS.....	57
5.1.	Data Analysis.....	57
5.1.1.	Descriptive Statistics (Describing Demographic Variables of Respondents).....	57
5.1.2.	Inferential Statistics (Examination of Research Hypotheses)	58
5.2.	Validity and Reliability.....	59
5.2.1.	Factor Analysis.....	60
5.3.	Testing Hypothesis	61
5.3.1.	Regression.....	82
5.4.	Research Findings	84
5.5.	Research Limitations	85
6.	CONCLUSION	87
6.1.	Conclusion.....	87
6.2.	Recommendations	88
6.2.1.	Applicable Recommendations.....	88
6.2.2.	Recommendations to Further Researches	89
	REFERENCES	90
	ANNEX 1 QUESTIONNAIRES APPLIED IN THE SURVEY	99

ABBREVIATIONS

A.D	Anno Domini
CD	Compact Disk
E-Commerce	Electronic Commerce
ICTs	Information and Communications Technologies
KMO	Kaiser-Meyer-Olkin
QoS	Quality of service
SEM	Structural Equation Model
SPSS	Sciences Statistical Package for the Social
TV	Television
U.S	United States
U.S.A	United States of America
USB	Universal Serial Bus

List of Table

<i>Table 3-1: The Three Largest Internet Providers in Each Country (\$)</i>	37
Table 4.1: Likert Scale	54
Table 5.1: Education.....	57
Table 5.2: Age of the People	58
Table 5.3: Male / Female Distribution.....	58
Table 5.4: Total Value of Cronbach's Alpha	60
Table 5.5: Cronbach's alpha coefficient by factors separation	60
Table 5.6 : KMO and Bartlett's Test	61
Table 5.7 : Mean, Mode and Median of Variable Affecting in dimension (A. Location)	62
Table 5.8 : Total Variance Explained	64
Table 5.9 : T-Test for A. Location.....	65
Table 5.10 : Mean, Mode and Median of Variable Affecting in dimension 2 (A. Type)	66
Table 5.11 : Total Variance Explained	68
Table 5.12 : T-Test for A.Type	68
Table 5.13 : Mean, Mode and Median of Variable Affecting in dimension 3 (A.Addresses).....	69
Table 5.14 : Total Variance Explained	72
Table 5.15 : T-Test for A.Addresses	72
Table 5.16 : Mean, Mode and Median of Variable Affecting in dimension 5 (A.Temptation).....	74
Table 5.17 : Total Variance Explained	76
Table 5.18 : T-Test for A.Temptation	76
Table 5.19 : Mean, Mode and Median of Variable Affecting in dimension 4 (A.Message)	77
Table 5.20 : Total Variance Explained	80
Table 5.21 : T-Test for A.Message.....	80
Table 5.22 : Mean, Mode and Median of Variable Affecting in online advertising	81
Table 5.23 : Summary of One Sample T-Test for online advertising	82
Table 5.24 : Model Summary	83
Table 5.25 : ANOVAa	83
Table 5.26 : Coefficientsa	83

LIST OF FIGURE

Figure 1: Research Model.....	45
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Elektronik Ticarete İkna Edici Reklam

ÖZET

Bu arařtırmada, e-ticaret uygulamalarında *ikna edici reklamın etkisini* test edilmiř, sanal reklamların müşteriyi satınalmaya yönlendirmede ne kadar etkili olduđunu arařtırılmıřtır. Bu yüzyılda, çok uluslu řirketler dahil, řirketler arasındaki rekabetin çok yüksek olduđu bilinen bir gerçektir. Bú řirketlerin, ürünlerini satın-almalarını sađlamaları için müşteriyi ikna etmeleri gerekmektedir. Bu yüzyıl bilgi iletişim teknolojisi (ICT) yüzyılı olduđundan, tüm řirketlerin ve insanların internet ile ilgilerinin olmaması mümkün deđildir. Bu durumda, bu iliřki ihmal edilmemeli ve o bilinçle hareket edilerek, iliřkinin gerekleri de yerine getirilmelidir. İnternet reklamcılıđı ve günümüzde cep telefonu gibi internetin çok küçük boyuttaki ve taşınabilir ekipmanlarda bile kullanılması, sosyal ađların popürlüđinin sanal reklamların etkinliđini artırması firmaların ve özellikle de elektronik ticaretle uğrařan firmaların satışlarını artırmaları için büyük bir fırsat sunmaktadır.

Bu arařtırmada, İran'da, elektronik ticaret hacminin daha etkin olmasında, çevrimiçi reklamın yapıldıđı, adres, konum, tip, mesaj, formatların elektronik ticaret müşterisini ikna olmasında ne kadar etkili olduđu test edilmektedir.

Arařtırma sonunda bütün bu faktörlerin, göreceli olarak tüm dünyada, elektronik ticaret uygulamalarında kullanılan reklamların, kullanıcılar üzerinde ikna edici etkisi tespit edilmiřtir. Ancak, göreceli olarak daha küçük bir pazar olan ve internet eriřim bir ölçüde filtrelendiđi, İran'da makul bilgilendirme reklamların kabul edilebilir olduđuna ancak bu ikna edici reklamın İran'da kabul edilemez olduđu varsayımı etkili olmuřtur.

Mevcut pazarlama literatürü ikna edici reklam rakip üreticilerin etkileřimlerini, karřı ataklarını ortaya çıkarır ve dolayısıyla reklam etkilerinin ortadan kalkmasına neden

olmaktadır. Böylece, ikna edici reklam, doğası gereği saldırgan olarak algılanmaktadır.

Bu çalışmada, elektronik reklamda başarısında etken olan kriterler, reklamın adresi, tipi, elektronik ticaret üzerindeki etkinliği ve özellikle de İran'lı internet ve özellikle elektronik ticaret web sitesi kullanıcıları üzerinde etkisi ölçülmüştür. Bu etkinin, positif olarak tespit edilmiştir.

Anahtar Kelimeler : elektronik ticaret, internet reklamcılığın etkileri, ikna edici reklam, ikna edici reklam etkileri, çevrimiçi reklam, İran



Persuasive Advertising in E-commerce

ABSTRACT

Persuasive Advertising in e-commerce, is the subject of this research which tried to test and understand it to push customer forward with advertising in cyberspace to purchasing. In this century, competition among big companies is so high and they follow policies to provoke customer to buy only their products. This policies may not be successful, unless in cyberspace advertising is not used as an instrument for persuading customers to buy since this century is century of information communication technology (ICT). All companies and people deal with internet. In this situation, no company would neglect this reality. All companies must recognize and pay attention for implementation of these instruments to raise their electronic trade volume. Internet offers much more opportunities for advertising than classical advertising styles. Nowadays with diminish the size of gadget like cell phone and popularity of social network, any companies must be optimistic about it.

The existing marketing literature suggests that persuasive advertising elicits counteractions from competing manufacturers and consequently leads to wasteful cancellation of the advertising effects. Thus, persuasive advertising is widely perceived to be combative in nature. We reach these questions that, is it reasonable to believe that informational advertising is acceptable, however, that persuasive advertising is not acceptable in Iran.

In this research, the main aim is to find our main factors of persuasion in advertising for electronic trading like, location, type, addresses, message, temptation and diversity of online advertising. All these factors, has positive effect on advertising and persuasion of in general. However, in this research, field analysis has been made to measure the effects of these persuasive advertising factors on the purchasing

decision of the people who are active users of internet and electronic trade web sites in Iran. Although, there is large literature on advertising and the relationship between the advertising and electronic trade, this study will be the first studying the relationship between the main determinants of persuasive advertising and its effect on electronic trade

Mainly, at the end of the research made, this result showed that all of these factors has positive effect of advertising persuasion and customer satisfied them to purchase in Iran as well as the countries around the world.

Keywords:, e-commerce, internet advertising , persuasive advertising in e-commerce, advertising, online advertising, Iran

1. INTRODUCTION

Advertising is an important aspect of many markets since human decided to pay attention for business; consumers are bombarded daily with print, TV, radio, and internet advertising and any companies – especially huge companies – try to spend more and more about it. While most undergraduate students are quite familiar with advertising in their role as consumers and passed some courses about it, the coverage of advertising in many intermediate microeconomics and industrial organization classes is often small relative to the pervasiveness of advertising. One possible reason for this disconnect may be the various roles advertising can play and the different theoretical models those roles can imply. Electronic Commerce has developed rapidly due to the Information & Communication Technology (ICT), so that, this major can define for electronic commerce. Internet-based electronic commerce, which is growing rapidly with the proliferation of commercial Web sites, increasing acceptance of on-line transactions by consumers and rising purchase up for them. Because of decreasing cost of buying for buyers and make production much more available in everywhere by internet and also decreasing of time consuming for buyers, it would be much popular nowadays. Customers can buy any item they want at anytime, anywhere, and sellers can sell their goods for 24 hours without brick-and-mortar stores and hiring workers through Electronic Commerce. Economics and convenience drive small enterprises to go into Electronic Commerce. Web technology and fast Internet access allow people to become more familiar with Electronic Commerce. In the future, customers are expected to purchase more goods at online stores or do business by electronic transactions. The Quality of Service (QoS) of Electronic Commerce depends on its infrastructure.

In the competitive and changing environment of business in which retailers' power and customers' demand is increasing constantly, it is very critical and essential for the success of manufacturers to make long term relations with their customers.

As long as internet and electronic ecommerce become much more widely used, electronic advertisement and persuasive advertisement became much more important in last decades. By 2014, the total size of internet advertising spending was considered as \$121 billion globally, %23 of \$537 billion total advertising spend. In many of the resources, it is argued that this figure only represents more than 23 percent of all measured advertising investment. Even, the online advertisement would surpass the traditional media.¹

In this thesis, the effectiveness of online advertising in Iran will be analyzed. In the first part, research question has been put into forward and research hypotheses and the methodology followed to research answers for questions, generally, mentioning as a gist to all part. The rest of the paper is organized as follows, defined advertising and history of commercial advertising in the world and Iran and the goal of it, element of advertising and technique to reach intentions, the patterns of advertising that we need to understand. After that, mentioning the methodology to achieve which wanted in this research, like research steps data collection and analyzing and so the method of analyzing and software which used to analyzing the data gathered and the time research. Following it, could find the result of analyzing that reached and the methods and other things which is necessary for it. Finally, indicated conclusion, research finding, limitation, and suggestion for future for other researchers who wants to research about this subject.

1.1. Persuasive Advertising in E-commerce

In the competitive and changing environment of business in which retailers' power and customers' demand is increasing constantly, it is very critical and essential for the success of manufacturers to make long term relations with their customers. Previous studies have shown that price is a very important variable for retailers when choosing their suppliers but other variables such as the product and the quality of services play a main role when customers decide to buy (Giovanis et al, 2013).

Making good services for customer is one of the important factors that companies and suppliers should consider since electronic trading is very dependent on direct interaction with the customer. From among these services activities related to the

¹ <http://techcrunch.com/2014/04/07/internet-ad-spend-to-reach-121b-in-2014-23-of-537b-total-ad-spend-ad-tech-gives-display-a-boost-over-search/>

recommendation of products and advertisement can be mentioned (Sayyar Rezvan, 2007). Personal effect has also spread out in cyberspace in the form of online interpersonal effect or electronic word of mouth (Khammash & Havard, 2011).

Criticism of advertising practices, especially on moral or social grounds, is generally concerned either with advertising's ability to convince customers rather than inform customers, or with deception which directly subverts the valuable informational role, advertising is capable of filling. Examination of advertising's persuasive powers often invokes a model of individual autonomy, argued certain forms of advertising can or necessarily do violate (Durham, 1984).

Advertisement is a way to make the products known to the potential and new customers (Abiodun, 2011). In the present age the goal of advertisement is to lead and control buying behavior and to push the consumers to another commodity. In this way advertisement is a form of social leading and control which makes the consumers to choose from among a range of defined products. It also determines criteria for proper behavior in the present economic conditions. Therefore, through advertisement and using a set of attractions and policies, it is possible to make a special group of addressees such as girls and women, to buy or use a specific commodity or service (Khademian & Fard, 2012).

Lewis and Reiley (2008) in their research found out that online advertisement had positive and significant effect on online and offline sale. Lewis (2010) has also investigated this issue in his doctorate thesis. Gochani and Eghbal (2013) have stated that various types of visual, audio and written advertisement has positive effect on auto buyers' behavior. Jalilian and Mahmudian (2012) in their research concluded that electronic word of mouth advertisement through brand equity affects buying intention. Considering the mentioned issues, the question which is raised here is that what affect does internet advertising have on electronic trading and customer acquisition in this field?

1.2. Significance of the Study

In the present age which is known as information age mass communication media such as radio, television and press are involved with publication of news and various advertisements. In recent years, internet as a new tool is added to the other media so

it may have a part in interpersonal interaction and societies economic growth. Taking a look at the history of internet advertising shows a 20 year record of this communication channel. Every year billions of dollars are spent for advertisement in cyberspace through electronic mail, searches, radio and advertising videos for informing and tempting the consumers. From 2011 to 2013 respectively 31.74, 36.57 and 42.78 billion dollars is spent for internet advertising which shows 15.2 and 17 percent growth.

It can be said that in Iran from the year of 1997 the use of internet has had a significant growth, and the number of internet users is rapidly increasing. Reflecting a bit we understand that by science and technology progression and by expansion of computer use, using internet as a cyber-media has increased gradually and it is considered a suitable communicational channel for advertisement.

In the present world for accelerating economic growth, industries and suppliers can advertise their merchandise in cyberspace by spending a fewer amount of money compared with other media. By presenting the properties of their commodities, they can put them for sale in a very short time without the need for the personal recourse of the customer.

Undoubtedly industrialists and businessmen can escalate their sales and profits through internet advertising and electronic trading and by optimal introduction of their products to a vast majority of internet users. In this way they can play a remarkable role in economic development of the country. Therefore, considering the novelty of electronic trading in the country and the high potential of internet users, electronic trading companies can utilize this potential very well. But because of the insufficient research done in this field, it is essential to investigate the effects of advertisement in cyberspace on the performance of electronic trading companies and on the consumers purchase. Therefore, the aim of the present research is to study and investigate internet advertising effects on electronic trading companies among social networks users.

1.3. Purpose of the Study

Main Goal

- Investigating the effect of internet advertising on electronic trading

Secondary Goals

- Investigating the effect of advertisement place on electronic trading
- Investigating the effect of type of advertisement on electronic trading
- Investigating the effect of addressees of advertisement on electronic trading
- Investigating the effect of message of advertisement on electronic trading
- Investigating the effect of temptation of advertisement on electronic trading
- Investigating the effect of balancing variety of advertisements on the relation between internet advertising and electronic trading
-

1.4. Research Questions

Main Question

- Does internet advertising have significant effect on electronic trading in Iran?

Secondary Questions

- Does advertisement placement have significant effect on electronic trading?
- Does the type of advertisement have significant effect on electronic trading?
- Do the addressees of advertisement have significant effect on electronic trading?
- Does the message of advertisement have significant effect on electronic trading?
- Does the variety of advertisement have significant balancing effect on the relation between internet advertising and electronic trading?

1.5. Statistical Population, Sampling method, Sample Size

The population of Iran is about 75 million and the population of internet user is about 33 million which shows just under 50 percent of Iran's population and the number of social network user in Iran is 5.1 million - Facebook users (Statistical Center of Iran, 2015). The age range of people who answered to questions was between 19 to 53 - active populations of internet user – big portion of those who was in spectrum age

between 25 - 30. In this research tried to cover all part of education level, included under graduate, graduate, postgraduates are the largest part of it and specified to bachelor degree with 42.88 per cent. The statistical population of the present research includes all the Iranian social network users, who are daily involved with internet and internet purchases. For collecting data questionnaire in electronic format will be used. The questioner after validity and reliability confirmation will be multiplied to the chosen sample size using Morgan table and will be completed by the investigated statistical sample. Sampling method of this research is convenience random sampling. In this research, added 150 people who was Iranian that living in Turkey – Istanbul.

1.6. Methods and Tools for Analyzing the Collected Data

To investigate the research hypotheses and to analyze the collected data, descriptive and inferential statistics with the help of SPSS software, are used. For this goal the mean of a population will be used for investigating variables condition. Then confirmatory factor analysis will be used for investigating construct validity. And in the end path analysis will be used for testing research hypotheses. This research is applied research, because it is looking for performing a scientific method and using it in real world and regarding methods is a descriptive-survey research, and using library resources and review of literature framework about advertising and electronic trading. Using questionnaire and analyzing collected information by SPSS to reach the best result. Thus, library and field methods were used to collect data and the questionnaire which determines effective factors, consist of 25 questions of answer and is written in 5 part based on Likert five-option scale.

2. THEORIES OF PERSUASIVE ADVERTISING

2.1. Theories Explaining Persuasive Advertising

The four P's as view of Kotler *sorted different marketing activities into marketing-mix tools of four broad types, which he called the four Ps of marketing: product, price, place, and promotion* (McCarthy & Perreault, 2002).

Products are the services and goods which are your business provides for sale to your objective market. When developing a product, you must think over quality, design, features, packaging, customer service and any following after-sale service. A product is seen as an object which desires what a consumer needs. It is a tangible good or an intangible service. Tangible products are those which have an independent physical existence. Every product is prone to a life-cycle including a growth phase followed by a maturity phase and finally an eventual period of decline as sales fall. Marketers must do careful research on how long the life cycle of the product they are marketing is likely to be and focus their attention on different challenges that arise as the product moves. The marketer must also consider the product mix and they can expand the current product mix by increasing a certain product line's depth or by increasing the number of product lines as they make a decision about it. Marketers should consider how to position the product, how to exploit the brand, how to exploit the company's resources and how to configure the product mix so that each product complements the other. The marketer must also consider strategies about product development (Dave, 1996).

Place is in references to distribution, location and methods of getting the product to the consumer. This case includes the place of your business, shop front, distributors, logistics and the potential use of the internet to sell products directly to consumers without any middlemen. Refers to providing the product at a place which is convenient for consumers to access. Various strategies such as intensive distribution, selective distribution, exclusive distribution and franchising can be used by the marketer to complement the other aspects of the marketing mix (Dave, 1996) (Hartley & Rudelius, 2001).

Price concerns the amount of money; which customers must pay in order to purchase your products. There are a number of considerations in connection with price, involving price setting, discounting, credit and cash purchases as well as credit collection. The price is very important for any companies as it determines the company's profit and hence, survival. Adjusting the price has a deep influence on the strategy of marketing, and depending on the price elasticity of the product, often it will affect the demand and sales as well. The marketer should set a price that complements the other elements of the marketing mix. When setting a price, the marketer must be aware of the customer perceived value for the product and how they want to reaction versus it. Three basic pricing strategies are: market skimming pricing, market penetration pricing and neutral pricing. The 'reference value' and the 'differential value' must be taken into account (Dave, 1996).

Promotion refers to the act of communicating the benefits and value of your product to consumers. It then involves inducing general customers to become customers of your business by using advertising as methods, direct marketing, personal selling and sales promotion. All methods of communication which marketer using, may use to set information to different parties about the product. The elements of promotion comprises such as: advertising, public relations, sales organization and sales promotion. Advertising covers any communication which is paid for, from cinema commercials, radio and Internet advertisements through print media and billboards. Public relations is where the communication is not directly paid for and includes press releases, sponsorship deals, exhibitions, conferences, seminars or trade fairs and events. Word-of-mouth is any apparently informal communication about the product by ordinary individuals, satisfied customers or people specifically involved to create word of mouth momentum. Regularly, Sales staff plays an important role in word of mouth and public relations to communication with customer (Dave, 1996).

The long lasting discussion whether e-commerce has a potential to add a higher value to businesses and consumers in developing countries than in developed countries (Kshetri, 2007).

Advertising in contemporary society is generally regarded as having two central and correlative functions, that of informing and that of persuading consumers. The informative function is likely to be stressed by the defenders of the advertising practice, for by providing information to consumers about products, services, and prices advertising allows the consumer to make reasoned choices about the things on which he/she will spend his/her money. One the other hand critics of advertising

are likely to point to its persuasive function as dominant. In this age, huge amounts of various media has attacked the customers and aim to change their way of thinking using their sensitivities, needs, requirements and demands. Market researchers and institutions have spent billions of dollars on consumers' research do to recognize the important factors that influence customers' decision making. Analysis of the consumers' behavior is effective in the recognition of consumers' behavior orientation (Thapa, 2011).

Currently, huge amounts of various media has attacked the customers and aim to change their way of thinking using their sensitivities, needs, requirements and demands. Market researchers and institutions have spent billions of dollars on consumers' research do to recognize the important factors that influence customers' decision making. Analysis of the consumers' behavior is effective in the recognition of consumers' behavior orientation (Thapa, 2011).

The Electronic Commerce System should provide prompt responses for user requests and continuous services despite partial failures of its sub system. In addition, scalability and flexibility should be supported as the number of customers' increases. Because Electronic Commerce is beyond the national border, the system should be implemented across different subnets for its efficiency and business needs (Yeom et al, 2014).

One of the novel businesses in trading is electronic trading. Electronic trading is one of the information society processes in the today world, which by the presence of internet has expanded a lot in recent years. Electronic trading consists of sharing business information, making trading communications and leading trade transactions by communication networks. Electronic trading consists of a wide range of activities and expertise such as security in transactions, trust and credibility in transactions, legislation, payment mechanism, advertisement conditions, electronic catalogues, the presence of middlemen, multimedia stores performance and so on. Electronic trading is the interaction of communication systems, data management systems and security through with it is possible to exchange trading information about product sales or services (Sayyar Rezvan, 2007). Persuasive advertising may affect consumer preferences (Stevik & Fehr, 1998). It is so important that advertising can push consumers forward to purchase and can change their view to buy. However, they don't want to purchase so soon.

One of product information is seller-created information via a traditional communication channel. Sellers tried to convey the information about their production

and services to customer, such as advertisements, and the other consists of on-line consumer reviews created by prior buyers based on their experiences, evaluations, and opinions of products (Park et al, 2007). This is much more useful in nowadays. In this method, buyers can comparing the productions which are them wants and also try to distinguish them according to their price, thus, buyers try to read other peoples review and according to their review and experience, they make a good decision to buy productions. Generally, online advertising provided greater measurement opportunities in comparing with advertising in traditional media. Online advertisers get one automatic measurement of interest through reports on the number of clicks on the advertisements (Lewis & Reiley, 2008).

2.2. Advertising

Advertising is very important part of Marketing, because advertising has served a critical purpose in the business world by enabling sellers to effectively compete with one another for the attention of buyers. Advertising helps to raise your target demographics awareness of issues with which they may be unfamiliar as well as educate them on the related benefits of your product or service. A popular example of this is the health care industry. If, for instance, a consumer watches a television commercial in which someone describes aches and pains that are similar to those experienced by the viewer, the ad not only identifies a probable cause but suggests a potential remedy or treatment option to discuss with her doctor. Advertising invites your target audience to evaluate how your product or service measures up against your competitors.

Advertising is defined as Advertising is the process of making your product and service known to the marketplace. It is essentially spreading the word about what your company has to offer. While marketing is the way in which you convince potential buyers that you have the right product for them, advertising is how you communicate to them the existence of that product. The quick explosion of e-commerce and the growth of online sales and online purchase have changed purchasing behavior of consumers (Bellman et al, 1999). We can differentiate between a social and a managerial definition for marketing. According to a social definition, marketing is a societal process by which individuals and groups gain what they need and want through creating, offering, and exchanging products and services of value freely with

others. According to a managerial definition, marketing has often been described as an art of selling products (Kotler, 2001). *The purpose of marketing is to make selling superfluous, the intention of marketing is to understand and know the customer, so well that the product or service must fit him and sells itself. Ideally, marketing should be outcome of customer who is ready to buy* (Sager, 1999). Advertising does not only inform people of the availability of a product but entices them to buy it (Santilli, 1983).

The advancement of information technology has precipitated novel digital environments for consumers' commerce, work, living, entertainment, and socialization. Similar to those in traditional physical environments, consumer behavioral responses towards online products and services are largely influenced by the behavioral settings and the characteristics of the products and services (Wu et al, 2014). Advertising is fundamentally persuasion and persuasion happens to be not a science, but an art (Feldwick, 2002).

In various sources considering the kind of activity, addressee, goals of companies, institutions and persons, different definitions of advertisement is given by experts. In Arabic books the definitions are under the title of "Alelan", and in English books the definitions are given under the title of "Advertising". The definition in Farsi books is interpreted as: giving a message or news, declaring a subject, make a subject seem good or bad and making something seem too much or too big (Arbabi, 1991).

Advertising literally is delivering and propagandist is "the informer of messages and specific advertising instructions" (Zoreg, 1989). Advertising works openly, in the bare and pitiless sunlight (Reeves, 1961).

Culture defined advertising as follows:

"The attempt to give instructions, ideas, reasons, evidences or claims by mass media to strengthen a purpose of fight against that purpose" Reeves, 1961).

In other sources definitions are given as follows:

In the book "Research in Advertising" definition is: to deliver a message to others by making communication to change his viewpoint and behavior, which is based on three main elements of message giver, message receiver and message content" (Rahbar, 1992).

Commercial advertisement is impersonal relation and introduction of product or services through various conveyors that receive money for profit or non-profit institutions or persons who are well recognized is message (Rousta et al, 1999).

In other definition advertising is effectiveness technique on human behavior by manipulating the appearance of things which may be in audio, written, video or music form. A general concept of advertising is delivering message to others through making relationship with the aim of changing knowledge, viewpoint and behavior of addressees (Sourin & Tankard, 2006).

In all countries, electronic trading development are considered as an economical strategy which leads to a balance between the relative portion of that country's world population and its relative portion of the world trading. In Iran as well, the economic experts has been attentive to this economical strategy and electronic trading has always been emphasized. On the other hand, marketing and advertisement are important and primary indexes in electronic trading development. Advertisement is one of the effective and significant ways of informing and attracts millions of people. Advertisement has penetrated in the public changes of world, in all human affairs and in all aspects of human life. Introducing commodity and services and even economic competition seems impossible without effective and widespread advertisement. In fact advertisement is an important tool for communicating with market and society and for penetrating in the heart and thought of addressees to affect and change their decision making. Advertisement is a tool for influence and change. As websites with online advertisements have significant impacts on consumers' cognitive, affective, and behavioral responses (Dailey 2004) (Eroglu et al, 2001). The change that advertisement makes, is a change in attitude, insight, knowledge, method and behavior of different addresses (Roosta, 2002). Effective website design plays a critical role in attracting and maintaining customers' interest and in influencing their purchase behavior in cyber market (Song & Zahedi, 2001). As a new marketing channel in this century, the World Wide Web (www) differs from traditional retail formats in many ways and it gets parallel with ICTs in information age (Alba et al, 1997). In this century, people doesn't have enough time to spend it like their ex-generation for buying and going to shopping, so that they using another way to achieve it, thus they searching on the internet for find their wants, especially, on the nice and attractive and correlate websites, which help them to obtain their goals as soon as it possible. Shocking amounts of money spent on advertisement is in fact astonishing and shows the economic importance of it. The main goal of the present study is to investigate the effect of internet advertising on electronic trading. Compared with ads in print materials and on televisions, online advertisement has a higher degree of variety in terms of advertising contents (including products, education, public goods), presentation forms (for example, location, size, and color),

and ad actions (e.g., movement and onset timing). Online advertisements (online ads) are one form of digital artifacts that have been used as a popular channel for advancing commercial services and products, advocating public goods, and communicating political agendas. Advertisers wish to create brand awareness and generate positive and accepted attitudes through cyberspace advertisements (Wu et al, 2014). The Internet has become one of the most effective mass platforms for the direct-to-consumer advertising services to advertise any sort of beneficial or harmful, useful or useless products (Moustafa, 2015). Nowadays in the Internet market, websites which are related to retailers have become a valuable channel for selling and close interacting with consumers, and an essential medium for communicating with the general public people who have potential to be as consumers. They decrease their cost by internet and can have a good and close interaction with their consumers, because of internet they can response in anytime with their consumers and get feedback from them. In the Internet market nowadays, customers likely to minimize the mental effort which they expending on online shopping (Jarvenpaa & Todd, 1996/97). Customers don't have enough time to spend for buying, thus they searching on the internet and just reading about their wants and then buy it, that's why buying on the internet getting more and more popular among customers. A company's website design and content reflect its business strategy as well as its operational policies, such as pricing and service. Hence, design of a company's website can have a critical impact on the firm's success in the Internet market in any time and it would influences future of it and position of it versus other competitors. Since the ultimate goal of an e-commerce website is the customer's purchase action, insight into how a website's design effects potential customers' purchase behavior could be of great value (Song & Zahedi, 2001). For example, websites related to tools don't have good design if they designing for baby or bookshop and it wouldn't be success if they don't want changing the design of it as soon as it possible, they must try to designing it according to the purpose of the website and can encouraging customers who has potential to purchase. Recent empirical proof about internet and services, indicates that about 80% of Internet users are interested in personalized services (Kobsa, 2007). According to Freedman (2007), 56% of frequent online shoppers were more likely to make a purchase on a website that offered personalization features, than on website that do not offer them for customers. Personalized service is an interactive process in which a vendor provides relevant customized content based on clients 'preferences (Miceli et al, 2007). Apparently, the most well-known industry sector which uses online customer service features is online retailers (or called e-tailers) - especially Amazon.com.

In facilitating on-line shopping, the rapid expanding of e-commerce has also brought about more fierce competitions between marketing channels, as products can be distributed through electronic retailers (e-tailers), a new alternative compared with traditional physical retailers (Guo et al, 2015). Among the many characteristics of online retail, the most obvious one is the unavailability of physical touch between consumer and product, which is possible in physical stores; so the consumers' purchase decision relies solely on online product information (Agatza et al, 2008). Thus e-tailers seek to providing consumers with most product information as possible, so as to overcome the limitation and enable the consumers to save shopping time and transportation cost. While, at mean time, physical retailers still enjoy large number of loyal consumers who have difficulty to purchase products online, or are just unwilling to do online shopping (Cai, 2010). In online shopping, more people tend to share their personal feelings toward certain products online. Many evidences show that this opinion-rich information generated by consumers greatly influences the purchase intentions of others (Lin et al, 2011).

Another reason of persuasive advertising is changing behavior and attitude of customer to purchasing. Average effects of influence strategies on consumers' attitudes and behaviors have been studied extensively. Less is known about the relative size of individual differences in these effects, despite recognition of their importance in social psychology (Kaptein & Eckles, 2012). So that, try to change behavior and attitude of customer is another aim of persuasive advertising. Existing forms of personalized and adaptive persuasive technologies have largely adaptively selected ends – particular behavior and attitude change goals – for individuals (Kaptein & Eckles, 2010).

In the present time advertisement is used in two fields:

- A) Advertising produced commodities or provided services (such as food producing companies)
- B) Advertising people (such as advertising used for presidential campaign)

The impact of advertisement can be found and assessed based on its feedback, to see if it has been successful or not.

2.3. The History of Commercial Advertising in the World

Advertising has started with the formation of social life. All periods of time and all societies has utilized advertising. Although advertising texts and methods of past are significantly different with that of the present, but advertising activities have had a common goal from past and that goal was making people familiar with products or services.

The history of advertising goes back to the past. The pictures found on the walls of caves are about the creators of the preliminary things who were introducing them to others. Therefore, advertising is rooted in human social life.

Archeologists have found tablets from among the ruins of Babylon which tells us about advertising. The tablets which go back to three thousand years B.C, talk about a kind of oil ointment and also admire the skills of a shoemaker. Also some works are found around Mediterranean which confirms advertising the watching of Gladiator fights, tools of Phoenicians, and to encouraging people to vote a politician (Arbabi, 1991).

Advertising may be sponsored by retailers is motivated by the literature on cooperative advertising, seeking to describe why manufacturers reimburse retailers for advertising and why they emphasis on it and spend huge money for it. For instance, IBM and Apple spend huge amount of money each year on inducing their franchisees to promote the products (Xie & Wei, 2009). Total expenditures of U.S. companies on cooperative advertising indicate a tendency of swift growth over the recent years (Nagler, 2006) (Yan, 2010). There is now a consensus among the analysts that the appeal cooperative advertising is owing to the difference between local advertising and national advertising (Bergen & John, 1997) (Karray & Zaccour, 2006).

Before the development of printing industry which was a new era of advertising and mass communications, advertising existed in three forms:

2.3.1. Brands

The honor and pride that past time craftsmen had, made them to put a distinctive sign on their artifacts such as bowls, clay jars and so on. When the works of a craftsman received attention of people, his brand was always paid attention while shopping and

his fame scattered among people. This is just like brand names that nowadays guide people to buy their favorite material and product.

2.3.2. Criers

In ancient times criers used to walk in streets and allies and advertised about different things with a loud voice. While passing from pathways they usually used trumpet or drum to catch attention of people and after expressing the latest news they informed people of a specific message.

In the beginning of 12th century A.D, “criers” boosted the industry in some cities of European countries. The criers used to walk in streets and marketplaces and advertise for the commodities of manufacturers. They also publicized favorite news and events of people. They organized syndicate and took permit from king’s palace and as a mobile media walked all over the province to inform people of advertising messages. A similar kinds of the mentioned criers in old Iran were the state watchmen who assured people of safety by whistling (Arbabi, 1991).

2.3.3. Signs and Wall Advertising

Signs and wall advertising was another king of advertisement. In this method some words and sentences were written on the stones and walls of the place of sale and praised the commodity. It was in some ways like the present days’ wall advertising and signs of stores (Mohammadian, 2002).

With the advent of printing industry in the 15th century A.D, the tools called mass media found a better condition for exchange of ideas and harmony creation among them. Concurrent with this amazing phenomenon in 1478 the first commercial was printed and published in English language and in the form of a poster. The poster was about Bible books sale.

In the midst of 17th century newspaper was made. With appearance of press advertising developed in a novel form for informing literate people and gradually improved. The first press advertisement was published in 1710 in Tatler newspaper. It was about a medication and not only gave information about the substance and place of sale, but also tried to satisfy readers about the high quality of medication compared with other ones.

From this time advertising entered from England to the U.S through ads, just like many other traditions that entered the U.S from the England (Kia, 1970).

With the expansion of printing industry, day by day the number of books, newspapers and journals increased. And in this way the most important media of history changed advertising industry vastly. The first samples of advertisements in newspapers were about employment, slave buy and sell, authorship for announcements, regulating property records, selling cosmetics, medication and so on.

By setting up shipping and railway lines in 19th century, advertising industry came to its growing point. City markets were open to various nations' merchants and informing methods got new forms. For communicating, books and journals became more important than newspapers and posters. So advertising found a position for itself among these media (Kia, 1970).

2.4. Advertising Agencies Development

Advertising agencies were one of the factors that helped much to the success and progress of advertising. They started to develop in the second half of 19th century.

In 1980 advertising gradually changed to an effective tool for marketing. The market of vast products scattered and the advertising budget of factories and companies increased. And as a result advertising agencies were developed. Their responsibility was to create and design brands, to write advertisement texts, to draw advertising pictures and patterns. Even in the beginning of 20th century advertising corporations had the duty of planning, developing and complete performance of competitive campaigns. They received their wages from advertiser or receiver of advertisement or both of them (Kia, 1970).

One possible cause for the deficit of usability in e-commerce websites is connected to their business processes (BPs) changing complicated to access and execute, because of some maintenance activity, or for an improper initial design, which is the case when business purpose is not well aligned with BPs, as claimed in (Pourshahid et al, 2009). On the other side, another important reason to recommend usability improvements is the competitive pressure from other e-commerce sites that maintain getting better (Nielsen, 2011).

2.5. Radio and Television Emersion

Radio and Television emersion made illiterate people who couldn't read aware of advertisement. The first radio message was sent by Markney in 1895. "Caca" was the first radio station which was made for trading use. Later radio stations expanded in different parts of the U.S and Europe. As a result using this tool for advertisement quickly found its position among other media and allocated much portion of advertisement to itself. That was because many advertisements were better and quicker heard through radio than through reading newspapers and books.

In the midst 20th century and after the Second World War, the invention of Television brought audio and visual experience to advertising industry. The advent of TV lessened the importance of radio advertising and more than radio affected newspaper and journal advertising. Now it was possible not only to hear the occurrences but to see them as well.

Television factories started mass production. Many advertisers, factory owners and trading companies, gave their advertisement to television instead of the radio.

Although advertising has been existed from past, but in short two considerable events caused great change and revolution in advertising. The first was the invention of printing industry in 1450 that caused the messages to be published in great numbers. Second the creation of voice broadcasting devices in 20th century that made it possible to send the message to the farthest places which were deprived of press and to the ear of illiterate people (Kia, 1970).

2.6. Advertising Goals

"Advertising is used for covering communicational needs of any kind of industry, institution, product, brand and service. The first step in preparing an advertising plan is to determine the advertising goals. These decisions are usually influenced by previously made decisions about target market, positioning in market and combination of marketing elements. Positioning in market and combination of marketing elements is a responsibility which is taken by advertising in all steps of marketing.

“Advertising goal” is a specific communicational duty that must be accomplished in a determined period of time regarding a special addressee” (Kotler & Armstrong, 2001).

Advertising is divided into three main parts based on its goals:

- a) Informative advertising
- b) Persuasive advertising
- c) Reminder advertising

Following there is a brief description of each one of the mentioned advertising goals.

2.6.1. Informative Advertising

This type of advertising is usually used for introduction of a new product. The goal is to create initial demands. As an instance the manufacturers of Compact Discs (CD) at first step familiarize users with advantages of CDs regarding easiness of use and quality of sound.

Some uses of informative advertising include: proposing new uses of product, informing market about price changes, explaining how to use of product, describing existing services, correcting inaccurate understandings and creating a positive reputation for the company (Fourouz Far, 2003).

Most undergraduate textbook treatments of advertising distinguish between persuasive advertising and informative advertising (Cabral & Luis, 2000)(Shy, 1996) (Carlton et al, 2005).

Informative advertising conveys information to uninformed consumers regarding a product’s characteristics, price, or even existence (Hulbert & Freeborn, 2009).

2.6.2. Persuasive Advertising

Persuasion has been a heavily researched phenomenon for decades. However, lay people's beliefs about persuasion processes have not been studied. Friestad and Wright (1994) argue that people's persuasion knowledge is an important determinant of how they cope with (and produce) persuasion attempts and that this knowledge must be accounted for in a complete theory of persuasion (Friestad & Wright, 1994). Persuasive advertising become more noticeable when competition is high in market. At this situation the goal of the company or institution is to create selective application. For example when L.G washing machines acquired a place in market and accepted by users, manufacturer can persuade users about the brand and claim a better quality for the money buyers give (Fourouz Far, 2003).

In general, persuasive advertising increases the consumers' tendency to pay for the product and thus shifts the product's demand curve. A simple model of persuasive advertising is one of a monopolist with a demand curve that shifts to the outside with rises in advertising spending (Hulbert & Freeborn, 2009).

It is also notable that online ads normally aim at capturing consumers' attention and often distract people from their planned activities. Those ads are designed in a way that explicitly or implicitly deliver persuasive messages and sometimes even force consumers to react in designated ways. The enforcement of restrictions on consumers' actions leads to their sense of loss of control and they may respond differently to environmental stimuli that intend to restrict their actions (Wu et al, 2014).

2.6.3. Reminder Advertising

In the lifetime of a commodity when it is in puberty, reminder advertising is of prime importance, because it makes the users to have the commodity in their mind as before.

Costly advertisements of famous drinks such as Coca Cola on TV, is often for reminding the name of the brand and not for informing or persuading them.

This type is mostly used in utility companies such as education institutions, insurance companies and even banks. According to the mentioned classification, it seems that tourism advertising is classified in informative and reminder types (Fouroz Far, 2003).

If we divide these general uses into smaller parts, we can say that advertising is used for all the following goals:

- 1) Informing about industry, company and brand
- 2) Strengthening, keeping and correcting ideas and views
- 3) Introducing new products
- 4) Reminding brand and its features
- 5) Encouraging customer to buy and use a product
- 6) Encouraging buyer to repeat buying
- 7) Creation of positive image about brand in the mind of addressee
- 8) Manipulating mind and persuading addressee to show a determined reaction
- 9) Demand consolidation in election markets
- 10) Deactivating rival's advertising
- 11) Escalating the consumption of a commodity or using a service

12) Reminding old customers (Rousta, 2000)

2.7. Elements Present in Advertising Message

At the present time to assess the success of an advertisement considering the structure, various factors are paid attention to. The proper interaction of these factors causes the correct structure of an advertisement. Factors such as music, word, image, color, setting and so on, are at this environment. Following we'll give a description of some of them:

2.7.1. Music

"Music is one of the elements of advertising message and at the same time it is one of the most important factors. Music as a sudden wave harmony draws attention and can keep in mind as a perpetual echo. Music can highlight the visual effects of advertisement and give a new meaning to the announcement" (G-Telis, 2007).

"The important thing here is that music must be in the service other elements of advertisement and help the better understanding of advertisement and making a comprehensive relationship with the addressees.

Music not only must be made under the supervision of music expert, but it also be in harmony with the advertisement atmosphere. This means that only the good structure of music is not enough and it should help the transmission of message to the addressee and be in harmony with other elements of advertisement and the advertising message.

Advertising manager, considering advertising goals, can help the music experts and give his ideas about appropriateness of music with advertisement and its goals.

The presence of music in trailers is a background of word and picture or is symphoniously along with the word. Music as a background has always been a definite solution.

The effect of good music on increasing the effectiveness of advertisement is not hidden for anyone. Music must be made considering the national, cultural, social and advertising criteria. The music on an advertisement must be in harmony with the cultural environment, talents and audio styles of a society. Music must be compatible with the commodity type, the age of addressee, hearer or viewer" (Mohammadian & Aqajan, 2003).

2.7.2. Color

The technological and technical developments that humans gained especially in printing technology, advertising has changed drastically. Color as one of the elements of advertisement has added a lot to the effectiveness of advertising message. Psychologically every color create a special feeling in the user or addressee, this effect may be positive or negative.

Colors not only transmit specific concepts to the mind of the addressee but also may get a new concept among other colors. The advertising manager must be aware of the psychological and conceptual aspects of colors. Colors effect a lot the sensation of addressees (Mohammadian & Aqajan, 2003).

In advertisement colors are used for drawing attention, creating realism and making expanded identity. Studies have shown that colored announcements draw more attention compared with colorless ones. Color is used for highlighting important elements and it is proved that color is very successful in drawing attention. Color is psychological language which talks about moods and symbolic meanings (Wels et al, 2004).

2.8. Advertising Techniques

The methods used by advertiser to impress people is called advertising techniques. These techniques are various and each one is used in a specific situation. Advertising does not exist in vacuum; and any method may succeed in one situation and fail in another situation which depends on advertising conditions. Some of the conditions and features are as follows:

- Traditions, customs and manners that include ambitions, requests and interests of people
- Type and amount of information and knowledge that people have had before (special framework of mind that any person may have and be in a specific grouping based on social structure of society awareness)
- Amount and effect of rival's advertising which is enforced on people
- Understanding the conditions and needs of advertisers
- Advertising subjects with a favorable field and when a vacuum is felt, this means that when society needs it (Lotfi, 1999).

These are part of social conditions collection that advertisement acts it them. And technical methods are chosen according to them.

Advertising techniques may be divided into three groups:

- Prestige
- Distortion
- Insecurity

2.8.1. Prestige technique

At this technique advertisement content is presented in a way that shows the values of society. Advertiser combines the advertisement with factors which are dear, respected and accepted for people who will be his addressees.

Explicitly or implicitly advertising informs people that what it tries to say is for their good and expects people to accept them immediately (Lotfi, 1999).

2.8.1.1 Methods of Prestige Technique

- Recommendation by a loved person who has authority and his word influences people. This type of advertisement is often effective among deprived and needed people because they like to worship characters.
- Pretending the sameness of advertiser's benefits with those of people. At this step advertiser pretends to be alike and close to people
- Recourse to the people's desire for following this feature that they always want to be among majority and not minority. To do this advertisement assumes that people are always with us and support us
- Using attractive and favorable words such as freedom, justice, and convenience and so on. People love to hear these words and their reaction to these words is often sensational rather than logical (Lotfi, 1999).

2.8.2. Distortion Technique

Reality is not the same for all people. What we call real or distorted depends on our experiences of past, desires of today and ambitions of future. We usually name distorted the ideas and views of groups we are against them. Apparently until we hear a difference in advertiser's word or hear the opposing words and points, we don't get noticed (therefore the most important background that makes distortion possible is lack of awareness of addressees of different aspects of subject). Distortion techniques conclude a vast range from lying to concealing realities.

2.8.2.1 Methods of distortion

- Distorting non-statistical information
- Deleting some information, in a way that given information is one sided and price benefit
- Distracting addressee or drawing his attention to other subjects
- Over simplifying complicated issues (Lotfi, 1999)

2.8.3. Insecurity Technique

People become insure when they fail or their success is at risk or don't get the desired goal. When people feel insecure, advertising experts are aware that they are sensitive to specific advertisements and are ready to accept them.

At this situation advertising is aware that people are not able to solve their problems through usual ways. Therefore, it can pretend to help people to solve their problems and get out of this deadlock.

2.8.4. Insecurity Factors

These factors are found a lot in life. Of course people are different based on their age, gender, shape, culture, religious beliefs, income type and amount, dependence on political processes and groups or gyms and so on (Lotfi, 1999).

In the year 2000, the U.S. Association of Certified Fraud Examiners reported that the average sum of money robbed in a bank holdup was 14,000 dollars whereas the average computer theft was 2 million dollars.

Early in 2002, Computer Economics Inc., a U.S. company reported that their estimate for the total cost of computer virus and worm attacks to the U.S. economy amounted to 17 billion dollars. This estimate assumes that the average cost of an employee doing computer work in the U.S.A. is one dollar per minute, these figures are roughly doubling every year in number. The sophistication of the tools and methods to create incidents is also growing fast (Gelbstein & Kamal, 2007).

While hardware may be a source of insecurity, such as with microchip vulnerabilities maliciously introduced during the manufacturing process, hardware-based or assisted computer security also offers an alternative to software-only computer security. Using devices and methods such as dongles, trusted platform modules, intrusion-aware cases, drive locks, disabling USB ports, and mobile-enabled access may be

considered more secure due to the physical access (or sophisticated backdoor access) required in order to be compromised (Waksman & Sethumadhavan, 2010).

2.9. Advertising Patterns

Advertising patterns can be divided into two groups of weak and strong. The difference of the two groups is not about their satisfaction effect but in interaction nature between advertiser and receiver of the message.

In weak pattern identical messages affect people gradually. At first the group which is ready to accept, is attracted and separated from others. Weak pattern is like fishing in which bait is used for catching fish. At this pattern advertiser is mostly looking for the society's interests, styles or psychological atmosphere.

In strong pattern, identical process of message acts in other way. The dense impacts of the advertising messages have no selective nature, but advertisement is faced with positive response of people. This pattern is like an automatic machine that seals them in a similar way without paying attention to the content of envelopes. At this method advertiser usually dictates something. Of course strong pattern does not make a barrier for the response of some enthusiastic people and opposing of some others. Recognition of proper using of strong pattern needs experimental studies. If positive responses based on social- political grouping are very different (for instance based on carrier, income, education, religion and so on), weak pattern is probably more suitable. But when there is no difference in distribution of responses in social groups, strong pattern seems more suitable (Lofli, 1999).

2.10. Advertising Varieties

In advertising world variety is too much and there are different criteria for their classification. Social science and communication experts classify advertising into various groups based on source, media, advertisement presentation method, effect and result, addressee, target market, covered range and so on (Ekrami, 2007).

Following the mentioned types are briefly explained:

2.10.1. Advertising Types Based on Covered Range

In this classification we can mention three general groups of local advertising, national/nationwide advertising and transnational advertising.

2.10.2. Local Advertising

This is the advertisement which is in a specific place like town, village or a unique part of town. One example can be the advertisement of a nominee for village council.

2.10.3. National or Domestic Advertising

It's a kind of advertising that its range is a country or nation of a country. Usually national media like state newspapers, TV channels and radio is used for this type of advertisement. All advertising measures and activities are used to influence opinion of people, groups and internal institutions and to lead their behavior to the desired thoughts.

National advertising usually pays attention to the creation and preservation of national unity, solidarity among people and strengthening nation's spirit and determination. Instances of this type can be commercial advertisement of a unique commodity, presidential candidate advertisement or advertisement for a special service in a country (domestic tourism advertisement is classified under this type).

2.11. Transnational Advertising

This kind of advertisement unlike domestic type goes beyond geographical borders of a country. It mostly attends foreign policy and relies on global policies. Therefore, institutions or private people are working to affect the thought or behavior of other country's addressees. Also the manufacturers, who want to expand their market internationally, advertise in transnational level.

Transnational advertising consists of broadcasting a message in one or several foreign countries, broadcasting an advertisement on satellite channels, writing press ads that are distributed in a continent or world and writing advertisement in the internet (Ekrami, 2007).

2.11.1. Advertising Based on Message Presentation Type

Advertising according to form and type of presenting message is divided into direct and indirect types:

a) Direct Advertising

Direct advertising means making relation with advertising messages which are clear, explicit and often with no medium. At this type the advertiser gives his message to the addressees explicitly and clearly. The viewers receive the advertisement text or audio or video as “advertisement message”, such as the commercials broadcasting on TV. This effectiveness of this type of advertisement is quicker than indirect method.

b) Indirect Advertising

This type of advertisement has no visual emersion or appearance. And the advertisement goals are hidden and intangible. One of the problems of this type is that is not possible to easily use all facilities like media.

One of the features of this type is using new opportunities, conditions and unpredicted events in a smart way to get to the goal of advertisement (Ekrami, 2007).

Indirect or invisible advertising is a method in which advertiser designs his message in a way that to utilize the lowest ranges of audition and vision of the addressees and to affect the unconscious of them. In this method various electronic, computer and psychological tips are used together. Lowest ranges of audition consist of sounds with the intensity of a number of DBs, which is not audible in normal conditions. And lowest ranges of vision consist of unconscious recognition of transient play scene in a short time. Human eye does not recognize play scenes with a time shorter that one-twelfth of second (Soleymani Bashili & Talebi, 1999).

James Vikari did an experiment in 1958 about invisible advertisement. In the experiment he screened a movie in a period of six weeks and at the same time that movie was on the screen, every five seconds he showed slides with the time of one-thousandth of second. The message of the slides was “Drink Coca cola”. The screen of the messages was too short that viewers although got the message but were unconscious of it. Vikari claimed that after the end of movie Coca cola sales increased about 18 percent in the movie hall (Binger, 1997).

Invisible advertisement has no effect on consciousness and in fact affects the unconscious of people, especially if it is done for several times and in a hidden way in audio, visual media and in internet (Soleymani Bashili & Talebi, 1999).

2.11.2. Advertising Varieties Based on Target Market

a) Consumer Advertising

This is a kind of advertisement that the addressee is the final consumer. For this type usually mass media is used and therefore is very expensive.

b) Company Advertising

This is a kind of advertisement that the addressees are trading corporations and not persons. This type is divided into various kinds of industrial, intermediate and specialized.

The addressees of intermediate advertising are wholesalers and middlemen and commodity distributed and not the users. In industrial advertising the services and commodities are introduced that other manufacturers need them for producing process or distribution. The goal is sending message to those who buy industrial commodities or have a part in deciding to buy. In specialized advertising addresses are experts like engineers, accountants and lawyers. These types of advertisement are usually found in journals (Asadi, 2001).

2.11.3. Advertising Varieties Based on Medium Type

Advertising can be classified based on the used media as following:

- Printed Advertising: including newspaper, magazine, book and publications
- Broadcasting Advertising: including radio, television and satellite
- Postal Advertising: including direct postal advertisement, mail and internet order advertisement
- Out Space Advertising: including signs on the streets, posters, advertisement on or inside the transportation vehicles, and advertisement in exhibitions and festivals
- Other Types: including theater, videos, gifts and so on (Forouzfar, 2007).

2.12. Below the Line and Above the Line Advertising

2.12.1. Above the Line Advertising

This kind of advertising is the main media advertisement (known as mixed media) in which a commission is given to the advertising agency. This type includes

advertisement in press (newspapers and magazines), guidebooks, TV, radio, theatre and out space media.

2.12.2. Below the Line Advertising

This type consists of all other kinds of advertisements. Direct postal advertisement, advertisement in places of transaction and buy and sell (like retailing posters, titles written on fabric, presentation cards, carrying bags and so on), financial support advertisement (such as advertisements on auto bodies in races, on football players' shirts, on hot air balloons and so on), internet and any other place except the ones related to the above of the line (Forouzfard, 2007).

2.13. Electronic Trading

In a simple definition electronic trading is to buy and sell commodity, services and information through computer networks such as internet. But electronic trading has also other definitions.

From the viewpoint of communication, electronic trading is the change of information, commodities and services with an electronic device payment.

From the viewpoint of trading process, electronic trading is using technology for mechanization of trading exchanges and workflow.

From the viewpoint of services, electronic trading is reducing costs and simultaneously quickening the speed and quality of giving services to the addresses.

From the viewpoint of just-in-time relations, in time buy and sell of commodities and services is called electronic trading.

From the viewpoint of information, electronic trading is digital exchange of information among a number of units. This information exchange can make relation between two units, make needed coordination in the course of commodity and services or transfer electronic demands. This exchange can be among institutions' or persons' relations (Hojabr Kiani, 2004).

2.13.1. Electronic Trading Models

Electronic trading models are divided into four parts:

- Electronic trading between two institutions
- Electronic trading between an institution and a user
- Electronic trading between user and user
- Electronic trading between a government with another government (Sanaye'e & Alavi Shad, 2005)

2.13.2. Electronic Trading Steps

There are five steps to get to electronic trading:

- 1) Unavailability step
- 2) Availability step
- 3) Interactions step
- 4) Exchange step
- 5) Performance step (Sanaye'e & Alavi Shad, 2005)

2.13.3. Electronic Trading Goals

- 1) Improvement of processes with electronic trading reception
- 2) Containment and reduction of costs of electronic trading reception
- 3) Generating income and increasing sale of electronic trading reception

2.13.4. Electronic Trading Advantages

Electronic trading is a technology for change. Companies using it for promotion of their existing system won't be able to utilize its advantages completely. Most part of electronic trading advantages goes for companies that want to change their trading method and structure and standardize it with electronic trading.

In the view of electronic stores customers, the most important advantages of electronic trading are as follows:

- 1) The catalogue and features of commodities are easily available and customers can search their desired commodity based on various factors (such as name, type, color, weight, price and so on). The explanation of commodities can be along with pictures and even three-dimensional pictures. This makes it possible for the customer to observe the commodity from different angles.
- 2) Other buyers can give their ideas about the commodity or service. This makes the customer aware of the opinion of other customers.

- 3) Shopping is possible in 24 hours a day and all days of the week.
- 4) Some products are downloadable at the time of shopping (such as software, electronic book, music, film and so on).
- 5) Products are usually cheaper than physical stores (because the overhead costs of the store are low and the number of buyers is more).
- 6) The common pressure and stress of shopping from a physical store does not exist in an electronic shop.
- 7) The comparison of different kinds on a commodity can be done easily in different shops. The distance between these shops is only a click
- 8) The buyer can search all shops to find the most reasonable price for what he wants to buy
- 9) When the buyer chose the commodity, he can easily order and pay for it with pressing on some words and receive the order after a while at his home.
- 10) After getting the order if there is any problem with the commodity, the buyer can go to the website and use the returning facilities.

From the view of electronic shops' owners and sellers, the advantages of electronic trading are as follows:

- 1) The cost of setting up an electronic shop is much lower than that of a physical one
- 2) The customers are not limited to an area or country, and the shop is not confined in geographical borders
- 3) Competition for customer acquisition promotes the quality of products and services
- 4) The management of shop and specifying future strategies are completely structured
- 5) Shops are able to identify their customers based on their tastes, interests and choices and guide them in choosing their desired commodity
- 6) Adding new services such as service support, replying customers' questions and so on, can be done easily
- 7) Marketing and competition can happen in global network of internet by creating a suitable market and attractive presence
- 8) Making relationship with customers, manufacturers and other involved persons can be made easier with websites and email
- 9) Orders can be sent and received electronically
- 10) The number of customers and buyers are increasing quickly
- 11) Interest rate will escalate against consumed costs

- 12) Communicating with manufacturers will get better with canceling the middlemen (Farhudi et al, 2007)

2.14. System specification for Electronic Commerce

The system infrastructure for Electronic Commerce requires the following specifications.

- There should be no delay in access to or response from the system even with a large number of customers.
- Customers can access and buy goods at the web portal of Electronic Commerce even with node or service failures.
- The falling off in QoS of Electronic Commerce due to Network bandwidth and communication environment should be minimized.
- The system for Electronic Commerce should be scalable according to the number of customers or business expansion.
- The system should be flexible so that reconfiguration or relocation of its components or subsystems is efficient (Yeom et al, 2014).

2.15. Literature Review

In the literature, in many models, advertising is a tool which increases either the intensity of demand (all price levels) or the amount consumers are subject to pay for a product. According to this representation of advertising, many models predict a positive relationship between advertising and prices (Soberman, 2004). In their studies Lewis and Reiley (2008) found out that online advertising has positive and significant effects on offline and online sales.

Lewis (2010) in his doctoral thesis investigated the effect of online advertising on offline and online sales. The results of the research showed that online advertising has positive and significant effect on online and offline sales. It's so clear that this path has great future and we can be hopeful about it and we can focusing on it with lower risk and higher benefit.

Gochani and et al (2013) in their paper investigated the effect of different types of media advertisement as a marketing strategy on auto buyers' behavior. The type of the research was descriptive- survey and findings were of applied type. The method of data collection and recording was library based and the subjects were chosen from among Tehran citizens.

Pepall, Richards, and Norman (2002) presented a model of advertising as providing crowd appeal, a scenario similar to the view of persuasive advertising where the demand curve rotates along the price axis with advertising. Generally, persuasive advertising increases the consumers' willingness to pay for the product and thus shifts the product's demand curve. A simple model of persuasive advertising is one of a monopolist with a demand curve that shifts outward with increases in advertising expenditures. Informative advertising conveys information to uninformed consumers regarding a product's characteristics, price, or even existence. These two types of advertising can differ in how they enter the model of firm behavior and thus may result in different implications regarding welfare effects and market price and quantity (Dixit & Norman, 1978).

Jalilian and et al (2012), among university students, investigated the impact of electronic word of mouth advertising on consumers buying intention through brand equity based on customer. The findings revealed that electronic word of mouth advertising affects aspects of brand equity, brand equity except brand awareness and buying intention. Electronic word of mouth advertising through brand equity affects buying intention.

Sayyar Rezvan (2007) in his paper discussed the role of advertisement development on Iran's electronic trading. The researcher tried to explain the effect of advertising in Iran on improvement and quality of business activities in electronic form. Also by focusing on electronic trading in different online stores, b2b and online discount stores, each one of them is explained.

Fallahi and et al (2011) investigated the mutual relation between advertising, market concentration and profitability in industries of Iran. The results showed that advertising influence on profitability.

Arrington (1982) discusses, the techniques of persuasive advertising I have mentioned, and argues that such advertising does not override the autonomy of consumers, and examines four notions central to autonomous action, and claims that

- on each count - persuasive advertising is exonerated on the charge we have made against it.

Kelton (1982) thought that, by acceptance persuasive advertising, a manufacturer is able to effect consumers' preferences so that its own product getting more popular from the consumers' viewpoint and at the same time makes the rival product a poorer substitute.

Rabiee and et al (2011) investigated the efficiency of Parsian Bank advertising activities in Tehran and recognizing the most important factors in improving the efficiency. The findings of the study, which was a descriptive-survey study and data were collected using questioner, revealed that the bank's commercials on TV newspaper not only successfully passed stages of AIDA model, but also had efficiency. Comparative investigation of efficiency rate of media advertisement shows that in customers' opinion television has been the most effective media in customer acquisition. Newspaper takes the next place. Furthermore, customers think that the most effective factor in improving efficiency of bank ad is being truthful and real in advertisements. They also believe that employees' good manner and respect is the most important factor in customer acquisition. They mention to TV and then newspaper as the most available media for advertising because they spend most of their time with these media. They believe that TV and radio have high quality standards, and for the bank's coming ad suggested respectively TV and newspaper.

Hejazi and et al (2010) investigated advertisement cost and market value. The Regression Analysis was used in the paper so may the rate of advertisement effect as an independent variable on market value as a dependent variable, becomes clear. For testing the study hypotheses the information of financial statements of accepted companies in Tehran Stock Exchange from the year 2002 to 2006, were used. The findings showed that increasing ad cost, escalate market value of the company.

Mira and Herisi (2012) studied the effect of media and non-media advertising on specific value of brand equity. According to the results of analysis, the effect of brand awareness on the mentioned industry was rejected. Sales promotion without transfer pricing, sales promotion with transfer pricing and business advertisement were respectively the most effective on specific value of brand. Business advertisement is the most efficient in loyalty to brand, and the non-media advertising on sales promotion with transfer pricing and without transfer pricing, are both very effective on brand quality perceive.

Roger Leroy Miller (1975) notes that, "The first category (of advertising) is informative advertising, which presumably is always good, and the second is competitive (persuasive) which presumably is always bad".

Nelson (1974) mentioned that, when information is not verifiable, advertising may be used by suppliers of superior brands to signal quality. Here the stimulus to advertise follows from the fact that if products are (vertically) differentiated, superior qualities command higher prices and generate more repeat purchases.

Siavashi and Abedin (2009) studied the view and reaction of people about receiving advertising messages in the age of information technology and communications. The results showed that cell phone users' view was relatively positive. This finding, which is in contrary with the results of many other studies in other parts of the world, is considerable. The researchers of the study believe that this is maybe because of novelty of this media in Iran.

In the online environments, Eroglu et al. (2001, 2003) conceptualized and tested the interplays among atmospheric cues of online stores and cognitive and affective reactions as well as consumer behaviors.

3. ELECTRONIC TRADING IN IRAN

3.1. Electronic Trading & Advertising in Iran

The population of Iran is stated as 75 million while the population of internet user is stated 33 million by the Statistical Center of Iran (Statistical Center of Iran, 2015). These figures shows just under 50 percent of Iran's population and the number of social network user in Iran is 5.1 million - Facebook users (The age range of people who answered to questions was between 19 to 53 - active populations of internet user – big portion of those who was in spectrum age between 25 - 30. In this research tried to cover all part of education level, included under graduate, graduate, postgraduates are the largest part of it and specified to bachelor degree with 42.88 per cent. The statistical population of the present research includes all the Iranian social network users, who are daily involved with internet and internet purchases. For collecting data questionnaire in electronic format will be used. The questioner after validity and reliability confirmation will be multiplied to the chosen sample size using Morgan table and will be completed by the investigated statistical sample. Sampling method of this research is convenience random sampling. In this research, added 150 people who was Iranian that living in Turkey – Istanbul.

Three largest internet service providing companies in Iran, DigiKala, Aparat Group and CafeBazaar expanded and dominated on market in Iran (The Economist July7, 2014). In comparing to USA, internet providers market and size, the size of the Internet user could be considered small.

Table 3-1: The Three Largest Internet Providers in Each Country (\$)

Country	First Company	The Second Company	The Third Company
USA	Google/ 410bn	Amazon/ 186.9bn	Facebook / 183bn
China	Alibaba / 200bn	Tencent/ 154.3bn	Baidu/ 67.1bn
South Africa	Naspers/ 52.1bn	Yola / 90m	Mxit / 48m
Japan	Yahoo!Japan/36.9bn	Line / 28bn	Rakuten/23.4bn
South Korea	Naver/27.7bn	Nexon/9bn	NCsoft Crop/7.3bn
Russia	Yandex/14.4bn	Mail Ru/9.1bn	VK/2.5bn
Israel	Check Point/13.3bn	Conduit/1.4bn	Wix/1.2bn
Britain	Asos/9.8bn	Rightmove/4.6bn	Just Eat/2.7bn
Sweden	King/7.1bn	Spotify/4bn	Klarna/800m
Germany	Rocket Internet/6.8bn	Zalando/5.3bn	BigPoint/1bn
Argentina	Mercadolibre/6.3bn	Despegar/1bn	Navent/125m
Canada	OpenTextCorp/6.2bn	Hootsuit/1.6bn	Shopify/1bn
Australia	REA / 6.2bn	Seek/5.7bn	Atlassian/3.3bn
Finland	Rovio/ 5bn	Supercell/3bn	Grand Cru Games/75m
Ireland	PaddyPower/ 4.5bn	Fleetmatics/ 1.9bn	Hostel World/150m
Brazil	B2W/3.8bn	UOL/719m	Buscape/376m
France	Criteo/3.3bn	Vente Privee/2.5bn	SeLogger/850m
Italy	Yoox/2.8bn	Bravofly/787m	Buongiorno/300m
Estonia	Skype/2.5bn	Grabcad/100m	Creative Mobile/100m
India	Flipkart/2.5bn	Just Dial/2.1bn	inMobi/1bn
Spain	Odigeo(eDreams)/1.7bn	Privalia/677m	Softonic/358m
Hungary	LogMein/1.2bn	Ustream/150m	Prezi/75m
Denmark	Unity/1bn	Tradeshift/300m	TrustPilot/125m
Poland	Allegro/1bn	Onet Group/441m	WP.pl Group/200m
Singapore	Garena/1bn	Viki/200m	Reebonz/200m
Slovenia	Outfit7/1bn	Mimovrste/20m	Najdi/13m
Turkey	Hepsiburada/1bn	Markafoni/200m	Yemeksepeti/170m
Vietnam	VNG/1bn	VC Corporation/125m	Vat Gia/75m
Malaysia	MOL/800m	My EG/574m	Jobstreet/524m
Netherlands	Coolblue/800m	Takeaway/574m	Marktplaat/524m
Belgium	Ogone/484m	Immoweb/199m	Engagor/15m
Ukraine	Cupid Plc/326m	Rozetka/130m	Paymentwall/75m
Thailand	AsiaSoft Corp/181m	Agoda/76m	Ookbee/70m
Iran	Digikala /150m	Aparat Group/30 m	CafeBazaar/20m
Lithuania	Getjar/150m	Vinted/125m	Pixelmator/50m
Colombia	.CO/109m	BunnyInc/50m	Pagosonline/10m
Indonesia	Tokobugos/80m	Kaskus/80m	Detik/40m
Kenya	One Africa Media/80m	MobilePlanet/15m	KopoKopo/10m
Philippines	iRemit/78m	Morphlabes/40m	Metrodeal/30m
Latvia	Ask FM/60m	Draugiem/35m	Infogram/7m
Chile	Portal Inmobiliario/40m	Zappedy/10m	Clandecuento/10m
Kuwait	Talabat/5m	Taw9eel/4m	Laundrybox/3m
Peru	Plaza Points/4m	Cinepapaya/3m	Idakoos/1m
Algeria	Quedkniss/4m	Djelfa info/2m	Echoroukonline/1m
Kosovo	Telegrafi/2m	Merrjep/600,000	Goodwrep/100,000

Source: <http://www.economist.com/blogs/graphicdetail/2014/07/daily-chart-6>

3.2. Advertising History in Iran

Advertising history in Iran goes back to ancient times. At that time advertisement was common in oral communication form and similar to other countries wall writings, criers and signs were the most significant methods of informing.

By entrance of printing machine to Iran and publication of the first newspaper-Kaghazeh Akhbar-in Qajar time, gradually trading advertisement entered the press. In this way advertisement in Iran's mass media started from brackets and led its path to periodical journals, books, theater, radio and finally to TV and nowadays to internet. Also other forms of advertisement such as booklet, brochure and catalogue were common in Iran.

In Qajar time advertisement was first called "Elam Nameh" and "Eshtehar Nameh" and then "Elan" until later that the word "Agahi" which means advertisement replaced them all (Ghasemi, 1998).

Advertising history in Iran goes back to Naser al-Din Shah Qajar. And trading advertising for the first time in Iran was published in 1921s A.H. in "Ettelaat" newspaper.

At that time trading advertising was not well known in Iran and manufacturers used to publish their simple advertisements in "Ettelaat" newspaper which was the only advertising channel. The advertisers of that time didn't have pre-determined advertising policy or controlled advertising budget and not clear advertising mentality. Also there weren't any advertising corporations and advertising channels were limited to "Ettelaat" newspaper and one or two less important newspapers.

The actual beginning of trading advertising in Iran is the year of 1946 in which advertising corporations started to work. But compared with their western workmates, Iranians started much later (Forouzfard, 2007).

From 1956, Iran started a growth in domestic production period. Accordingly advertising methods and mediums and activities started to escalate. At the same time many of the inexperienced and weak advertising corporations were shut down one by one.

At the time when every day at least one manufacturer started working, the lack advertising knowledge could be felt everywhere. Advertisement in Iran (before revolution) was based on a small amount of experience, taste and creation and

scientific basic of advertisement was rarely observed. Local advertisements were usually published in the newspapers of that area and most parts of the announcements were state announcements. National advertisements (nationwide) were mostly published in main and broadsheet newspapers of the capital. The chief advertisers of press in Iran were different state institutions who used to publish their announcements in the press through Ministry of Information and Tourism. Also radio and television institution of Iran was the only producer and broadcaster of programs and possessed a unique position regarding the broadcast of trading advertisements (Forouzfar, 2007).

After the victory of Islamic Revolution, the economic conditions of Iran due to sanctions also the war with Iraq became weak. As a result, trading advertising started to slump.

After the end of war Iran entered a new era of its history. The necessity of producing more, activating factories, doing business with foreign countries and accelerating remediation activities was of prime importance. One of the policies which could help the situation was trading advertising. Actually there was a need to inform people of the economical activities of country and show them that Iran is trying hard to heal and construct itself. At this time the needed base for growth of trading advertising was created in different media including radio, television, press, signs and transportation services. Currently trading advertising owns an important position in social, cultural and economical fields and the necessity to arrange them based on scientific theories and dominant values of Islamic societies is felt more than ever (Forouzfar, 2007).

3.3. Electronic Trading In Iran

The plans and programs of electronic trading development entered Iranian executive programs and scientific assemblies from about the time when it was introduced in developed countries. Here we'll try to divide the subject of electronic trading and its development in Iran to three general sections:

- First step; scattered activities without any strategic framework
- Second step; organizing strategic programs and electronic trading development policies
- Third step: performing executive measures in the limit of strategic frameworks

Of course a more precise look at the measures makes it clear that the three mentioned steps are not separable completely and clearly. But based on the identity of performances they can be classified as the above three steps. Here a complete explanation of the three steps and functions of each step about electronic trading is given.

3.3.1. First Step: Scattered activities without any strategic framework

The most important activities of electronic trading at this step are as following:

- 1) Planning trading information comprehensive network
At first step some preliminary measures were done about this plan, in second step it was in the form of strategic programs and in the third step it started to get a complete form.
- 2) Launching Iran's center of commodity numbering and services
At the present time because of successful function of this center, many of the manufacturers and trading companies are active members of it and are using its services
- 3) Launching trade point in Iran
At first trade point had solely an informative identity and was launched preliminary. At second step this plan also entered strategic programs and completed in the third step.
- 4) Holding the first international conference of intellectual property and electronic business
- 5) Active presence of electronic trading directors in conferences and international assemblies of electronic trading in the world

3.3.2. Second Step: Organizing strategic programs and electronic trading development policies

At this stage considering the necessity of supplying national support and allocating needed budget, and also to have a massive outlook toward the movements and creating systematic relations among the movements, it is tried to regulate the strategic plans and general policies of the country toward the electronic trading development and executive programs be performed in that format. Following are some of the activities and measures done at this step in the country:

- 1) Special attentions to electronic trading and its requirements in the third economic, social and cultural development program of the Islamic Republic of Iran

2) Annual budget law

The allocated budget to information technology and communication generally and to electronic trading specifically, shows the strategic support of activities at this field. The allocated budget to this field is specially addressed in the footnote number of 13 of the law.

3) Usage development program of information technology and communication

4) General feasibility program of Iran's electronic trading

5) Pioneer program of electronic trading

6) Launching the center of digital certificate issuance

7) Developing and correction of Iran's trade point center structure

These two measures are the most important channels related with electronic trading which are done in executive programs of the government.

8) Designing the most important strategic document related to electronic trading (electronic trading policy)

This document is designed for having a strategic view in this field. The principle goal of this policy is electronic trading development. The five principals of this document include supplying required basic infrastructures, educating and notifying, supporting activities related with electronic trading development in private sector, removing discriminatory activities and supporting programs about development of internet use.

3.3.3. Third Step: Executive measures in the framework of strategic programs

After the regulation of strategic programs and related policies with electronic trading in a massive level, in the third step of electronic trading development, all executive measures were organized and performed in format of strategic programs and policies of the second step. At this step in addition to the execution of operational programs, the image and regulation of long term future outlooks (20 year) are considered in the 4th development program. The following are some examples of the operational programs:

1) Approval of electronic trading law in the parliament of Iran in 2003 (Law, 2003)

2) Efforts to create a regional center of electronic trading development

3) Creating electronic trading development center in Iran

This center will be responsible for all the policymaking issues and will lead the activities and performances related to electronic trading development in the country. Some of the goals of founding such a center are: studying, designing, implementing and electronic trading development in Iran, promotion of

application level of information technology and communication in economics, commerce and trading, public notification and culturing electronic trading in the country and so on.

- 4) Launching university courses of electronic trading education
IT engineering MA course with sub field of electronic trading
- 5) Holding international and national seminars of electronic trading and electronic business at different cities of the country
- 6) Education and notification of economic activists
Ministry of commerce with the cooperation of universities and institutions such as ACECR and trading education center of counties attempts to encourage businesses to use electronic trading in the limit of written programs
- 7) Informing about performances and activities of different institutions in the field of electronic trading
In this regard executors give annual reports to planning and economic investigations deputy and they are published for public use in the form of electronic trading national report
- 8) Holding assemblies of electronic trading
At these assemblies which are hold with the presence of experts and policymakers, the barriers of electronic trading development in sectors and industries are discussed.
- 9) Placement of electronic trading in the 4th economical, social and cultural development program of Islamic Republic of Iran
- 10) Regulating a long term outlook (20 year) of Islamic Republic of Iran

Of course this program is not specific for electronic trading but has determined the long term outlooks that according to them electronic trading is supposed to move. That's why it is very important. At this outlook and among the characteristics of the ideal society of Iran, having the first scientific, technological and economic positions is mentioned. Electronic trading is a suitable tool to attain to this goal from technological-economic aspect. On the other hand, the general policies aspect of this outlook discusses information and communication development and needed infrastructure for global progresses. Again in electronic trading field there are a lot answers to this necessity. Attaining diverse economy based on knowledge, human capital and novel technologies are other important instances of this outlook that are related to electronic trading. And the final and brief word is that sustainable development based of knowledge is one of the important policies of this outlook which is appropriately related to electronic trading (Dejpasand, 2005).

4. THESIS RESEARCH

4.1. Research Steps

- **Review of the Literature:** by reviewing the related literature some factors and components were recognized which are effective on internet advertising. These factors were obtained according to various models previously propose by researchers.
- **Primary Recognition of Effective Factors:** based on conducted studies the primary model accompanied by effective factors, was designed. I thought that this way is more effective in compared with others and also raise the acceptancy of results.
- **Questionnaire Design and Validation:** The reliability and validity of research was investigated. This questionnaire covers all of question which wanted to reach answer of them and need them to obtain good result and accepted.
- **Final Questionnaire:** Data were collected to test model and investigate factors and sub-factors. Until I could compare all of them to get best result that help me to analyze them.
- **Data Analysis:** first the effect of each one of sub factors on career satisfaction was investigated later model components' influence on each other was identified.
- **Final Model:** in the end a model was presented and discussions were done over it.

4.2. Methodology

The present research is an applied research, because it is looking for performing a scientific method and using it in real world to solve problems. Regarding method it is a descriptive-survey research. In the present research by using library resources and review of the literature a theoretical framework about advertising and electronic trading, was proposed. In this framework, confirmatory factor analysis will be used to investigate structure validity and in the end path analysis will be used to test research hypotheses. The researcher has constructed a questionnaire based on the dimensions of hypothesis.

In collecting information, primary sources have been considered as population sample. Data has been collected through a structured questionnaire developed on a five-point scale.

4.3. Research Model

Here, in this research, the model proposed by Ray Funkhouser and Richard Parker have been applied. They published their model in the articles called "*An Action Based Theory of Persuasion in Marketing*" at the *Journal of Theory and Practice* (Funkhouser & Parker, 1999).

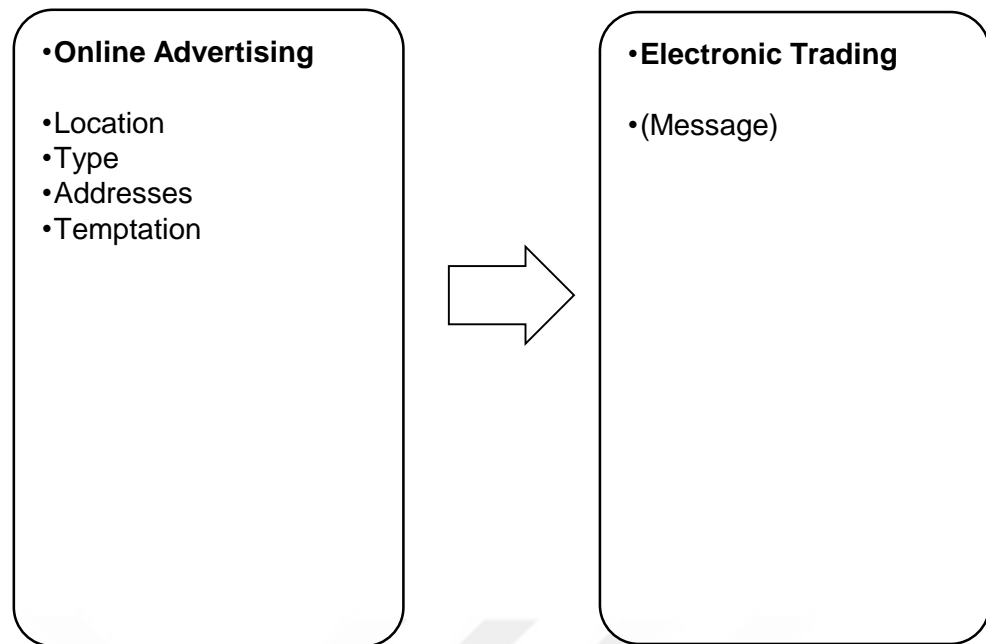


Figure 1: Research Model

The method of the present research in terms of intention is an applied research and in terms of data collection is a case study. Other secondary sources such as books, papers, theses, internet and databases are used for collecting data and information. Questioner is used for collecting the needed information and data to investigate the research hypotheses.

4.4. Research Hypothesis

Main Hypothesis

- H_1 hypothesis argues internet advertising has positive and significant effect on electronic trading in Iran
- H_0 hypothesis argues internet advertising does not has positive and significant effect on electronic trading in Iran

Secondary Hypotheses

- The place of advertisement has significant effect on electronic trading
- The type of advertisement has significant effect on electronic trading
- The addressees of advertisement have significant effect on electronic trading
- The temptation of advertisement has significant effect on electronic trading

- The message has significant effect on electronic trading

4.5. Questionnaire

The author tried to gathering these questions for the questionnaire according to the question of Olympiad of web design, expert of advertising and web designing claim that these 5 dimensions and subdivision of them, 25 questions, are so important and effective on electronic trading, and it so important to recognize those to have a good and effective advertising.

This Olympiad is National Skill Competition, which is one step before World Skill Competition and it held annually in any country and in the world, one of the subject of this competition is web designing which is about designing web site for the companies as their web sites for interaction between companies and their customer and how they can advertising in the web site and cyberspace and the method of advertising in ecommerce. Attendance must shows their ability to designing it according to the last method of advertising and web designing.

Expert of advertising on cyber space believe that, *location of advertising (LA)* in cyberspace is so important and it must to be able to appear with first glance by viewer, by location of it, because, viewers don't like wasting their time to find an advertising and they prefer to find it as soon as it possible and that's why they selecting internet for their aim.

Another factor of effectiveness is *type of advertising (TA)*, which indicates the type of advertising how it is important for persuasive customer to continuing trace of advertising in cyberspace and it is significant for them.

Next is *addressee of advertising (AA)* and make clear who is addressees of these advertising and how it must interaction with them by these advertisement.

And the last one is *temptation (T)*, which argues about repetition of advertising to refrain of loss by customer and it would be available for them.

Another is *message of advertising (MA)* which help to addresses to understand it so soon and addresses to transfer their message to them clearly and get away from wasting time and vague. And it has positive and significant effect on electronic trading and tis dimension used for electronic trading. It used as e-trade scale in this survey.

The first four dimension are related to Online Advertising as mentioned in the research model and the last one has related to Electronic Trading as a dimension.

Location and addresses are the dimensions which mentioning in IAB internet advertising revenue report to explain interactive advertising bureau which predicts continued growth in mobile advertising with the adoption of location-based targeting and other technological features (IAB, 2012). Also it mentioned in another article which is about advertising in mobile devices, advertisers can sometimes use a phone's GPS receiver or the location of nearby mobile towers (Adams, 2012). Another dimension which is type, mentioning in the research which done by two student of Amsterdam school about type of advertising which explain about two different type of advertising – sponsored content and banner advertising – to demonstrate that people react and perceive formats in different to choose the right format because it will help to make the most of the medium in online advertising (Tutaj & Van Reijmersdal, 2014).

Jansen and Mullen in their research - an overview of the concept, history, and technology – mentioned to addresses – target – for advertising and they believe that advertising can also target their audience by using contextual and semantic advertising to deliver display ads related to the content of the web page where the ads appear (Jansen & Mullen, 2008).

Another dimension is Temptation which mentioned in Michael Braun, Advertising can also track whether a visitor has already seen a particular ad in order to reduce unwanted repetitious exposures and provide adequate time gaps between exposure (Braun, 2011).

The dimension which is belonging to electronic trading is message, message mentioned in McCambley's research, companies have sought to merge their advertising messages into editorial content or valuable services, for instance, Red Bull and Coca-Cola using specific message for their products (McCambley, 2013).

These are five dimension in this survey which have been selected. Each one of these dimension has five items that describing as follow:

It including 25 question which covering all hypothesis mentioned. In this part, explained about each question which used for this research.

In this survey, used some abbreviation as follows:

LA represent one of dimension for online advertising in this survey which is Advertising Location, it has five dimension.

TA represent one of dimension for online advertising in this survey which is Advertising Location, it has five dimension.

AA represent one of dimension for online advertising in this survey which is Advertising Location, it has five dimension.

T represent one of dimension for online advertising in this survey which is Advertising Location, it has five dimension.

MA represent one of dimension for electronic trading in this survey which is Advertising Location, it has five dimension.

LA 1. Using advertisements in massive traffic advertising sites influences on electronic trading

First question mentioning advertisement in massive traffic advertising sites, it so completely clear that if we use our advertisement in massive traffic advertising sites, we have much more chance to visit our advertisement by customers. Because they searching in these websites to find their wants and must selecting these sites to put advertisement in. According to the results which received, using advertisements in massive traffic advertising sites, influences electronic trading and has positive effect on it.

LA 2. Advertising on the first page of the motor search has positive effect on electronic trading

Second question mentioning advertising on the first page of the motor research which shows us the importance of priority of place in motor search websites, for instance, as far as we know, most of customers doesn't like to searching in motor searching sites for a long time and they prefer to find their wants as soon as it possible and one of reason to using cyber purchase is this- time saving. According to the results which received, advertising on the first page of the motor research has positive effect on electronic trading.

LA 3. Advertising in the sites relevant to the subject of advertisement and variety of it has positive effect on electronic trading

Third question is about using relevant web sites for our advertisement. Because of, if using irrelevant websites for advertisement, decreasing the chance of advertisement

to seeing the advertisement by customer, thus we can't be optimistic to increase purchase by customer and show production. For example, a customer who searching for a restaurant never using some websites about technology or other things like this. According to the results which received, advertising in the sites relevant to the subject of advertisement and variety of it has positive effect on electronic trading.

LA 4. The place of advertisement in the site and variety of it has positive effect on the electronic trading

Forth question is about place of advertisement in the site and which place is better for it. In the website its better put advertisement on top of it, because of the first place which seeing by internet user is top of website, therefore that place is the best place for located advertisement. Furthermore, if we want to use our advertisement in the website which used Latin word, its better the advertisement located on the right part of the web site and if used Arabic word, its better located on the left part of website. According the results which received, the place of advertisement in the site and variety of it has positive effect on the electronic trading.

LA 5. Advertising on the internet and variety of it has positive effect on the electronic trading

Fifth question is about advertising on the internet in general. As we know, nowadays internet is a part of people life which determine many things in life and anybody using it and popularity of it getting more and more among all people, thus, in this situation using internet for advertising is so essential and advertising on the internet is one of the best way for increasing effect of advertising by internet. According to the results which received, advertising on the internet and variety of it has positive effect on the electronic trading.

TA 1. Text advertisement and variety of it has positive effect on electronic trading

First question is about effect of text advertisement which shows that the text of advertisement is so important and advertisement must have the text to explain about it to shed it light for customer and without text clarity of advertisement diminish. According to the results which received, text advertisement and variety of it has positive effect on electronic trading.

TA 2. Graphic advertisement and variety of it has positive effect on electronic trading

Second question is about graphic advertisement and positivity of it which is important that advertisement must have graphic part and it is essential for it, especially

nowadays which is getting more popularity by graphic and make it easier to understand the mean of advertisement. According to the results which received, graphic advertisement and variety of it has positive effect on electronic trading.

TA 3. Sonic advertisement and variety of it has positive effect on electronic trading

Third question is about sonic advertisement and positive effect of it. Some of advertisements need sonic to convey the mean of advertisement. According to the advertisement, sound of it can transfer the mean of advertisement and especially for advertisement which is dealing with sound- like karaoke and music or music instrument. According to the results which received, sonic advertisement and variety of it has positive effect on electronic trading.

TA 4. Click advertisement has positive effect on electronic trading

Fourth question is about click advertisement and effect of it, which is mentioning the advertisement that click on it to receive some more information and user can understand more about it by click on it. According to the results which received, click advertisement has positive effect on electronic trading.

TA 5. Email advertisement and variety of it has positive effect on electronic trading

Fifth question is about email advertisement and effect of it, which shows effect of email advertisement on electronic trading and it uses for explain more about production and also most electronic shopping – like Amazon and EBay .et – using this type of advertisement especially for announcement discount - off - for purchasing. According to the results which received, email advertisement and variety of it has positive effect on electronic trading.

AA 1. Special audience /target of advertisement have positive effect on electronic trading

First question is about special audience or target of advertisement, shows effect of special advertisement for special target of customers who has close relationship with particular production that advertisement is about it and effect of it. At first, must distinguish customer to make good advertisement to rise up effect of advertisement for them. According to the results which received, special audience /target of advertisement have positive effect on electronic trading.

AA 2. General audience / target of advertisement and variety of it have positive effect on electronic trading

Second question is about advertisement for all audience or target in general and effect of it on electronic trading. Advertisement must have potential to persuade customer generally, and it would be great to push them forward to purchase if they don't have specific plan to buy or in near future and it's another side of effectiveness of advertisement. According to the results which were received, general audience / target of advertisement and variety of it have positive effect on electronic trading.

AA 3. Potential audience of advertisements and variety of it have positive effect on electronic trading

Third question is about advertisement which targeted the audience who has potential to purchase and enticed them to buy production, shown in advertisement. For instance, advertisement can be near to some production which is so close to production that indicated to change their view to buy it. According to the results which were received, potential audience of advertisements and variety of it have positive effect on electronic trading.

AA 4. Active audience of advertisement have positive effect on electronic trading

Fourth question is about advertisement which is for active audience and positive effect of it. Some customers are so active in cyberspace and must create some advertisements which getting parallel with them and can encourage them to purchase and these type of customers try to find some advertisements which are different and significant in compared with other advertisements. According to the results which were received, active audience of advertisement have positive effect on electronic trading.

AA 5. Persuasiveness of the message in advertisements and variety of it have positive effect on the electronic trading

Fifth question is about the positive effect of understandability of the message in advertisement on the electronic trading. It is so important that the message of advertisement would be clear for customers to know it as soon as it possible, and doesn't need to thinking for long time and complicated. One factor to have an efficiency and effectiveness of advertisement is clarity of message of advertisement and refrain of make it difficult. According to the results which were received, understandability of the message in advertisements and variety of it have positive effect on the electronic trading.

T 1. Motivations of the message in advertisements and variety of it have positive effect on the electronic trading

First question is about motivation of message in advertisement and positive effect of it on the electronic trading. The message in advertisement must be motivated and encouraging customer to purchase and play the role as a persuasive advertisement. In advertisement, if get away for creating motivated advertisement, must don't have expectation to increase amount of purchasing by customer. According to the results which received, motivations of the message in advertisements and variety of it have positive effect on the electronic trading.

T 2. Impressiveness of the message in advertisements have positive effect on the electronic trading

Second question is about impressiveness of the message in advertisement. Impressive advertisement can encouraging customer to purchase and to some extend change their view to buy, a task of advertisement and message of it is making advertisement much more acceptable for customers and try to purchase in any position. According to the results which received, impressiveness of the message in advertisements have positive effect on the electronic trading.

T 3. Size of the message in advertisements and variety of it have positive effect on the electronic trading

Third question is about size of the message in advertisement and positive effect of it while we know that customer doesn't like to spend their time for long time and in this situation it would be so clear that size of the message can play an important role in advertisement and determine their view about production and buy or reject it. According to the results which received, size of the message in advertisements and variety of it have positive effect on the electronic trading.

T 4. Frequency of the message in advertisements and variety of it have positive effect on the electronic trading

Forth question is about frequency of the message in advertisement and positive effect of it. It is so important that the message of advertisement would be frequently and can shows it so clear. This frequency of message assuring customer to purchase without any skepticism and it's another good factor of advertisement which is important to increase rise of efficiency of advertisement. According to the results which received,

frequency of the message in advertisements and variety of it have positive effect on the electronic trading.

T 5. Repetition of the message in advertisements and variety of it have positive effect on the electronic trading

Fifth question is about repetition of the message in advertisements and positive effect of it on electronic trading. As far as we know, repetition of the message in advertisement emphasis on production and make customer to buy it and it play a main role to purchasing and convincing buyers to buy production. According to the results which received, repetition of the message in advertisements and variety of it have positive effect on the electronic trading.

To measure the effects of online advertising on electronic trading the fifth dimension of online advertising scale has been used.

MA 1. Frankness of the message in advertisements have positive effect on the electronic trading

First question is about frankness of the messages in advertisement and positive of it on the electronic trading. To have a good and effective advertisement, must obey the reality and frankness of it to rise the faithfully of customer for future and it's a one of the most important factor for advertisement. According to the results which received, frankness of the message in advertisements have positive effect on the electronic trading.

MA 2. Relevancy of the message in advertisements have positive effect on the electronic trading

Second question is about relevancy of the messages in advertisement and positive effect of it on the electronic trading. Advertisement must has complete relevancy with its intention and can't has different meaning or tendency. It is so important that care about the aim of advertisement and the production that wants to indicate it to customers and encouraging them to purchase. According to the results which received, relevancy of the message in advertisements have positive effect on the electronic trading.

MA 3 Shortness of the message in advertisements and variety of it have positive effect on the electronic trading

Third question is about the shortness of the messages in advertisement and positive effect of it on the electronic trading. As mentioned before, one of reason for cyber purchasing is diminishing of the time consuming and according to this reason, shortness of the message can help increasing effective of advertisement and encouraging customer to purchase and rising chance of caring about it by consumers. Most of consumers like pay attention for short and nice advertisement which can deviate their view to themselves. According to the results which received, shortness of the message in advertisements and variety of it have positive effect on the electronic trading.

MA 4 Persuasiveness of the graphic in advertisements and variety of it have positive effect on the electronic trading

Fourth question is about persuasiveness of the graphic in advertisements and positive effect on the electronic trading, which indicated effectiveness of graphic on customer and how it push them forward by glance from them. Nowadays, by speeding purchase up, customers prefer to select production by glance, in this situation, they selecting by quick see and they don't want to spend a long time to purchase. According to the results which received, persuasiveness of the graphic in advertisements and variety of it have positive effect on the electronic trading.

MA 5 Understandability of the message in advertisements and variety of it have positive effect on the electronic trading.

Fifth question is about persuasive of the messages of advertisements and positive effect of it, which indicated of essentially of persuasive messages in advertisement that is so important to encouraging customer to purchase. For example, some persuasive messages have potential to push customer forward to purchase specific production. According to the results which received, persuasive of the message in advertisements and variety of it have positive effect on the electronic trading.

In the present research ordinal scale and five-item Likert scale were used to design the questionnaire, because in the items the order of classes is important. The changes of data collected from questionnaire from qualitative form to quantitative form are presented in Table4.1.

Table 4.1: Likert Scale

Quality	Very Low	Low	Average	High	Very High
Quantity	1	2	3	4	5

4.6. Population and Statistical Sampling

The statistical population of the present research includes all Iranian social network users, who are daily involved with internet and internet purchases. To collect data questionnaire in electronic format will be used. The questionnaire after validity and reliability confirmation will be multiplied to the chosen sample size using Morgan table and will be completed by the investigated statistical sample. Sampling method of the present research is convenience random sampling. Because population size is considered unlimited therefore sample size is 384 individuals.

In this survey, questionnaire has been sent to 700 persons and received 534 responds from them, so that, the ration of it is $534/700= 0.763$, it is as same as 76.3 % which means 76.3 per cent of them responds this questionnaire.

In this survey, the questionnaire have been asked to 384 person that they were chosen randomly, and tried to choose people who covered all part of age spectrum for this research and indicated this way is much better and help to rise the result of survey and increase the accuracy of outcomes, therefore asked all across range for age and education. Fortunately, all of them answered and could save time in this case, they are the sample of all part of society. Furthermore, in this thesis added 150 people of Iranian who lives in Istanbul by electronic questionnaire to gather more information.

In this survey tried to gathering people with different education and age to covering all parts, most of them selecting from Razi University in Iran and Aydin university in Turkey. In Iran the people who selected covering all part of education from under diploma to doctoral, but in Turkey the people who selected belonging to bachelor and master and doctoral education. Questionnaire send by email to people in Iran and using survey monkey and sending the link of it to the people in Turkey.

4.7. Survey

The survey testing the effects of persuasive advertising on electronic commerce have been applied in Iran among the users of internet at the students of the RAZI University in Iran and the Iranian Students at the Istanbul AYDIN University in Turkey. Razi University is one of the biggest University in Iran with its approximately 13.000

students. The University offers bachelor and graduate studies on business, economics, etc.

The Istanbul AYDIN University offers under-graduate and graduate education to 33.500 students at 11 faculties. There are 266 students coming from Iran at the University of Iran the questionnaire have been applied to also graduate people.

These addresses have been email to the e-mail address of the people. The Questionnaire have been prepared according to the hypothesis and questions of this research.

This research was conducted at the time of distribution and collection of questionnaire which was from September 2014 to July of 2015.

4.8. Data Collection

In the present research library and field methods were used to collect data. Library resources were used as base to write the theoretical framework of research and field method was used to collect information from population by questionnaire. Therefore data collection tool of the research is questionnaire.

The questionnaire which determines effective factors on technology transition, consists of 25 questions of answer package type, and is written in 5 parts based on Likert five-option scale (very low to very high). The questionnaire is available in attachment of research.

This survey began in 2014 and it takes time about more than 8 month, it was little bit hard, because some of social network filtered and users must use anti-filter software to access their account and it making the situation much complicated.

5. RESULTS

5.1. Data Analysis

5.1.1. Descriptive Statistics (Describing Demographic Variables of Respondents)

These features are divided into the following parts:

- 1- Education
- 2- Age
- 3- Gender
- 4- Education of respondents of this inventory is given in Table 5.1

Table 5.1: Education

Level	Frequency	Frequency Percentage
Doctoral	19	3.60%
Master	215	40.30%
Bachelor	228	42.70%
Associate	37	6.90%
Diploma	25	4.70%
Under Diploma	10	1.90%
Total	534	100%

As the table shows, the highest percent of respondents of inventory had Bachelor Degree and Master Degree, 42.70% and 40.30% respectively.

Tables 5.2 and 5.3 show Age and Gender of respondents respectively:

Table 5.2: Age of the People

Age	Frequency	Frequency Percentage
19-24	101	18.91%
25-30	183	34.27%
31-36	113	21.16%
37-42	110	20.60%
43-48	19	3.56%
49-53	8	1.50%
Total	534	100%
Mean	30.58	

Table 5.3: Male / Female Distribution

Gender	Frequency	Frequency Percentage
Male	268	50.20%
Female	266	49.80%

According to Table 5.2 and 5.3, Age mean of respondents is 31.78 and highest age level who filled the inventory is 25-30 with percent of 34.27%. Gender's of respondents are approximately distributed equal.

5.1.2. Inferential Statistics (Examination of Research Hypotheses)

This research has one main and six secondary hypotheses. Research hypotheses are as following:

Main Hypothesis: Internet advertising has positive and significant effect on electronic trading

Secondary Hypotheses:

The place of advertisement has significant effect on electronic trading

The type of advertisement has significant effect on electronic trading

The addressees of advertisement have significant effect on electronic trading

The temptation of advertisement has significant effect on electronic trading

The variety of advertisement has significant balancing effect on the relation between internet advertising and electronic trading.

The mean of a population will be used to examine condition of variables. Then confirmatory factor analysis will be used to investigate construct validity. And finally path analysis is used to test research hypotheses.

5.2. Validity and Reliability

Validity and reliability evaluation of variables' measurement tools is a fundamental stage in measurement. In other words evaluating validity and reliability measurement tools are two important criteria to be certain of them.

Validity means that measurement tool has the required efficiency for desired goal, i.e. measuring research variable. Reliability means trust, consistency, parallelism, predictability and accuracy or correctness.

Validity means the scope of difference between observations and actual features of measured phenomena. Validity means to what extent the measurement tool is appropriate (Mehdizadeh Ashrafi & Khodadadpoor, 2009).

To make sure of the present research validity the designed questionnaire, the items of which are gathered by studying books, theses and using papers and related literature and using experts' opinions, was given to the respected Advisor and Reader or research and also to some experts. After professors reviewed and investigated the questionnaire repeatedly, required changes, corrections, eliminations and additions were made, and in the end the desired questionnaire of the research was provided.

Reliability means the consistency of measurement tool. If a test is repeated and in all cases results are the same, then tool is reliable. Therefore reliability means obtaining identical results in repeating previous acts (Mehdizadeh Ashrafi & Hoseini, 2009).

In the present research to investigate the reliability of questionnaire questions, Cronbach's alpha test (α) was used, for its calculation used. Cronbach's alpha method which is used for evaluation of the extent of internal coordination of an index items, mainly is used for questionnaires which their items or questions are designed in the form of Likert range (also interval or relative), and their answers are multi choice (Habibpoor & Safari, 2009).

Cronbach's alpha coefficient fluctuates between 0 and 1, and being closer to 1 shows more compatibility of the items of one scale (Habibpoor & Safari, 2009). As a general

rule the quorum, or required alpha value for one scale is assumed 70% and when the value of alpha coefficient is equal to or bigger than 70%, then the measurement tool is highly reliable and in this case it's easier to trust of the results (Habibpoor & Safari, 2009).

To do this a pretest including 1 questionnaires with 5 parts and 25 questions, was distributed among participants. At first in a general manner and then separately for each one of factors, Cronbach's alpha calculation has been done, which are presented in Tables 6.4 and 6.5. As it can be seen all obtained values of Cronbach's alpha are higher than 7%, therefore the questionnaire of the present research is reliable.

Cronbach's alpha of questionnaire in a general form is shown in Table 5.4.

Table 5.4: Total Value of Cronbach's Alpha

Cronbach's Alpha	N of Items
.997	25

Cronbach's alpha coefficient related to each one of factors is presented in Table 5.5:

Table 5.5: Cronbach's alpha coefficient by factors separation

Factors	Number of Questions	Cronbach's alpha coefficient
Advertisement Location	5	0,990
Advertisement Type	5	0,985
Advertisement Addressee	5	0,979
Advertisement Message	5	0,988
Advertisement Temptation	5	0,986

5.2.1. Factor Analysis

In this survey to understand this data is suitable for factor analysis, principal component analysis has been conducted. According to the KMO sample adequacy statistics (0,942) all of the 25 variables are suitable for factor analysis, and for the Bartlett's Sphericity test Chi Square statistics ($t=44493$, $df=300$, $p=0,000<0.05$), null hypothesis "correlation matrix of variables are identify matrix" is rejected.

Table 5.6 : KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,942
Bartlett's Test of Sphericity	Approx. Chi-Square	44493,099
	df	300
	Sig.	,000

To prove that the variables are constituting related factors, the principal component analysis has been conducted factor by factor and results are as follows:

5.3. Testing Hypothesis

In the survey, 25 questions have been asked, these 25 questions have been classified according to main theme it focused on. In the first group of questions the main them is type of advertising. 534 people answered these questions, the mean of these group of questions 4.51. It means, 90 Percent of the people who answered type of advertisements affects electronic trade. The median is 5, and the mode is also 5.

Location of Advertising

In this survey used four dimension with twenty scale – five scale pre one dimension – for online advertising and one dimension with five scale for electronic trading. For analysis of them, used factor analysis to understand validity of these dimension and Regression and so T-test to accept or reject hypothesis and these analysis would be good to assess them.

In Table 5.7 tried to show the number of question which answered and which didn't answer and Mean and Median and Mode of it. Merely in third and fifth question have missing for answer and Mean for all scale is close to each other and Median and Mode are as same as each other.

Advert represent the first question in questionnaire which is, Using advertisements in massive traffic advertising sites influences on electronic trading.

Motor represent the second question in questionnaire which is, Advertising on the first page of the motor search has positive effect on electronic trading.

Relevant represent the third question in questionnaire which is, Advertising in the sites relevant to the subject of advertisement and variety of it has positive effect on electronic trading.

Place represent the fourth question in questionnaire which is, the place of advertisement and variety of it in the site has positive effect on the electronic trading.

Variety represent the fifth question in questionnaire which is, Advertising on the internet and variety of it has positive effect on the electronic trading.

Table 5.7 : Mean, Mode and Median of Variable Affecting in dimension (A. Location)

		LA1: Advert	LA2: Motor	LA3: Relevant	LA4: Place	LA5: Variety
N	Valid	534	534	529	534	530
	Missing	0	0	5	0	4
Mean		4.51	4.53	4.47	4.57	4.48
Median		5.00	5.00	5.00	5.00	5.00
Mode		5	5	5	5	5

LA1, Advert: Using advertisements in massive traffic advertising sites influences on electronic trading

First question mentioning advertisement in massive traffic advertising sites, it so completely clear that if we use our advertisement in massive traffic advertising sites, we have much more chance to visit our advertisement by customers. Because they searching in these websites to find their wants and must selecting these sites to put advertisement in. According to the results which received, using advertisements in massive traffic advertising sites, influences electronic trading and has positive effect on it. According to the results which received, 1 percent answered for very low, 3 percent answered low, 5 percent answered average, 26 percent answered high and 65 percent answered very high. In this question 5 people answered very low, 16 people answered low, 27 people answered average, 139 people answered high and 347 people answered very high.

LA2, Motor: Advertising on the first page of the motor search has positive effect on electronic trading

Second question mentioning advertising on the first page of the motor research which shows us the importance of priority of place in motor search websites, for instance, as far as we know, most of customers doesn't like to searching in motor searching sites for a long time and they prefer to find their wants as soon as it possible and one of reason to using cyber purchase is this- time saving. According to the results which received, advertising on the first page of the motor research has positive effect on electronic trading. According to the results which received, 1 percent answered for very low, 3 percent answered low, 5 percent answered average, 24 percent answered high and 67 percent answered very high. In this question 5 people answered very low, 16 people answered low, 27 people answered average, 128 people answered high and 358 people answered very high.

LA3, Relevant: Advertising in the sites relevant to the subject of advertisement and variety of it has positive effect on electronic trading

Third question is about using relevant web sites for advertisement. Because of, if using irrelevant websites for advertisement, decreasing the chance of advertisement to seeing the advertisement by customer, thus we can't be optimistic to increase purchase by customer and show production. For example, a customer who searching for a restaurant never using some websites about technology or other things like this. According to the results which received, advertising in the sites relevant to the subject of advertisement and variety of it has positive effect on electronic trading. According to the results which received, 1 percent answered for very low, 2 percent answered low, 8 percent answered average, 26 percent answered high and 62 percent answered very high. In this question 5 people answered very low, 11 people answered low, 43 people answered average, 139 people answered high and 331 people answered very high.

LA4, Place: The place of advertisement in the site and variety of it has positive effect on the electronic trading

Forth question is about place of advertisement in the site and which place is better for it. In the website its better put advertisement on top of it, because of the first place which seeing by internet user is top of website, therefore that place is the best place for located advertisement. Furthermore, if we want to use advertisement in the website which used Latin word, its better the advertisement located on the right part

of the web site and if used Arabic word, its better located on the left part of website. According the results which received, the place of advertisement in the site and variety of it has positive effect on the electronic trading. According to the results which received, 1 percent answered for very low, 4 percent answered low, 2 percent answered average, 23 percent answered high and 70 percent answered very high. In this question 5 people answered very low, 21 people answered low, 11 people answered average, 123 people answered high and 374 people answered very high.

LA5, Variety: Advertising on the internet and variety of it has positive effect on the electronic trading

Fifth question is about advertising on the internet in general. As we know, nowadays internet is a part of people life which determine many things in life and anybody using it and popularity of it getting more and more among all people, thus, in this situation using internet for advertising is so essential and advertising on the internet is one of the best way for increasing effect of advertising by internet. According to the results which received, advertising on the internet and variety of it has positive effect on the electronic trading. According to the results which received, 2 percent answered for very low, 2 percent answered low, 6 percent answered average, 25 percent answered high and 64 percent answered very high. In this question 11 people answered very low, 11 people answered low, 32 people answered average, 134 people answered high and 342 people answered very high.

To prove that the variables constitute the factor LA, the principal component analysis has been conducted and results are as follows:

Table 5.8 : Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,818	96,362	96,362	4,818	96,362	96,362
2	,104	2,078	98,440			
3	,043	,866	99,306			
4	,024	,483	99,789			
5	,011	,211	100,000			

Extraction Method: Principal Component Analysis.

According to the Table 5.8 this five variables constitute a single factor. This factor explain the 96.4 % of variance. Thus, one score, mean, can be used instead of 5

variables. The mean of five variables has been calculated and named as Cplace (grand mean is 4,516).

In this survey one sample T-Test has been conducted to accept or reject hypothesis, mean of the factor Cplace is significantly different than the theoretical mean, 3.

Table 5.9 : T-Test for A. Location

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
ccplace	43.394	528	.000	1.512	1.44	1.58

According to Table 5.9 Cplace have a significance number smaller than 0,05. Null hypothesis is rejected ($\mu \leq 3$) and alternative hypothesis ($3 < \mu$) is confirmed for Cplace. This means that the mean of the factor Cplace is significantly different than the theoretical mean, 3, proves that it is not random. Therefore, according to the respondents, the factor Cplace - the variables about placement of advertising - effects the electronic trade.

Type of Advertising

Text represent the sixth question in questionnaire which is, Text advertisement and variety of it has positive effect on electronic trading.

Graphic represent the seventh question in questionnaire which is, Graphic advertisement and variety of it has positive effect on electronic trading.

Sonic represent the eighth question in questionnaire which is, Sonic advertisement and variety of it has positive effect on electronic trading.

Click represent the ninth question in questionnaire which is, Click advertisement has positive effect on electronic trading.

Email represent the tenth question in questionnaire which is, Email advertisement and variety of it has positive effect on electronic trading.

According to the answers of the second group questionnaires have been classified as “text”, “graphic”, “sonic”, “click”, “email”. Here, are the results of the survey for this group.

Table 5.10 : Mean, Mode and Median of Variable Affecting in dimension 2 (A. Type)

	TA1:	TA2:	TA3:	TA4:	TA5:	
	Text	Graphic	Sonic	Click	Email	
N	Valid	523	529	534	533	534
	Missing	11	5	0	1	0
Mean		4.60	4.53	4.51	4.55	4.44
Median		5.00	5.00	5.00	5.00	5.00
Mode		5	5	5	5	5

TA1, Text: Text advertisement and variety of it has positive effect on electronic trading

First question is about effect of text advertisement which shows that the text of advertisement is so important and advertisement must have the text to explain about it to shed it light for customer and without text clarity of advertisement diminish. According to the results which received, text advertisement and variety of it has positive effect on electronic trading. According to the results which received, 1 percent answered for very low, 1 percent answered low, 2 percent answered average, 28 percent answered high and 66 percent answered very high. In this question 5 people answered very low, 5 people answered low, 11 people answered average, 150 people answered high and 352 people answered very high.

TA2, Graphic: Graphic advertisement and variety of it has positive effect on electronic trading

Second question is about graphic advertisement and positivity of it which is important that advertisement must have graphic part and it is essential for it, especially nowadays which is getting more popularity by graphic and make it easier to understand the mean of advertisement. According to the results which received, graphic advertisement and variety of it has positive effect on electronic trading. According to the results which received, 2 percent answered for very low, 1 percent answered low, 2 percent answered average, 31 percent answered high and 63 percent answered very high. In this question 11 people answered very low, 5 people

answered low, 11 people answered average, 166 people answered high and 336 people answered very high.

TA3, Sonic: Sonic advertisement and variety of it has positive effect on electronic trading

Third question is about sonic advertisement and positive effect of it. Some of advertisements need sonic to convey the mean of advertisement. According to the advertisement, sound of it can transfer the mean of advertisement and especially for advertisement which is dealing with sound- like karaoke and music or music instrument. According to the results which received, sonic advertisement and variety of it has positive effect on electronic trading. According to the results which received, 1 percent answered for very low, 3 percent answered low, 4 percent answered average, 28 percent answered high and 64 percent answered very high. In this question 5 people answered very low, 16 people answered low, 21 people answered average, 150 people answered high and 342 people answered very high.

TA4, Click: "Click" advertisement has positive effect on electronic trading

Forth question is about click advertisement and effect of it, which is mentioning the advertisement that click on it to receive some more information and user can understand more about it by click on it. According to the results which received, click advertisement has positive effect on electronic trading. According to the results which received, 1 percent answered for very low, 3 percent answered low, 4 percent answered average, 24 percent answered high and 68 percent answered very high. In this question 5 people answered very low, 16 people answered low, 21 people answered average, 128 people answered high and 363 people answered very high.

TA5, Email: Email advertisement and variety of it has positive effect on electronic trading

Fifth question is about email advertisement and effect of it, which shows effect of email advertisement on electronic trading and it uses for explain more about production and also most electronic shopping – like Amazon and EBay .et – using this type of advertisement especially for announcement discount - off - for purchasing. According to the results which received, email advertisement and variety of it has positive effect on electronic trading. According to the results which received, 3 percent answered for very low, 4 percent answered low, 3 percent answered average, 26 percent answered high and 64 percent answered very high. In this question 16 people answered very

low, 21 people answered low, 16 people answered average, 139 people answered high and 342 people answered very high.

To prove that the variables constitute the factor TA, the principal component analysis has been conducted and results are as follows:

Table 5.11 : Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,768	95,354	95,354	4,768	95,354	95,354
2	,124	2,485	97,839			
3	,078	1,565	99,404			
4	,020	,396	99,800			
5	,010	,200	100,000			

Extraction Method: Principal Component Analysis.

According to the Table 5.11 this five variables constitute a single factor. This factor explain the 95.3% of variance. Thus, one score can be used instead of 5 variables. The mean of five variables has been calculated and named as Ctype.

Table 5.12 : T-Test for A.Type

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
cctype	44.622	522	.000	1.522	1.45	1.59

According to Table 5.12 all factors have a significance number smaller than 0.05. Null hypothesis is rejected ($\mu \leq 3$, which is theoretical mean) and hypothesis 1 ($3 < \mu$) is confirmed. If both high level and low level are positive, this means that intended factor is in good condition, such as "cctype" related to advertising type.

This means that the mean of the factor Ctype is significantly different than the theoretical mean, 3, proves that it is not random. Therefore, according to the

respondents, the factor Ctype - the variables about placement of advertising - effects the electronic trade.

Address of Advertising

Special represent the eleventh question in questionnaire which is, Special audience /target of advertisement have positive effect on electronic trading.

General represent the twelfth question in questionnaire which is, General audience / target of advertisement and variety of it have positive effect on electronic trading.

Potential represent the thirteenth question in questionnaire which is, Potential audience of advertisements and variety of it have positive effect on electronic trading.

Active represent the fourteenth question in questionnaire which is, Active audience of advertisement have positive effect on electronic trading.

Pmessage represent the fifteenth question in questionnaire which is, Persuasiveness of the message in advertisements and variety of it have positive effect on the electronic trading.

According to the answers of the third group questionnaires have been classified as “special”, “general audience”, “potential”, “active audience”, “persuasiveness”. Here, are the results of the survey for this group

Table 5.13 : Mean, Mode and Median of Variable Affecting in dimension 3 (A.Addresses)

		AA1:	AA2:	AA3:	AA4:	AA5:
		Special	General	Potential	Active	Pmessage
N	Valid	534	534	534	534	534
	Missing	0	0	0	0	0
	Mean	4.52	4.48	4.27	4.37	4.39
	Median	5.00	5.00	4.00	5.00	5.00
	Mode	5	5	5	5	5

AA1, Special: Special audience /target of advertisement have positive effect on electronic trading

First question is about special audience or target of advertisement, shows effect of special advertisement for special target of customers who has close relationship with particular production that advertisement is about it and effect of it. At first, must distinguish customer to make good advertisement to rise up effect of advertisement for them. According to the results which received, special audience /target of advertisement have positive effect on electronic trading. According to the results which received, 4 percent answered for very low, 2 percent answered low, 6 percent answered average, 14 percent answered high and 74 percent answered very high. In this question 21 people answered very low, 11 people answered low, 32 people answered average, 75 people answered high and 395 people answered very high.

AA2, General: General audience / target of advertisement and variety of it have positive effect on electronic trading

Second question is about advertisement for all audience or target in general and effect of it on electronic trading. Advertisement must has potential to persuading customer generally, and it would be great to push them forward to purchase if they don't have specific plan to buy or in near future and it's another side of effectively of advertisement. According to the results which received, general audience / target of advertisement and variety of it have positive effect on electronic trading. According to the results which received, 1 percent answered for very low, 5 percent answered low, 4 percent answered average, 25 percent answered high and 65 percent answered very high. In this question 5 people answered very low, 27 people answered low, 21 people answered average, 134 people answered high and 347 people answered very high.

AA3, Potential: Potential audience of advertisements and variety of it have positive effect on electronic trading

Third question is about advertisement which targeted the audience who has potential to purchase and enticed them to buy production, showed in advertisement. For instance, advertisement can be near to some production which is so close to production that indicated to change their view to buy it. According to the results which received, potential audience of advertisements and variety of it have positive effect on electronic trading. According to the results which received, 2 percent answered for very low, 2 percent answered low, 12 percent answered average, 35 percent answered high and 49 percent answered very high. In this question 11 people answered very low, 11 people answered low, 63 people answered average, 187 people answered high and 262 people answered very high.

AA4, Active: Active audience of advertisement have positive effect on electronic trading

Fourth question is about advertisement which is for active audience and positive effect of it. Some customers are so active in cyberspace and must creating some advertisements which getting parallel with them and can encouraging them to purchase and these type of customers try to find some advertisements which are different and significant in compared with other advertisements. According to the results which received, active audience of advertisement have positive effect on electronic trading. According to the results which received, 2 percent answered for very low, 2 percent answered low, 7 percent answered average, 35 percent answered high and 54 percent answered very high. In this question 11 people answered very low, 11 people answered low, 37 people answered average, 187 people answered high and 288 people answered very high.

AA5, Pmessage: Persuasiveness of the message in advertisements and variety of it have positive effect on the electronic trading

Fifth question is about persuasive of the messages of advertisements and positive effect of it, which indicated of essentially of persuasive messages in advertisement that is so important to encouraging customer to purchase. For example, some persuasive messages have potential to push customer forward to purchase specific production. According to the results which received, persuasive of the message in advertisements and variety of it have positive effect on the electronic trading. According to the results which received, 1 percent answered for very low, 5 percent answered low, 6 percent answered average, 30 percent answered high and 58 percent answered very high. In this question 5 people answered very low, 27 people answered low, 32 people answered average, 160 people answered high and 310 people answered very high.

To prove that the variables constitute the factor AA, the principal component analysis has been conducted and results are as follows:

Table 5.14 : Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,635	92,701	92,701	4,635	92,701	92,701
2	,187	3,740	96,441			
3	,091	1,811	98,252			
4	,050	,999	99,251			
5	,037	,749	100,000			

Extraction Method: Principal Component Analysis.

According to the Table 5.14 this five variables constitute a single factor. This factor explain the 92.7 % of variance. Thus, one score can be used instead of 5 variables. The mean of five variables has been calculated and named as Caddress.

Table 5.15 : T-Test for A.Addresses

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
ccaddress	37.626	533	.000	1.406	1.33	1.48

According to Table 5.15 all factors have a significance number smaller than 0.05. Null hypothesis is rejected ($\mu \leq 3$) and hypothesis 1 ($3 < \mu$) is confirmed. If both high level and low level are positive, this means that intended factor is in good condition, such as "ccaddress" related to advertising addressee.

This means that the mean of the factor Caddress is significantly different than the theoretical mean, 3, proves that it is not random. Therefore, according to the respondents, the factor Caddress - the variables about placement of advertising - effects the electronic trade.

Temptation

Mmessage represent the twenty second question in questionnaire which is, Motivations of the message in advertisements and variety of it have positive effect on the electronic trading.

Impressiveness represent the twenty second question in questionnaire which is, Impressiveness of the message in advertisements have positive effect on the electronic trading.

Size represent the twenty second question in questionnaire which is, Size of the message in advertisements and variety of it have positive effect on the electronic trading.

Frequency represent the twenty second question in questionnaire which is, Frequency of the message in advertisements and variety of it have positive effect on the electronic trading.

Repetition represent the twenty second question in questionnaire which is, Repetition of the message in advertisements and variety of it have positive effect on the electronic trading.

In these tables, Valid is mean the number of people who answered the questions, and Missing is mean the number of people who didn't answered the questions, and Mean is average of it, and median is middle number or value in any given set of numbers or values, and Mode is value that most often occurs in data set.

According to the answers of the fifth group questionnaires have been classified as "Mmessage", "Impressiveness", "Size", "Frequency", "Repetition". Here, are the results of the survey for this group

Table 5.16 : Mean, Mode and Median of Variable Affecting in dimension 5 (A.Temptation)

		T1:	T2:	T3:	T4:	T5:
		Mmessage	Impressiveness	Size	Frequency	Repetition
N	Valid	533	534	534	533	533
	Missing	1	0	0	1	1
	Mean	4.37	4.39	4.45	4.55	4.44
	Median	5.00	5.00	5.00	5.00	5.00
	Mode	5	5	5	5	5

T1, Mmessage: Motivations of the message in advertisements and variety of it have positive effect on the electronic trading

First firth question is about motivation of message in advertisement and positive effect of it on the electronic trading. The message in advertisement must be motivated and encouraging customer to purchase and play the role as a persuasive advertisement. In advertisement, if get away for creating motivated advertisement, must don't have expectation to increase amount of purchasing by customer. According to the results which received, motivations of the message in advertisements and variety of it have positive effect on the electronic trading. In this question 21 people answered very low, 16 people answered low, 53 people answered average, 96 people answered high and 347 people answered very high.

T2, Impressiveness: Impressiveness of the message in advertisements have positive effect on the electronic trading

Second question is about impressiveness of the message in advertisement. Impressive advertisement can encouraging customer to purchase and to some extend change their view to buy, a task of advertisement and message of it is making advertisement much more acceptable for customers and try to purchase in any position. According to the results which received, impressiveness of the message in advertisements have positive effect on the electronic trading. In this question 5 people answered very low, 27 people answered low, 43 people answered average, 139 people answered high and 320 people answered very high.

T3, Size: Size of the message in advertisements and variety of it have positive effect on the electronic trading

Third question is about size of the message in advertisement and positive effect of it while we know that customer doesn't like to spend their time for long time and in this situation it would be so clear that size of the message can play an important role in advertisement and determine their view about production and buy or reject it. According to the results which received, size of the message in advertisements and variety of it have positive effect on the electronic trading. In this question 5 people answered very low, 16 people answered low, 37 people answered average, 150 people answered high and 326 people answered very high.

T4, Frequency: Frequency of the message in advertisements and variety of it have positive effect on the electronic trading

Forth question is about frequency of the message in advertisement and positive effect of it. It is so important that the message of advertisement would be frequently and can shows it so clear. This frequency of message assuring customer to purchase without any skepticism and it's another good factor of advertisement which is important to increase rise of efficiency of advertisement. According to the results which received, frequency of the message in advertisements and variety of it have positive effect on the electronic trading. In this question 5 people answered very low, 16 people answered low, 27 people answered average, 117 people answered high and 368 people answered very high.

T5, Repetition: Repetition of the message in advertisements and variety of it have positive effect on the electronic trading

Fifth question is about repetition of the message in advertisements and positive effect of it on electronic trading. As far as we know, repetition of the message in advertisement emphasis on production and make customer to buy it and it play a main role to purchasing and convincing buyers to buy production. According to the results which received, repetition of the message in advertisements and variety of it have positive effect on the electronic trading. In this question 5 people answered very low, 27 people answered low, 48 people answered average, 101 people answered high and 352 people answered very high.

To prove that the variables constitute the factor T, the principal component analysis has been conducted and results are as follows:

Table 5.17 : Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,779	95,589	95,589	4,779	95,589	95,589
2	,098	1,956	97,545			
3	,076	1,511	99,056			
4	,031	,610	99,666			
5	,017	,334	100,000			

Extraction Method: Principal Component Analysis.

According to the Table 5.17 this five variables constitute a single factor. This factor explain the 95.6% of variance. Thus, one score can be used instead of 5 variables. The mean of five variables has been calculated and named as Ctemptation.

Table 5.18 : T-Test for A.Temptation

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
ctemptation	37.860	532	.000	1.441	1.37	1.52

According to Table 5.18 all factors have a significance number smaller than 0.05. Null hypothesis is rejected ($\mu \leq 3$) and hypothesis 1 ($3 < \mu$) is confirmed. If both high level and low level are positive, this means that intended factor is in good condition, such as "ctemptation" related to advertising temptation.

This means that the mean of the factor Ctemptation is significantly different than the theoretical mean, 3, proves that it is not random. Therefore, according to the respondents, the factor Ctemptation - the variables about placement of advertising - effects the electronic trade.

Message of Advertising (Electronic Trading)

Dimension of electronic trading:

Frankness represent the sixteenth question in questionnaire which is, Frankness of the message in advertisements have positive effect on the electronic trading.

Relevancy represent the seventeenth question in questionnaire which is, Relevancy of the message in advertisements have positive effect on the electronic trading.

Shortness represent the nineteenth question in questionnaire which is, Shortness of the message in advertisements and variety of it have positive effect on the electronic trading.

Pgraphic represent the twentieth question in questionnaire which is, Persuasiveness of the graphic in advertisements and variety of it have positive effect on the electronic trading.

Umessage represent the twenty first question in questionnaire which is, Understandability of the message in advertisements and variety of it have positive effect on the electronic trading.

According to the answers of the fourth group questionnaires have been classified as “Frankness”, “Relevancy”, “Shortness”, “Pgraphic”, “Umessage”. Here, are the results of the survey for this group

Table 5.19 : Mean, Mode and Median of Variable Affecting in dimension 4 (A.Message)

		MA1:	MA2:	MA3:	MA4:	MA5:
		Frankness	Relevancy	Shortness	Pgraphic	Umessage
N	Valid	534	533	523	534	534
	Missing	0	1	11	0	0
Mean		4.45	4.59	4.44	4.44	4.41
Median		5.00	5.00	5.00	5.00	5.00
Mode		5	5	5	5	5

MA1, Frankness: Frankness of the message in advertisements have positive effect on the electronic trading

First question is about frankness of the messages in advertisement and positive of it on the electronic trading. To have a good and effective advertisement, must obey the reality and frankness of it to rise the faithfully of customer for future and it's a one of the most important factor for advertisement. According to the results which received, frankness of the message in advertisements have positive effect on the electronic trading. According to the results which received, 2 percent answered for very low, 2 percent answered low, 5 percent answered average, 31 percent answered high and 60 percent answered very high. In this question 11 people answered very low, 11 people answered low, 26 people answered average, 166 people answered high and 320 people answered very high.

MA2, Relevancy: Relevancy of the message in advertisements have positive effect on the electronic trading

Second question is about relevancy of the messages in advertisement and positive effect of it on the electronic trading. Advertisement must has complete relevancy with its intention and can't has different meaning or tendency. It is so important that care about the aim of advertisement and the production that wants to indicate it to customers and encouraging them to purchase. According to the results which received, relevancy of the message in advertisements have positive effect on the electronic trading. According to the results which received, 1 percent answered for very low, 1 percent answered low, 6 percent answered average, 22 percent answered high and 70 percent answered very high. In this question 5 people answered very low, 5 people answered low, 32 people answered average, 117 people answered high and 374 people answered very high.

MA3, Shortness: Shortness of the message in advertisements and variety of it have positive effect on the electronic trading

Third question is about the shortness of the messages in advertisement and positive effect of it on the electronic trading. As mentioned before, one of reason for cyber purchasing is diminishing of the time consuming and according to this reason, shortness of the message can help increasing effective of advertisement and encouraging customer to purchase and rising chance of caring about it by consumers. Most of consumers like pay attention for short and nice advertisement which can deviate their view to themselves. According to the results which received, shortness of the message in advertisements and variety of it have positive effect on the electronic trading. According to the results which received, 1 percent answered for very low, 3 percent answered low, 4 percent answered average, 34 percent answered

high and 56 percent answered very high. In this question 5 people answered very low, 16 people answered low, 21 people answered average, 182 people answered high and 299 people answered very high.

MA4, Pgraphic: Persuasiveness of the graphic in advertisements and variety of it have positive effect on the electronic trading

Forth question is about persuasiveness of the graphic in advertisements and positive effect on the electronic trading, which indicated effectiveness of graphic on customer and how it push them forward by glance from them. Nowadays, by speeding purchase up, customers prefer to select production by glance, in this situation, they selecting by quick see and they don't want to spend a long time to purchase. According to the results which received, persuasiveness of the graphic in advertisements and variety of it have positive effect on the electronic trading. According to the results which received, 2 percent answered for very low, 2 percent answered low, 6 percent answered average, 30 percent answered high and 60 percent answered very high. In this question 11 people answered very low, 11 people answered low, 32 people answered average, 160 people answered high and 320 people answered very high.

MA5, Umessage: Understandability of the message in advertisements and variety of it have positive effect on the electronic trading

Fifth question is about the positive effect of understandability of the message in advertisement on the electronic trading. It is so important that the message of advertisement would be clear for customers to know it as soon as it possible, and doesn't need to thinking for long time and complicated. One factor to have an efficiency and effectiveness of advertisement is clarity of message of advertisement and refrain of make it difficult. According to the results which received, understandability of the message in advertisements and variety of it have positive effect on the electronic trading. According to the results which received, 2 percent answered for very low, 2 percent answered low, 7 percent answered average, 31 percent answered high and 58 percent answered very high. In this question 11 people answered very low, 11 people answered low, 36 people answered average, 166 people answered high and 310 people answered very high.

To prove that the variables constitute the factor MA, the principal component analysis has been conducted and results are as follows:

Table 5.20 : Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,783	95,661	95,661	4,783	95,661	95,661
2	,147	2,931	98,592			
3	,042	,846	99,438			
4	,023	,462	99,900			
5	,005	,100	100,000			

Extraction Method: Principal Component Analysis.

According to the Table 5.20 this five variables constitute a single factor. This factor explain the 95.7 % of variance. Thus, one score can be used instead of 5 variables. The mean of five variables has been calculated and named as Cmessage.

Table 5.21 : T-Test for A.Message

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
ccmessage	41.406	522	.000	1.457	1.39	1.53

According to Table 5.21 all factors have a significance number smaller than 0.05. Null hypothesis is rejected ($\mu \leq 3$) and hypothesis 1 ($3 < \mu$) is confirmed. If both high level and low level are positive, this means that intended factor is in good condition, such as "ccmessage" related to advertising message.

This means that the mean of the factor Cmessage is significantly different than the theoretical mean, 3, proves that it is not random. Therefore, according to the respondents, the factor Cmessage - the variables about placement of advertising - effects the electronic trade.

Valid shows the number of questions which answered by people in each category, missing shows the number of questions which didn't answer by people in each category, and Mean is average of it in each category, and median is middle number

or value in any given set of numbers or values in each category, and Mode is value that most often occurs in data set in each category.

Table 5.22 : Mean, Mode and Median of Variable Affecting in online advertising

		Cplace	Ctype	Caddresses	Cmessage	Ctemptation
N	Valid	529	523	534	523	533
	Missing	5	11	0	11	1
Mean		4.51	4.52	4.41	4.46	4.44
Median		5.00	5.00	4.80	5.00	5.00
Mode		5	5	5	5	5

The highest mean belonging to Ctype (4.52) and the lowest belonging to Caddresses (4.41) and median is equal for all of them (5) except Caddresses (4.8) and mode is equal for all of them.

In the first group of questions, the main theme is place of advertising. 534 people answered these questions, the mean of these group of questions 4.51. It means, 90 Percent of the people who answered type of advertisements affects electronic trade. The median is 5, and the mode is also 5.

In the second group of questions, the main theme is type of advertising. 534 people answered these questions, the mean of these group of questions 4.52. It means, 90 Percent of the people who answered type of advertisements affects electronic trade. The median is 5, and the mode is also 5.

In the third group of questions, the main theme is addresses of advertising. 534 people answered these questions, the mean of these group of questions 4.41. It means, 90 Percent of the people who answered type of advertisements affects electronic trade. The median is 4.80, and the mode is 5.

In the fourth group of questions, the main theme is message of advertising which is dimension of e-trade. 534 people answered these questions, the mean of these group of questions 4.46. It means, 90 Percent of the people who answered type of advertisements affects electronic trade. The median is 5, and the mode is also 5.

In the fifth group of questions, the main theme is temptation of advertising. 534 people answered these questions, the mean of these group of questions 4.44. It means, 90 Percent of the people who answered type of advertisements affects electronic trade. The median is 5, and the mode is also 5.

Table 5.23 : Summary of One Sample T-Test for online advertising

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
ccplace	43.394	528	.000	1.512	1.44	1.58
cctype	44.622	522	.000	1.522	1.45	1.59
ccaddress	37.626	533	.000	1.406	1.33	1.48
ccmessage	41.406	522	.000	1.457	1.39	1.53
cctemptation	37.860	532	.000	1.441	1.37	1.52

According to Table 5.23 all factors have a significance number smaller than 0.05 Null hypothesis is rejected ($\mu \leq 3$) and hypothesis 1 ($3 < \mu$) is confirmed. If both high level and low level are positive, this means that intended factor is in good condition, such as factor of “ccplace” related to advertising location, “cctype” related to advertisement type, “ccaddress” related to advertisement addresses, “ccmessage” related to advertisement message and “cctemptation” related to temptation power of advertisement.

5.3.1. Regression

Regression analysis is a statistical technique for studying linear relationships. Typically, a regression analysis is done for one of two purposes: In order to predict the value of the dependent variable for individuals for whom some information concerning the explanatory variables is available, or in order to estimate the effect of some explanatory variable on the dependent variable.

The regression analysis with stepwise method has been conducted with ccmessage is as dependent variable and ccplace, cctype, cc address and cctemptation are as independent variables. The following tables has been shown as results of the regression analysis.

Table 5.24 : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	.985 ^a	.969	.969	.130

a. Predictors: (Constant), cctemptation, ccaddress, cctype, ccplace

Table 5.25 : ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	276.254	4	69.063	4107.301	.000 ^b
	Residual	8.710	518	.017		
	Total	284.964	522			

a. Dependent Variable: ccmessage

b. Predictors: (Constant), cctemptation, ccaddress, cctype, ccplace

According to the Table 5.24, and Table 5.25, the model and R^2 of regression model is significant ($F=4107,301$; $p=0.000<0.005$) and is equal to 0,969 which is quite high (approximate to the 1). And the independent variables can explain the %98.5 of variability of dependent variable.

Table 5.26 : Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.283	.038		7.500	.000
	ccplace	.760	.037	.773	20.478	.000
	cctype	.139	.032	.136	4.383	.000
	cctemptation	.320	.031	.349	10.395	.000

a. Dependent Variable: ccmessage

According to Table 5.26, all of independent variable except *ccaddress* – *ccplace*, *cctype*, *cctemptation* –are significant to explain the dependent variable. *Ccaddress* is not fit in this model, therefore stepwise method has removed it from coefficients table.

The coefficient of *ccplace* (0.760), *cctype* (0.139) and *cctemptation* (0.320) are significantly different from 0 ($p=0.000<0.05$). It means, these coefficients are significant and can be used to explain the dependent variable, *ccmessage*.

The coefficient for *ccaddress* (0.044) is not significantly different from 0 ($p=0.069>0.05$).

The model can be expressed as following;

$$ccmessage = 0.760.ccplace + 0.139.cctype + 0.320.cctemptation + 0.283 + e$$

According to the standardized coefficients, *ccplace* ($b=0.773$) has more importance than others, in explaining the *ccmessage* variable.

5.4. Research Findings

Secondary questions:

- *Does the message of advertisement have significant effect on electronic trading?*

According to results obtained from analyses, advertisement message has significant effect on electronic trading through newness of advertisement message, explicitness of advertisement, relatedness of advertisement message and shortness of advertisement message. It has substituted to the electronic trading. It means that, the message has been used as the score of electronic trading.

- *Does advertisement placement have significant and positive effect on electronic trading?*

According to results obtained from analyses, place of advertisement has positive and significant effect on electronic trading through indices such as popular advertising websites, placing advertisements on first pages of search engines, placing advertisements in websites having topics related with advertisement topic,

and placing advertisement in a suitable place of site. And its effect is much more powerful than the others on explaining the electronic trading.

- *Does the type of advertisement have significant and positive effect on electronic trading?*

According to results obtained from analyses, type of advertisement has positive and significant effect on electronic trading through written advertisement, graphic advertisement, audio advertisement, click advertisement and email advertisement.

- *Does the temptation power of advertisement have significant effect on electronic trading?*

According to results obtained from analyses, advertisement temptation has positive and significant effect on electronic trading through advertisement message satisfaction power, understandability of advertisement, motivation power of advertisement message and effectiveness of advertisement message.

- *Do the addressees of advertisement have significant and positive effect on electronic trading?*

According to results obtained from analyses, addressees of advertisement have positive and significant effect on electronic trading through target addresses, public addresses, potential addresses and actual addresses. However, its effect is not as much as the others, and it has been discarded from the regression model.

According to these results obtained from all analyses, internet advertisement has positive and significant effect on electronic trading through place of advertisement, temptation of advertisement, advertisement addresses, advertisement message and advertisement type.

5.5. Research Limitations

- Failure to access all respondents at the same time and at designated time. Among 700 people who have been randomly selected, just 534 people responded questionnaire and it one of the problem in this research that would be one of limitation, faced in this survey.

- Problem of distance. Some of people who randomly selected was not near use to asking them more and more about some defecate, so that, it would be obligatory to accepting their view about questionnaire and respondent of it as they wants.
- Filtration on social network web sites was another limitation, because of it, accessing of those were restricted, and it wouldn't be available to using them or wants to working with it, because of it was against the discipline of government and it filtered according government known.



6. CONCLUSION

6.1. Conclusion

Considering the novelty of electronic trading in Iran and existing high potential of users, electronic trading companies can utilize this potential in the best possible way; but few research is conducted in this field and it is necessary to do more research about the effect of advertisement in cyberspace on function of electronic trading companies and also on consumers' purchase. Therefore, this research investigated the effect of internet advertising on electronic trading companies among social network users. E-commerce, business transactions managed on-line, has many profits for both consumers and businesses in cyberspace situation, including convenience, savings, selection, personalization, and information.

In this research by library research and review of previous literature, a theoretical framework about advertisement and electronic trading is considered. In this framework confirmatory factor analysis is used to examine construct validity and in the end path analysis is used to test research hypotheses. Statistical population of research is all users of Iranian social networks who are daily involved with internet and internet shopping. To collect data, electronic questionnaire is used. The 25-question questionnaire is of close-ended type and is written based on five-choice Likert scale (very high to very low). The questionnaire after validity and reliability confirmation is multiplied to the chosen sample size using Morgan table and is examined by statistical sample. Sampling method of this research is convenience random sampling. Because population size is unlimited so sample size is considered 534 persons that selected 384 persons in Iran and 150 person of Iranian who living in Istanbul - Turkey. In this survey, questionnaire has been sent to 700 persons and received 534 responds from them, so that, the ration of it is $534/700 = 0.763$, it is as same as 76.3 % which means 76.3 per cent of them responds this questionnaire, it

shows that it is more than 50 per cent and it would be good and reliable and it just over three out of four of the people which selecting randomly.

When questionnaires are distributed, data are collected for model test and examining factors and sub-factors. Then first effectiveness of each one of sub-factors is investigated and then the effects of model components on each other are recognized. Result shows that all factors which considered have positive effects and indicated close relationship between internet advertising and electronic trading, and is advertisement creators wants to create the best advertisement on cyberspace must considering these factors to have efficiency and effectively advertisement on the internet to make the best electronic trading. The results emphasis on the reality of this hypothesis and its true, and importance of it and also show that in this research obtained the result which wanted. If it does as vice versa about hypothesis, the relationship between internet advertisement and electronic trading getting negative and doesn't have a good expectation to rise it up.

6.2. Recommendations

6.2.1. Applicable Recommendations

In order to improve electronic trading though internet advertisement, specialists must give attention to advertisement place, temptation, addresses, message, and type of advertisement to make it much more effective and influence

Advertisement placement has positive and significant effect on electronic trading, therefore experts must investigate aspects of this issue and identify suitable places; and pay attention to indices such as popular advertising websites, placing advertisements on first pages of search engines, placing advertisements in websites having topics related with advertisement topic, and placing advertisement in a suitable place of site.

Advertisement type has positive and significant effect on electronic trading therefore experts must investigate aspects of this issue and identify conditions of advertisement type and consider indices such as written advertisement, graphic advertisement, audio advertisement, click advertisement and email advertisement.

Advertisement addresses have positive and significant effect on electronic trading therefore experts must investigate aspects of this issue and identify advertisement addresses and consider indices such as target addresses, public addresses, potential addresses and actual addresses.

Advertisement message has positive and significant effect on electronic trading, therefore, experts must investigate aspects of this issue and identify advertisement message and consider indices newness of advertisement message, explicitness of advertisement, relatedness of advertisement and shortness of advertisement message.

Temptation power of advertisement has positive and significant effect on electronic trading therefore experts must investigate aspects of this issue and identify advertisement temptation and consider indices such as advertisement message satisfaction power, understandability of advertisement, motivation power of advertisement message and effectiveness of advertisement message.

6.2.2. Recommendations to Further Researches

Redoing this research in other countries, to understand similarity and differentiation of it with this research and can increase accuracy of it to make it much useful

Redoing this research to another situation if it be possible or with another portion of people with different categorization to increase accuracy of it

Identifying other components and aspects in order to investigate the effect of internet advertisement on electronic trading to show that what component is more effective and much influence about advertising in electronic trading

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<http://www.iab.net/about>

ANNEX 1 QUESTIONNAIRES APPLIED IN THE SURVEY

The online Questionnaire have been prepared by survey monkey. The addresses of these web addresses as follows:

<https://www.surveymonkey.com/r/YCRV9RG>

<https://www.surveymonkey.com/r/YCNMQ6G>

<https://www.surveymonkey.com/r/YCGZC3K>

Questionnaire

Part 1: Demography

What is your gender?

Male Female

How old are you?

What is your literature degree?

Under Diploma Diploma Associate Bachelor Master Doctoral

Part 2: Scale of Persuasive Internet Advertising on E-Commerce

Very Low (1), Low (2), Average (3), High (4), Very High (5)

	1	2	3	4	5
1. Using advertisements in massive traffic advertising sites influences on electronic trading					
2. Advertising on the first page of the motor search has positive effect on electronic trading					
3. Advertising in the sites relevant to the subject of advertisement and variety of it has positive effect on electronic trading					
4. The place of advertisement and variety of it in the site has positive effect on the electronic trading					

5. Advertising on the internet and variety of it has positive effect on the electronic trading					
6. Text advertisement and variety of it has positive effect on electronic trading					
7. Graphic advertisement and variety of it has positive effect on electronic trading					
8. Sonic advertisement and variety of it has positive effect on electronic trading					
9. Click advertisement has positive effect on electronic trading					
10. Email advertisement and variety of it has positive effect on electronic trading					
11. Special audience /target of advertisement have positive effect on electronic trading					
12. General audience / target of advertisement and variety of it have positive effect on electronic trading					
13. Potential audience of advertisements and variety of it have positive effect on electronic trading					
14. Active audience of advertisement have positive effect on electronic trading					
15. Persuasiveness of the message in advertisements and variety of it have positive effect on the electronic trading					
16. Frankness of the message in advertisements have positive effect on the electronic trading					
17. Relevancy of the message in advertisements have positive effect on the electronic trading					
18. Shortness of the message in advertisements and variety of it have positive effect on the electronic trading					
19. Persuasiveness of the graphic in advertisements and variety of it have positive effect on the electronic trading					
20. Understandability of the message in advertisements and variety of it have positive effect on the electronic trading					
21. Motivations of the message in advertisements and variety of it have positive effect on the electronic trading					
22. Impressiveness of the message in advertisements have positive effect on the electronic trading					
23. Size of the message in advertisements and variety of it have positive effect on the electronic trading					

24. Frequency of the message in advertisements and variety of it have positive effect on the electronic trading					
25. Repetition of the message in advertisements and variety of it have positive effect on the electronic trading					





SOSYAL BİLİMLER ENSTİTÜSÜ

Sayı:B.30.2.AYD.0.41.00.00/0 20-1756

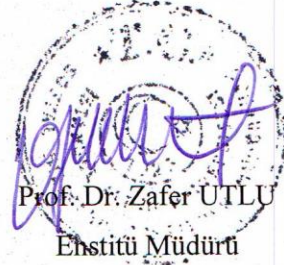
07.10.2015

Konu: ANKET

Sayın Ehsan NEZAFATI

Enstitümüz Y1212.130004 numaralı İşletme Ana Bilim Dalı İşletme Yönetimi Tezli Yüksek Lisans programı öğrencilerinden Ehsan NEZAFATI' nın "SUBJECT PERSUASIVE ADVERTISING IN E-COMMERCE" adlı tez çalışması gereği "Görüşme Soruları" ile ilgili anketi 28.09.2015 tarih ve 2015/11 İstanbul Aydın Üniversitesi Etik Komisyon Kararı ile etik olarak uygun olduğuna karar verilmiştir.

Bilgilerinize rica ederim.


Prof. Dr. Zafer ÜTLÜ
Enstitü Müdürü