

Persuasive Advertising in E-commerce and Effective of it on Electronic Trading in Iran

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Abstract

The intention of this survey is to understand the effectiveness of Location, Type, Addresses and Temptation on Online Advertising and effect of Message on Electronic Trading.

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. 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 the factors, has explicit effect on persuasion and advertising, generally. However, in this research, field analysis has been made to evaluate the effects of these persuasive advertising factors on purchasing decision of persons 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 on 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 have 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

Introduction

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, 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 on the relationship between the main determinants of persuasive advertising and its effect on electronic trade. 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. The studies of persuasiveness shown that price is a very essential variable for retailers when choosing their suppliers, other variables like the quality and product of services play a main role when customers decide to buy (Giovanis et al, 2013). Personal effect has also expanded in cyberspace in the form of online interpersonal effect or electronic word of mouth (Khammash & Havard, 2011).

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). Advertisement is a tool for influence and change. According to websites with online advertisements have considerable impacts on customers' aware, motive, and behavioral reactions (Dailey 2004) (Eroglu et al, 2001). Advertisers expectation to build brand consciousness and produce favorable and accepted attitudes by way of cyberspace advertisements (Wu et al, 2014). Recent empirical evidence about internet and services, shows that around 80% of users of internet are appealed to personalized services (Kobsa, 2007). Personalized service is a mutual acting procedure in which a salesman supplies related adaptation content established upon customers' precedence (Miceli et al, 2007). Among the many features of retail which are online, the mainly apparent one is the inaccessibility of close touch between customer and goods, which is available in tangible shop; thus the decision of consumers' purchase depends merely on information of online product (Agatza et al, 2008). Therefore electronic-tailers search for supplying customers with mainly product information which is available, so as to dominate on the restriction and make able the customers to save time of shopping and the cost of transportation. Whereas, meanwhile, corporeal retailers even now get pleasure from great number of faithful customers who have hardship to buy online products, or just reluctant to do cyber shopping (Cai, 2010). Most of people in online shopping inclined to say their personal experience sensitive for specific products on the internet. A lot of proofs indicate that this opinion-rich data produced by customers extremely effects on the purchase purpose of others (Lin et al, 2011). Another reason of persuasive advertising is changing behavior and attitude of customer to purchasing. So that, try to change behavior and attitude of customer is another aim of persuasive advertising. Sponsoring of advertising by retailers is stimulated by the literature on cooperative advertising, searching to describe why manufacturers repay retailers to advertise and why they emphasis on it and spend huge money for it. For instance, IBM and Apple spend huge amount of money per year on reducing their franchisees to advance the products (Xie & Wei, 2009). Entire spending on cooperative advertising in U.S. companies indicate a tendency of swift development over the late years (Nagler, 2006) (Yan, 2010). There is now a general agreement among the examiners that the appeal cooperative advertising is owing to the various among domestic and national advertising (Bergen & John, 1997) (Karray & Zaccour, 2006). In general, persuasive advertising rises the customers' tending to pay for the product and therefore transfers the curve of demand product.

Literature Review

In the literature, in many models, advertising is a tool which rises either the intensity of demand (all level of price) or the amount customers are subject to pay for a product. According to this

representation of advertising, many models predict a positive association 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 Eghbal (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.

Jalilian, Ebrahimi and Mahmoudian (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 Dehghani (2011) investigated the mutual relation between advertising, market concentration and profitability in industries of Iran. The results showed that advertising influence on profitability.

Rabiee, Mohammadian and Baradaran Jamili (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, Heydar Poor and Hasan Zadeh (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".

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 cyberspace, Eroglu, Machleit and Davis (2001, 2003) conceptualized and check the interactions among atmospheric keys of online shopping and aware and motivated reactions in addition to behavior of customers.

Method

Materials

Data has been gathered through an organized questionnaire advanced on a five-point scale. For testing the hypothesis of the research, managed a questionnaire (Appendix A).

Hypothesis

In order to the study's test of hypothesis,

- **Hypothesis 1:** internet advertising has positive and significant effect on electronic trading in Iran
- **Hypothesis 2:** The place of advertisement has significant effect on electronic trading
- **Hypothesis 3:** The type of advertisement has significant effect on electronic trading
- **Hypothesis 4:** The addressees of advertisement have significant effect on electronic trading
- **Hypothesis 5:** The temptation of advertisement has significant effect on electronic trading
- **Hypothesis 6:** The message has significant effect on electronic trading

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 according to the hypothesis dimensions.

In gathering information, main sources have been considered as population sample. The questionnaire embraced and united from different researches, used to gather call for information

hypotheses in order to accept or deny it (table 1). Questions' reliability which tested by Cronbach's Alpha and outcome indicated that each one of them were above 0.9 suggesting pleasant questionnaire's reliability which guided by exploring earlier experts and researches' recommendation. Each one of the questions were classified on a five-point scale of Likert from "very low" (1) to "very high" (5).

Table 1

Source	Variable	Question No.
IAB, 2012	Location	1 to 5
Tutaj&Van Reijmersdal, 2014	Type	6 to 10
McCambley, 2013	Message	11 to 15
Jansen & Mullen, 2008	Addresses	16 to 20
Braun, 2011	Temptation	21 to 25

Conceptual 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).

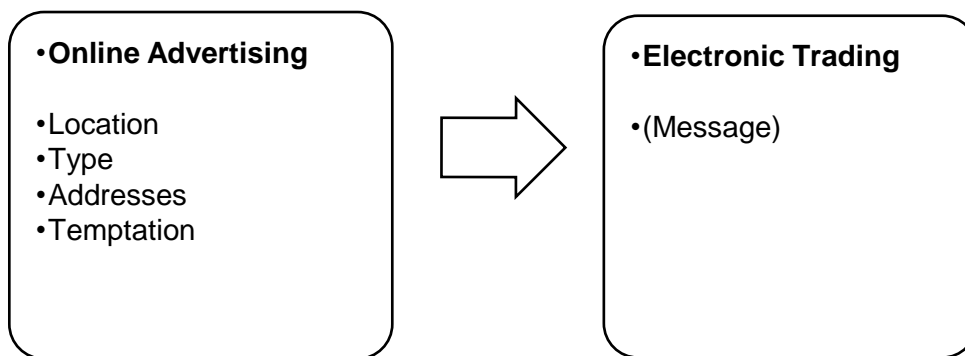


Figure 1

The procedure of the present survey 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.

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.

Finally 534 questionnaires were usable to assess. The people who answered were 50.2% male and 49.8% female (Table 2). This survey began in 2014 and it takes time about more than 8 month.

Table 2

Variable	Frequency	Percentage
Age		
19-24	101	18.91
25-36	296	55.43
37-53	137	25.66
Gender		
Men	268	50.2
Women	266	49.8
Education		
Lower than High School Diploma	10	1.9
Diploma and Associate degree	62	11.6
Bachelor's degree	228	42.7
Master's degree	215	40.3
Doctoral degree	19	3.5

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, 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.

Data Analysis and Result

In this survey to understand this data is appropriate for analysis's factor, analysis of principal component has been guided. 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 3

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

According to this Table 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 "place" related to advertising location, "type" related to advertisement type, "address" related to advertisement addresses, "message" related to advertisement message and "temptation" related to temptation power of advertisement.

Table 4

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

The regression analysis with stepwise method has been conducted with message is as dependent variable and place, type, address and temptation are as independent variables. The following tables has been shown as results of the analysis of regression.

Table 5

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

Table 6

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: message

b. Predictors: (Constant), temptation, address, type, place

According to these Tables, 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 7

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

According to this Table, all of independent variable except address –place, type, temptation –are significant to explain the dependent variable. Address is not fit in this model, therefore stepwise method has removed it from coefficients table.

The coefficient of place (0.760), type (0.139) and temptation (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, message.

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

The model can be expressed as following;

$$message = 0.760.place + 0.139.type + 0.320.temptation + 0.283 + e$$

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

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, addresses 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.

Discussion

This research has limitation which are:

- 1) There are a lot of causes, influencing on online advertising and electronic trading. Except, because of time compels, and couldn't examine all factors impacting on electronic trading and online advertising.
- 2) Due to questionnaire using as data collecting means, the respondents cannot answering these questions of questionnaire precisely as their view and want.
- 3) 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.
- 4) Failure to access all respondents at the same time and at designated time.

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.

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.

Conclusion

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.

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Appendix A

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					