

Advertising in mobile social networks; providing a conceptual framework on meta-synthesis method

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Abstract

Nowadays, mobile social networks have attracted many users worldwide. With its unique services, each mobile social network has paved the way for growing and expanding the jobs and communications among companies, experts and users in different areas. Due to novelty, no comprehensive model (which involves all influential components) is provided to accept networks in such networks. Present study is conducted to design an integrated advertisement acceptance model in mobile social networks through a meta-synthesis method. Here, relevant literature is analyzed and initial research framework is represented. This research examines selected articles between 2000 and 2018. Ultimately, out of 260 initial articles, 75 were selected for the study from databases such as Elsevier, Emerald, Willy, Omega, Ebescos, and Noormags. To ensure validity, 18 experts with sufficient background and expertise in advertising and social networks were included using a systematic snowball sampling method. Then, by using qualitative methodology tools such as open-ended questionnaires and deep interviews with experts, initial model was developed and marketing comprehensive model in mobile social networks was devised. Finally, the model was modified by organizing focus group meetings and final conceptual model for advertisement acceptance in mobile social networks was designed. The results indicate the identification of 5 categories, 12 themes, and 59 codes in the field of advertising in mobile social networks. Results indicate that theme, market forces, demographical factors, conceived content, consuming factors, social norms, advertisement factors, motivational and deteriorative factors all impact of advertisement acceptance in mobile social networks. In conclusion, some research and applied recommendations are provided.

Keywords: Advertising, mobile social networks, meta-synthesis, advertising acceptance, perceived content, social norms.

1. Introduction

Advertising is a highly important tool for promoting marketing. Media play a vital role in using this tool. Criticisms on the effectiveness of traditional media in advertisement caused that mobile media serves marketing and advertisement by its own innovations. Considering the interactive nature of modern technology, social media advertisements indicate a joint communication framework with customers. Compared to traditional general media advertisements or online advertisements, companies can establish bilateral information and interactive

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relations with their customers (Swani, Milne, Brown, Assaf & Donthu, 2017). Hence, social media advertisements aid companies to realize many marketing goals including customers' awareness, customers' knowledge, customers' conceptions, and customers' motivation to buy real products (Shareef et al., 2017) .

On the other hand, due to the increasing use of mobile phones, this tool has become intertwined with people's daily lives and has become an inseparable part of life. Due to such traits as accessibility, lower advertisement costs, high response rates and highest audiences in the world, mobiles have more privileges than Internet and using mobile and mobile social networks is expanding day-by-day (Ghandvar et al., 2022) .

Increasingly, social media has penetrated to all aspects of our life. By general behaviors and correct conception, users are now busy with platforms of big social networks such Facebook, Google Plus, Snap Jet, YouTube and Twitter (Kim and Kim, 2018). In fact, social networks have changed the nature of our interactions with friends or private and public organization. Social network platform is a new location where people, organizations and even governments can communicate in commercial, social, political and training terms and they have become tools to share information, opinions, products and services (Rathore et al., 2016). As a result, organizations throughout the world are attempting to use such social networks to attract customers and to create remunerative marketing relations with customers (Kamboj et al., 2018). Likewise, social media advertisement is an important tool for penetration of the company among different communities of social media and for increasing brand awareness among future customers and social media visitors. Such new marketing strategy would not only build a platform to render its products and services for advertisers but also it is seen as a tool to listen to customers' complaints and recommendations (Mukherjee and Banerjee, 2017) .

As mentioned by Alalwan (2018), there are different marketing techniques (such as advertisement, Electronic Word-of-Mouth (WOM), CRM and branding) which can be used by companies in social network platforms). Researchers and experts are too interested in advertising products and services through social media (Kamboj et al., 2018). Such interests indicates that companies have spent huge money in advertisement campaigns. For instance, as reported by Statista (2017a), in 2016, about US\$524.58 billion was invested in this regard. According to Statistics by Statista, one can perceive that there exists a similar level of interest in social media advertisement since in 2016, US\$32.3 billion have been spent for advertisements in mobile and computerized social networks. It raises an important question on feasibility study of such campaigns in the view of companies. More importantly, marketers always encounter with the challenge of planning and designing such advertisements in social networks by an effective and attractive technique (Hoseini et al, 2022).

In the third quarter of 2018, Facebook as the most popular social network worldwide had 2.27 billion active monthly users while in the third quarter of 2012, its Facebook active users was about 1 billion (Statista, 2017b). Statistics indicate that active mobile social networks penetration among users is increasingly growing. Likewise, delivering advertisement content in social networks such as Facebook, Twitter, YouTube and so on to which hundred millions of users have access through their mobile devices is highly facilitated so that these networks have created a proper and huge environment for advertisers (Grewal et al., 2016).

As mentioned by Alalwan (2018), there feels more need to study such phenomena in recent years. In fact, researchers should explore main aspects which can influence on customers' reaction and understanding on social networks (Oh, et al., 2015). Tuten and Solomon (2017) believe that one of the main goals of using social networks for promotion and communication is to shape consumer's decision making. Considering the fascination of this channel, it is important to know: what are the consumers' attitudes toward sent advertisements through mobile social networks and what are affecting factors on advertisements acceptance? Therefore, present study looks for identifying and studying main factors which can predict users' acceptance for those products which can be advertised by using suing mobile social networks. Therefore, present study attempts to answer below question: What are the factors affecting advertising in social networks?

2. Theoretical Basics

Recent studies have utilized the term "mobile advertisements" as an integrated method which is more popular than any other concept among researchers. Likewise, the term "marketing through mobile" in studied surveys refers to "mobile advertisements" phenomenon. Mobile marketing is defined as planning and executing all

mobile-based marketing activities which put buyers in buy-and-sell route and in increasing rapidly and depends on buyers: from initial sales, sales, consumption, payback to recommendation steps (Shankar, 2016). According to some authors, using the term “marketing” is not desired. Others have used “mobile marketing communication” which can separate mobile advertisements from other traditional non-mobile marketing. According to the authors of present paper, the best term for this phenomenon is mobile advertisements. Its necessary elements always mentioned in advertisement definition include: (1) payment, (2) non-personal, (3) with a well-known patron, (4) using mass media, (5) intends to convince or penetrate (Jaana Tähtinen, 2006) .

Using mobile by shoppers which typically points out a mobile device along with media, technology or channel is growing rapidly. Over five fourth of US customers use a mobile device for shopping even one item (Daurer, 2016). Mobile device users are usually interacting with a relatively small touchscreen. This interaction with mobile devices through a touchscreen which is based on touching is differed from mouse interactions which may increase advertisements effectiveness (Grewal et al., 2016) .

While users are usually busy with mobile programs, they are using only a few programs regularly. Although a smart phone has about 40 programs, shoppers only use 15 or less applications (Gupta, 2013). Only a few programs are for markets or shops. Therefore, such competition in mobile applications is too high and marketers have to remove existing deficiencies in the views of customers in order to be seen. Mobile users not only expect to buy mobile applications, but also, they expect that services by these applications are useful to achieve their performance goals such as enjoyment, self-monitoring, information search, plan updates (Kim, Wang, and Malthouse 2015). We believe that mobile marketing programs with the highest possibility of success in a busy environment of mobile device and paramount mobile applications are those ones in which functional needs are balance by social attachments (Shankar, 2016) .

In a statistical study, Swanepoel (2015) proved that since over 90% of people have access to mobile, mobile applications have been the most popular marketing communication in Africa; however, a few local or international studies have measured the impact of population groups in accepting mobile social network advertisements .

On the other hand, consumer’s socialization theory predicts that the relationship between consumers influences on cognitive, emotional and behaviors attitudes (Ward, 1974). Findings indicate that social learning process in virtual communities is a complicated process which believes that multilevel variable traits are beyond the scope of traditional socialization theory. By socialization, consumers learn skills, knowledge and attitudes on consumption in market. Socialization framework is broadly used. In line with socialization theory, peers use social media as socialization factor and new comers are influenced through communication as the result of a social learning process. In the environment of social media, consumer learns attitudes and adapts his/her shopping behavior through written messages sent by peers (e.g. colleagues). Peers’ potential pressure is consumer’s motivation and interest to buy a product which can yield to an immediate result (e.g. closer relations)

(Wang, Yu & Wei, 2012) .

Social norms target acceptable standards and behavior codification. Social norms help to modify misperceptions and they target mobile advertisement acceptance by reviewing behavioral standards and admirable insights in the society. Social norms help to determine misperception influenced through mobile advertisement acceptance by reviewing consumers’ views (Soroa – Koury & Yang, 2010). Since social norms theory was successful in changing unknowingly behavior on using alcoholic drinks and sexual behaviors, it was extended to mobile advertisement consumers’ acceptance and tendency.

Three key theoretical attitudes including networking ability, personal flexibility and image transferability create a strong potential to conceive advantages and disadvantages of using social media for international advertisers. Network technology is the heart of any innovative strategy which allows big and small companies to access the biggest possible community to provide their services (Bell and Loane, 2010). Thus, network ability is used to show how social networks can influence in all cultures and borders. Image transferability would provide

social media marketers with the ability to build brands which can be used to construct and foster brand image with consumers throughout the world. In the meantime, social media personal resilience would permit marketers to invest on consumers' propensity to have more interaction with other cultures. Briefly, these three social media bases provide marketers with a unique chance to access international audiences which would yield to geographical and international interactions. Analysis indicates that these three factors are abilities which provide opportunities to participate in effective global marketing (Okazaki and Taylor, 2013) .

Positive impact of Social Networking Advertisements (SNAs) on viewers' positive attitude was tested in research. Introduced model to test positive attitude toward SNA for intent to purchase and marketing was Word-of-Mouth (WOM). This study indicated that SNA has three positive features: amazement, information and credit. These features cause positive attitudes toward SNA. When a positive attitude toward SNA is generated, intend to purchase and WOM are more likely. This study helps brand and SNA advertisers to provide desired cognitive and behavioral responses to consumers. Findings indicate that in mobile social network advertisements, advertisers should pay attention to the significance of advertisement rich content which should be along with amazement and credit elements in SNAs. Thus, SNAs are designed to expose in SNS users' minds through a positive behavior which includes current and future consumers for advertised product or service. Finally, such positive attitude brings positive interactions in e-WOM and creating purchase goals in SNS users'

minds (Mukherjee and Banerjee, 2017) .

In another study by Zubscek et al (2017), the authors introduced consumers' movement theories based on results for economy and consumer's behavior. They provided their information on their product preference and suggested that marketers can generate incomes by using the networks which attract collection events (when consumers are mostly in the same time and pace) and by using information dynamism. Authors studied mobile advertisement responses in 217-member group when participants used mobile coupons sent by retailers in different product categories through smart phones. Data includes incentives and coupons, demographical and psychological information, hour of day, participants' geographical situation and their social relations. Authors found a positive relationship among consumers limited to coupons. Additionally, they indicated that the combination of consuming locations can improve the accuracy of predictions possibly to 19%. These findings

have important practical findings for those marketers who grow in mobile advertisement industry .

Malthouse et al (2013) assert that social media marketing communications prepare consumers to render CRM message as well as desired and positive advertisement and disseminating brand communication. Murphy (2014) found that social media results in produced content by user that favorably influenced on behavioral responses (purchase goals) among Y¹ generation in Ireland. Some organizations and their brands use social media to advertise their brands and expose young customers by ICT digital operating system advertisements especially in South Africa and outside. However, many organizations use social media marketing communications without a right understanding on its real impact on digital ICTs which influence on young consumers' attitudinal responses or on the functions of demographic variables on desired influence of advertisement on users (Duffett, 2017). Consumers move through consecutive attitude steps: namely brand awareness (cognitive attitudinal response), brand knowledge (cognitive attitudinal response), liking brand by a desired position toward it (affective attitudinal response), and brand priority to other brands through a positive treatment toward it (affective attitudinal response, believe in logic brand purchase (behavioral attitudinal response) and final brand purchase (behavioral attitudinal response). These steps are not necessarily identical since consumers can progress

¹ Y Generation borne between 1980 and 2000 is also known as the Millennium Generation. This generation is grown in the context of modern communication technologies and is interested in communication with friends and peers. Y generation members are borne after X and before Z generations. They have always attempted to be equipped with the most state-of-the-art technologies. They communicate many people in virtual space and are aware of what going on in the world. A Y generation member is highly depended on virtual world and digital technology and one of its goals is to control virtual space to have stronger footstep than other generations. They trade through building groups in social pages. Y generation always attempt to have a convenience life. This generation is interested to move forward the job rapider and is not interested in doing long term works. Although many people believe that Y generation members are indifferent to surrounding community, it is not true and they are looking for improving their community's condition albeit by their own ideology!

differently in one or more fields simultaneously. Likewise, many other variables influence on attitudes toward advertisement such media, age, gender, ethnicity and modes (Duffett, 2017).

In summary, it is too important to know that, influenced by which factors, advertisements are accepted by mobile social network users. In other words, which factors influence on social network users' attitude, acceptance and behavior since it determined the content of social media marketing communications and how they would help online ICT strategy effectiveness. In many studies conducted to provide mobile and mobile social network advertisement acceptance model, famous and old technology acceptance models by users (such as Theory Of Reasoned Action ,Innovation Diffusion Theory ,Technology Acceptance Model ,Theory Of Planned Behavior,Unified Theory of Acceptance and Use of Technology) are used as base model. In present paper, we intend to provide a comprehensive model by using affecting factors on advertisement acceptance in mobile and mobile social networks in another and by a comprehensive glance at extant literature.

3. Methodology

Meta-study is a technique used to study and combine pathology in previous studies conducted in recent years. Meta-study is a deep analysis of conducted studies in a certain field. If conducted qualitatively on used concepts in previous studies, it is also known as meta-synthesis or meta-synthesis (Walsh and Downe, 2005). meta synthesis explores new issues and metaphors by a systematic insight for researchers through different research combinations and promotes current knowledge and create a comprehensive attitude on different issues. Meta-synthesis aims at developing theories, summarizing in high levels and generalizing qualitative findings in order to make their practical applications more accessible (Eri et la, 2015) .

According to Zimmer, meta-synthesis is a qualitative study which compares extracted information from other qualitative studies with relevant and similar ones. As a result, the considered sample for meta-synthesis constitutes of selected qualitative studies based on their relation to research question. Meta-synthesis is not to review qualitative literature in an integrated manner. Also, it is not the analysis of secondary and main data from selected studies; rather, it is the analysis of their findings. In other word, meta-synthesis is the combination of description of main data of selected studies. Overall, three goals are mentioned for meta-synthesis : (1) theory devising, (2) theory description and (3) conceptual development (Zimmer, 2006). Thus, in designing the framework of advertisement acceptance in mobile social networks, one can learn its aspects and components by

utilizing meta-synthesis .

To realize present study goals, Sandelowski & Barroso seven-step technique is used as seen in figure 1.

Upon completing cross-combination methodology, components and aspects of advertisement framework in mobile social networks are extracted. Considering the content and ontology of the research, its methodology is qualitative and its population consists of marketing, social networks and advertisement experts and it was possibly to prescribe proper model for advertisements acceptance in mobile social networks based on their opinions. Noteworthy, all experts have doctoral degrees in addition to relevant marketing and advertisements in mobile social networks knowledge. On this basis, literature and background review, affecting factors on advertisements in mobile social networks were identified and the primary model on acceptance of advertisements in mobile social networks was redesigned by using deep interviews and questionnaire.

Table on indicators and affecting factors was submitted to 18 advertisement and online marketing field experts¹ and they are valid if confirmed by them. In fact, content validity is done in two aspects: first, using the components of advertisements in mobile social networks and its frameworks in previous literature which leads into framework validity and, second, providing experts with categorization which by their confirmation, data validity is supported .

¹ The number of experts is determined by theoretical adequacy in qualitative researches. Whenever, relevant data in interviews become matured, we continue the study for 10% and we have achieved maturity or theoretical adequacy if previous data is repeated.

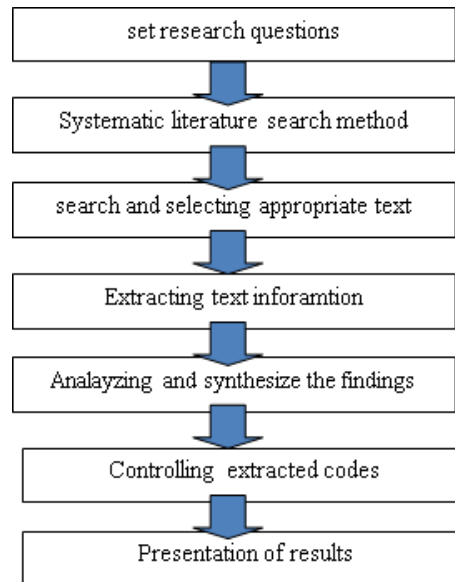


Figure 1: Sandelowski & Barroso seven-step method

To investigate grouping the components and extracted framework from meta-synthesis, semi-structured interview is used. Thus, to measure the reliability, the technique of creating structured processes are used to execute and describe convergent interviews.

Authors like Reis have used convergent interview as a tool to identify key or deep issues in research poulation. Convergent interview is a criterion to evaluate internal content, external content and neutrality (Reis, 2011). By using structured approach to selected persons for interviews (they may be participants, respondents, interviewes and even subjects) and identifying the problems in this way, convergent interview only highlights common issues among a wide range of people in the community (Jepsen & Rodwell, 2008).

In the next step, after holding focus group meetings consisting on relevant experts, final reforms are made and final conceptual model is drawn to realize advertisement in mobile social networks. Figure 2 outlines research conduct process.

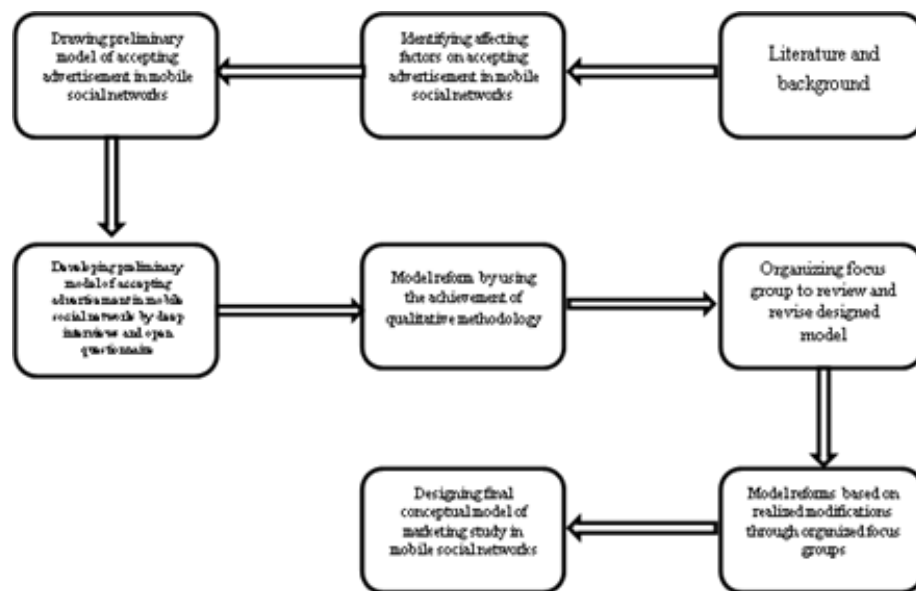


Figure 2: the process of marketing model designing in mobile social networks by using qualitative technique

Considering the main aim of research and its methodology which uses qualitative and explorative logic is utilized to gather and analyze such data in theoretical sampling. This is an objective sampling method which supports researcher in creating or exploring theory or concepts proved in their relations with an evolving theory. In theoretical sampling, events are samples rather than people. If people are used, the aim is to explore the events. These are events which indicate diverse components related to studied phenomenon. Theoretical sampling guidance is questions and comparisons emerged through analyzing interviews and cause the exploration of proper components and their traits and aspects (Strauss et al, 1990). On this basis, data collection tool in this study was face-to-face and deep interviews and open questionnaires. Sometimes, interviews were repeated to share preliminary findings and data modification. Theoretical sampling was kept on till theoretical maturity. Theoretical maturity is a step in which new data is confirmed in relation to unrealized subject and relations among components (Glaser and Strauss, 2017).

4. Findings

As mentioned in previous section, meta-synthesis most famous technique namely Sandelowski & Barroso's (2003) seven-step method is used as its steps are mentioned below.

First step: set research questions

In table 1, research questions are provided along with parameters .

Table 1: research parameters and questions

Research questions	Parameters
What are the effective factors on advertising in mobile networks?	(What)
From which journals and databases are the selected articles on the effective factors on advertising in mobile networks extracted?	(Who)
In what time period does this research examine the effective factors on mobile advertising?	(When)
What method is used to provide information?	(How)

Second step: Systematic literature search method

In this research, different databases, publications and search engines are examined between 2000 and 2018 inside/outside the country. To search articles, keywords like social networks, attitude, advertisement, mobile, tendency to advertisement acceptance, social networks marketing, social networks marketing framework are used more and such keywords as e-marketing, web marketing, digital marketing, internet business, e-commerce, marketing tools, advertisement, e-brand, internet marketing models and online consumer's behavior. As a result of searching different databases, publications, and search engines and keywords, 260 articles were found.

Table 2: used journals in research

Scientific journals	
Journal	QTY
Elsevier	100
Emerald	75
Willy	22
Omega	13
Ebesco	10
Noormags	40
Total	260

Third step: search and selecting appropriate text

To select proper papers based on observed algorithm in figure 3, various parameters such as title, abstract, content, accessibility, quality and methodology are assessed.

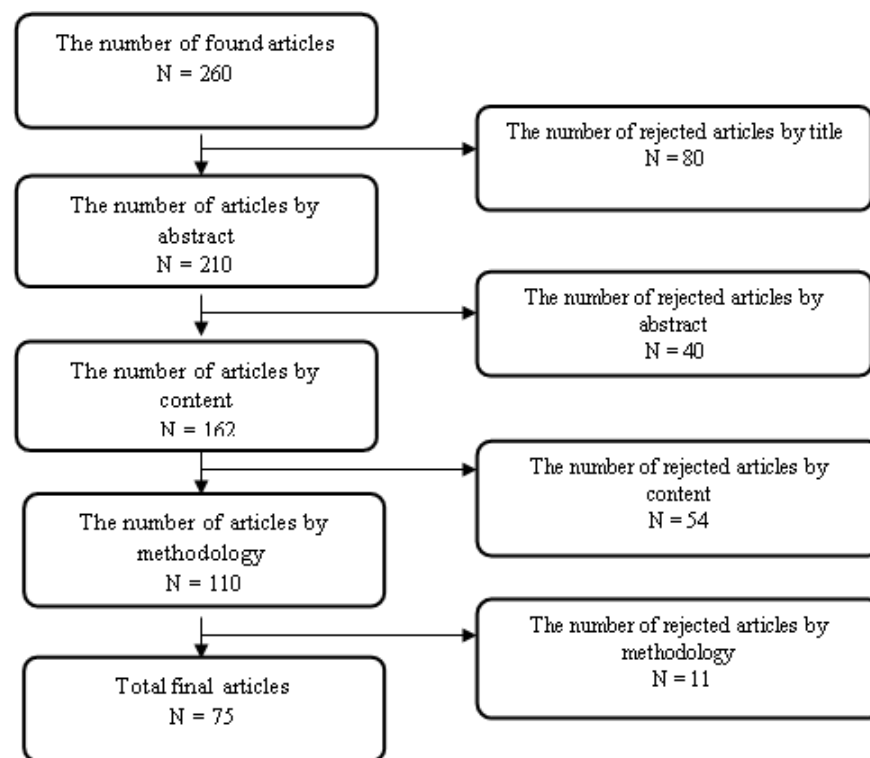


Figure 3: the algorithm of selecting final articles

Fourth step: Extracting text information

Affecting factors on accepting advertisements in mobile social networks were identified and extracted from selected articles and factors with more frequency were inserted into research. Their quantity was 59. Thus, research first question on identifying advertisement indicators in mobile social networks was answered.

Fifth step: Analyzing and synthesize the findings

In present study, all refined factors from literature review (N = 59) were considered as codes. Then, by considering the concept of each code, they were classified in a similar components and, by this way, research concept and categories were determined.

Sixth step: controlling extracted codes (validity and reliability)

Upon analysis, previous step included 5 categories, 12 themes and 59 codes. In this step, a semi-structured interview was done with 18 experts of marketing and advertisement. The results from these interviews were analyzed by a descriptive approach and the validity and reliability of codes were determined. Below, the results from these interviews are provided. The specifications of research experts are listed as follows:

Table 3: The specifications of research experts

Expert	Gender	Age (years)	Occupation	Years of Experience	Books on Advertising or Social Media	Related Articles on Advertising or Social Media
Expert 1	Male	45	Business Management, Professor	17	2	Over 150 articles
Expert 2	Female	51	Information Technology, Associate Professor	23	1	Over 75 articles
Expert 3	Male	39	Business Management, Associate Professor	9	3	Over 50 articles
Expert 4	Male	36	Business Management, Assistant Professor	7	-	Over 20 articles

Expert	Gender	Age (years)	Occupation	Years of Experience	Books on Advertising or Social Media	Related Articles on Advertising or Social Media
Expert 5	Male	48	Information Technology, Professor	15	4	Over 70 articles
Expert 6	Male	41	Information Technology, Assistant Professor	14	1	Over 20 articles
Expert 7	Male	61	Business Management, Associate Professor	32	3	Over 45 articles
Expert 8	Female	53	Business Management, Associate Professor	21	5	Over 50 articles
Expert 9	Female	38	Information Technology, Assistant Professor	۱۴	۲	Over 25 articles
Expert 10	Male	56	Information Technology, Associate Professor	۲۲	۱	Over 30 articles
Expert 11	Male	53	Business Management, Professor	۲۱	۶	Over 80 articles
Expert 12	Male	65	Information Technology, Associate Professor	۳۳	۲	Over 45 articles
Expert 13	Female	39	Business Management, Assistant Professor	9	2	Over 30 articles
Expert 14	Male	51	Business Management, Associate Professor	20	4	Over 30 articles
Expert 15	Male	52	Information Technology, Professor	24	1	Over 60 articles
Expert 16	Female	48	Business Management, Assistant Professor	21	-	Over 25 articles
Expert 17	Male	40	Information Technology, Associate Professor	15	3	Over 40 articles
Expert 18	Male	43	Business Management, Associate Professor	15	3	Over 100 articles

In an interview with elites, three questions were asked :

1. What is your definition and opinion on advertisements in mobile social networks ?
2. What is your idea on grouping provided indicators and framework? Ho you confirm provided framework ?
3. Considering provided questionnaire on the indicators of advertisements in mobile social networks, do you consider any specific indicator in this regard ?

The first question was a general one that responses to this question were not used in present study. To answer the second question, a semi-opened questionnaire was devised and submitted to experts to review framework codes and indicators and to express their agreement or disagreement. To analyze the results from experts' questionnaire and to localize the indicators, binomial distribution test and SPSS software were used to eliminate irrelevant indicators with advertisements in mobile social networks in Iran .

In answering the third question, experts added 13 more indicators to previous advertisements in mobile social network indicators and other experts confirmed these 133 added indicators in accepting advertisements in mobile social networks. Thus, these indicators are added to table codes which include 6 categories, 16 themes and 72 codes .

Content validity was done in the ways: using the elements of advertisements in mobile social networks and its framework in previous literature which leads into framework validity; and grouping the categories and codes through semi-structured interviews confirmed by experts. To confirm reliability, creating structured processes technique as well as convergent interview commentary are used. As a result, the reliability of the framework was determined by interview and its description.

Seventh step: Presentation of results

By developing primary marketing model in mobile social networks by using deep interview and open questionnaire in the second step and upon literature analysis, qualitative phase was studied and marketing realization was analyzed in mobile social networks and then effective models and factors were identified through deep interviews and open questionnaires. In this step, all components which could have impacts on accepting advertisements in mobile social networks were identified and inserted in interview process. They included environmental factors, status in the time of receiving the message, the time of sending the message, national and religious ceremonies in the of sending the message, personal and social economic conditions, technology (tools, accessibility, message delivery mechanism), confirmation by a third party, participation in types of other advertisement, repeating and exposing by advertisements, text (theme) of the message, the nature of advertised industry, advertisement message regulations, privacies, age, gender, education, occupation, income, marital status, information value , advertising company's reputation, everywhere participation, amazement, personification, annoyance, perceived behavioral control, perceived risk, incorrect understandings, plural ignorance, incorrect concurrence, incorrect uniqueness, conceived profitability, conceived usage facility, incentives and monetary advantages, obtaining permits from message receivers, the third party's confirmation, conceived tools, trust, using message information by message receiver, conceived control, conceived philanthropy, and concerns on privacy. Open questionnaire and worksheet of this interview was devised in a manner so that in addition to access to contextual format, one can discuss about issue and by marking, make it possible to investigate and introduce relations among different factors in a similar framework. Likewise, it was possible that experts recommend some other factors or eliminate irrelevant ones. Upon conducting deep interviews and filling open questionnaires and research tables, relevant form was analyzed and coded by each expert .

To this end and according to most experts, among 59 introduced factors, some factors like conceived philanthropy were eliminated due to different reasons such as incompatibility with others, small size or divisional concept of some models. Such factors as market difference, tools diversity, carriers, contribution in responding message, situation in consumer's travel, past records (purchases, exposed by advertisements), social/psychological factors, advertisement awareness, interactions, intend to buy/pilot purchase, changes in message receivers' opinions, repurchase, defending a message, advertising media, media type, pull/press strategy, static or dynamic message, promotion elements, behavioral (awareness, positive feeling, mental engagement, attitude, tend to accept, behavior, acceptance), sharing, purchase, customer loyalty and word-of-mouth marketing were added to affecting factors. Finally, by eliminating irrelevant factors and adding new ones under the auspice of experts, 72 factors were recognized as convergent to accept advertisements in mobile social networks and they were able to be inserted to research conceptual model. Remained concepts were often in other aspects of marketing and advertisement or related to a specific field of marketing .

Therefore, based on ex post researches, extracted codes and identifying main indicators, Category summarization is provided for advertising in mobile social networks in accordance with Table 4.

Table 4: categories, themes and affecting codes on mobile advertisement acceptance

Codes	Themes (Concepts)	Categories
Incorrect conceptions Plural ignorance Incorrect concurrence Incorrect uniqueness	Social norms	Social factors
Perceived usefulness Ease of use	Cognitive factors	

Codes	Themes (Concepts)	Categories
Conceived profitability Conceived facility Situation Time Ceremonies Economic conditions	context	Environmental factors
Tool, accessibility Message delivery mechanism Advertised product brand The third party's confirmation Adaptability	Technology	
Attendance in other pages Display Repetition Exposed by advertisement	Advertisement repetition	
Industry nature Market difference Diversity of tools and carriers Contribution Regulations Privacy	Market factors	Marketing factors
Advertiser's reputation Monetary incentives and advantages Permission obtaining Third party's confirmation	Advertiser	
Conceived tool Trust Positive feeling Message information usage	Motivational factors	
Awareness/respecting advertisement Purchase intend/pilot purchase Change Repurchase Defense	Advertisement goal	Advertising factors
Advertisement media Media type Pull/press strategy Dynamic/static Promotion elements	Advertisement elements	
Information value Credit Everywhere attendance Amazement Personification Annoyance Perceived behavioral control	Perceived advertisement content	

Codes	Themes (Concepts)	Categories
Status in consumer travel Past records (purchases, exposed by advertisement) Social Psychology Conceived risk	Consumer	Customer factors
Age Gender Education Occupation Income Marital status	Demographics	
Annoyance Negative feeling Privacy concerns	Deterrents	
Awareness Positive feeling Mental engagement Attitude Tend to accept Acceptance	Mental acceptance	Mobile advertisement acceptance
Sharing Purchase Customer loyalty Word-of-mouth	Behavioral	

Organizing focus group to investigate and revise devised model

In next step, by the aim of revising deep interview achievements and coding and adapting and appropriating designed model with mobile social networks, two focus group sessions were organized With the participation of professors and experts in the field. Then by contribution of some experts in previous phase and some new ones, a model was drawn and its aspects were analyzed. Then, local and proper model of marketing in mobile social networks were designed .

Experts in focus groups and interviews were selected on the basis of these features: At least 5 years of work experience in the field of online marketing and advertising, Graduated Ph.D. degree, has a reputation in this field and experience in managerial or supervisory positions.

Model localizing was drawn by modifications from two focus group sessions and they were explained in details. The most important issue in these sessions was high quantity of factors (codes)and how to put them in models based the opinions of focus groups, themes and grouping categories by literature which was changed slightly and more general themes such as market factors, advertisement goals, advertisement elements, motivational and deteriorating facts were added so that one can achieve a comprehensive model on all affecting factors on marketing in mobile social networks and the relations among these aspect are in conceptual framework based on scientific theories as well theoretical basics and ex post models .

One of the most important discussions in the focus group was that some concepts, such as social norms, cognitive factors, market factors, and so on, are very important and should be presented in their final model. Therefore, some of the concepts after the many discussions in the group were placed in the final model and the

final model was a combination of concepts and categories. Another important and challenging topic in both focus groups was that some of the concepts that their presence in the final model is necessary but also have a conceptual similarity put the final model in one dimension. accordingly, after many discussions, consumer factors and social norms in one dimension and cognitive factors, motivational factors and deterrent factors were also considered in a general dimension. There were also many discussions about environmental factors that concluded that environmental factors could be cloudy in all parts of the model due to its important and general effects and affect all dimensions and variables in each part. Another discussed in focus group on the main concept was the acceptance of mobile advertisement. Based on most experts' opinions, by integrating affecting factors on attitude and mobile advertisement acceptance and by adding such factors as word-of-mouth marketing, purchase and so on, this factor was brought in final model as unilateral aspect.

Final model designing of marketing realization in mobile social networks by using qualitative methodology achievements (interview and focus groups)

Based on table 3 which has drawn the factors of accepting advertisements in mobile social networks in terms of literature as well as in-depth interviews, experts' opinions and focus groups, research conceptual model was designed upon several years of investigations and current relations in ex ante researches as well as experts' ideas and focus group and research final model was drawn (figure 4) to realize acceptance of advertisements in mobile social networks .

In this model, it is attempted that all affecting factors are seen comprehensively. It seems that provided model achieved after years of project team's efforts is a comprehensive and thorough model in this field and It is necessary that in future researches, quantitative researches are conducted on advertisements in mobile social networks in various cases to modify provided model here.

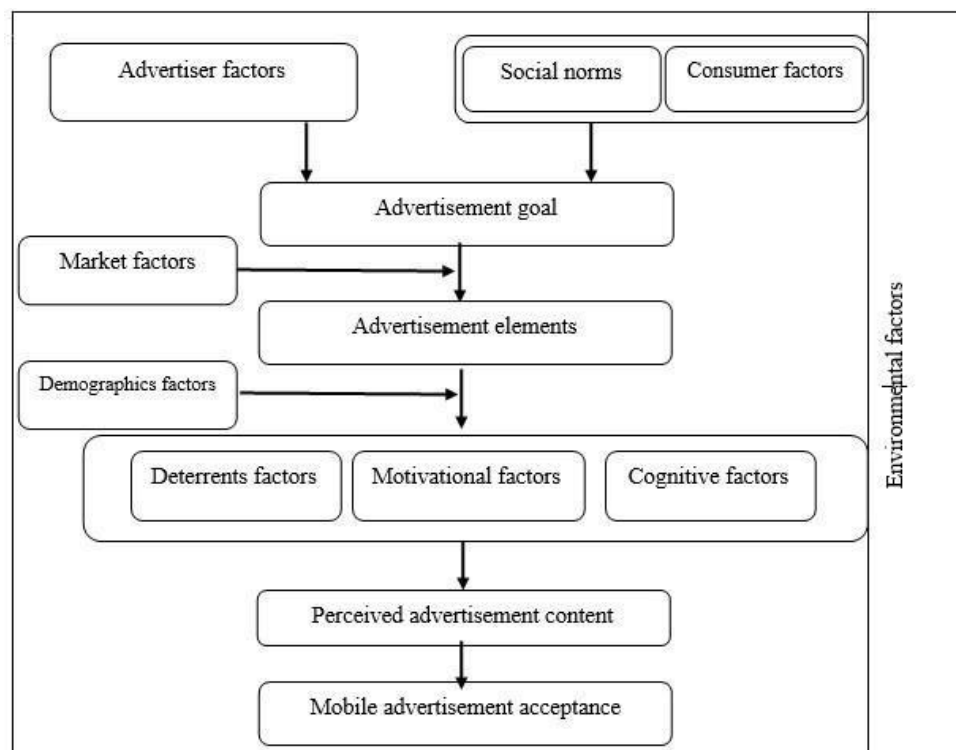


Figure 4: final model of marketing in mobile social networks

5. Conclusion

This research, using a qualitative meta-synthesis approach, aims to answer the question: what are the effective factors on advertising in mobile networks?

This research examines selected articles between 2000 and 2018. Ultimately, out of 260 initial articles, 75 were selected for the study from databases such as Elsevier, Emerald, Willy, Omega, Ebescos, and Noormags. To ensure validity, 18 experts with sufficient background and expertise in advertising and social networks were included using a systematic snowball sampling method. The results indicate the identification of 5 categories, 12 themes, and 59 codes in the field of advertising in mobile social networks. Designing a comprehensive model on consumer's attitude and behavior toward advertisements makes it possible for us to achieve a through view on affecting factors on accepting an advertisement and customers' conception. Such model can be a focal point for future researchers on thinking about accepting advertisements in mobile social networks. Likewise, such model would pave the way for new advertisement fields (e.g. TV advertisements, internet advertisements, etc.). Research findings indicate that its model is acceptable in explaining users' attitude and behavior toward advertisements. Future models should attempt to achieve a different model of mobile advertisement acceptance in which such concepts as virus marketing, consumer's behavior components, customer satisfaction, social relation power, conceived social interests, social support, adaptability, accessibility, conceived security, informational quality, power of personality and thinking leadership are considered.

Marvelous progresses in mobile calculations have linked the world to a cost-effective and real-time technique. Rapid expansion of modern cell phone technologies such as IoT, sensors and smart phones have paved the way for huge data production as called Mobile Big Data (MBD) which can provide a company with many visions if can be accessible by proper analyzing technologies. In present paper, we did not address researches on MBD management and future researchers can address thematic categorization of recent initiatives on MBD paradigm, analyzing provided opportunities by MBD, problems of MBD privacy analysis, MBD integration and other macro data stocked from different technologies. If analytical operating systems are designed with new MBD characteristic, companies can analyze behavioral analysis and can use mobile technologies to improve operational efficacy for their customers which can become potentially a competitive advantage for company.

It is predicted that location-based mobile yields to advertisement industry growth. Although previous researches indicate that advertisement content impacts on their effectiveness, a few studies have identified content factors and their impacts on LBA user's perceived values are examined. Future factors can investigate affecting factors on real purchase based on LBA, LBA impacts on advertisement content, affecting factors on LBA advertisement acceptance and/or the impact of culture impact on LBA advertisement acceptance. Although this study can identify successfully key factors which can form customer imagination and advertisement behavior in mobile social networks, they can be faced with limitation which can be considered in future studies. As an example, personality traits (i.e. image, technological readiness, advertisement creativity, society) are not considered in current study. Therefore, it can be useful if they are paid attention in future studies. Customer behavior and content analysis in mobile social network operating systems may be needed. To collect data, mobile social networks may need new techniques and such data can be analyzed by using content analysis technique. Future studies can use these techniques to provide a deep idea on conceiving customer interaction and behavior on advertisement in mobile social networks. In this study, without studying the impact of this operating system on current model, advertisements in mobile social network are studied in several mobile social network operating systems. Future studies can investigate how these factors can act in another platform differently.

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