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Prioritizing Factors Affecting Consumer-Buying Behavior in Online Social Media Marketing

Reyhaneh Toudeh Bahambari — Ph.D. candidate in Management, Birjand Branch, Islamic Azad University, Birjand, Iran

Hossein Hakimpour * — Assistant Professor, Department of Management, Birjand Branch, Islamic Azad University, Birjand, Iran

Mahdi Mahmoodzadeh Vashan — Assistant Professor, Department of Management, Birjand Branch, Islamic Azad University, Birjand, Iran

Hamid Rezaeifar — Assistant Professor, Department of Management, Birjand Branch, Islamic Azad University, Birjand, Iran

Abstract

Purpose: The purpose of this study was to prioritize the factors affecting consumer-buying behavior in online social media marketing.

Method: The analysis and validation of indicators were conducted using the mixed method of structural equation modeling and partial least squares. Additionally, the IPMA matrix was utilized to determine the importance and type of performance of each factor. The research data were influenced by consumer information, predominantly consisting of women with a master's degree aged between 36 and 50 years. The study employed a non-probability sampling method common for online surveys, and 466 individuals were examined using Cohen's effect size formula.

Findings: The research findings indicated that consumer engagement was the most important factor, and ease of use exhibited the highest level of performance in the overall social media model. Furthermore, consumer engagement was identified as the most important factor, while electronic

* Corresponding Author: hhakimpur@iaubir.ac.ir

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word-of-mouth (EWOM) demonstrated the highest performance level on Instagram. Conversely, EWOM was deemed the most important factor, with consumer engagement displaying the highest performance level on Telegram. These results can be utilized by marketers to influence consumer purchasing behavior and craft online marketing strategies accordingly.

Conclusion: Companies utilizing online social media platforms are advised to enhance consumer engagement and performance by implementing short-term techniques and effective strategies, such as incorporating online chat functionalities in the user environment. Instagram, being the most widely used social media platform and an online shopping hub for consumers, showcased acceptable performance in terms of consumer engagement. Hence, companies need to take measures to elevate performance levels to match their importance. In the case of Telegram, EWOM emerged as the most crucial factor among others, with a commendable performance rating. Businesses can bolster their Customer Relationship Management (CRM) units and enhance WOM initiatives to the fullest extent possible.

Keywords: Consumer Buying Behavior, Consumer Engagement, EWOM, IPMA matrix, Social Media Marketing.

Introduction

Nowadays, there is a growing interest in studying consumer behavior in the field of marketing. In the current era where the business environment is changing and since consumer behavior and its extensive study is the backbone of any company's marketing strategy, a detailed and comprehensive study of all its aspects seems necessary for an organization to be successful (Auf et al., 2018; Kumar Sharma, 2014). In addition, the global outbreak of Covid-19 has affected different parts of human societies and the economy in different ways around the world. This unprecedented situation has had numerous consequences in consumers' daily lives and has dramatically changed consumer behavior and how businesses operate (Eger et al., 2021; Hassan et al., 2021). The increased use of online social media is one of the results of the recent pandemic. Many businesses have had to quickly adapt the way they communicate with customers and create new tools to engage their consumers through digital communication and social media marketing (Grimmer, 2022); because such developments in the forms and dimensions of new technologies, along with continuous innovations in the features and functionality of smartphones, have facilitated online shopping behavior of consumers (Aw et al., 2021; Canio & Fuentes-blasco, 2021).

From the customer's perspective, social media is a vital tool for researching companies and making buying decisions (Murtaza, 2021). Such media are changing the way organizations function and evolve in many fields, including changes in their relationships with society, understanding the market, consumer behavior, and the consumers' preferences (Vithayathil et al., 2020). Before the advent of social media, Internet content had a one-way communication with people, but after the advent of social media, communication has become two-way or multi-way (Asma & Misbah, 2018; Ananda et al., 2016). These days, customers tend to share their opinions and experiences through social media after using a particular product (Haddara et al., 2020). Such data made available online can be useful in influencing the opinions of others (Pantano & Charles, 2019).

Therefore, the purpose of understanding consumer buying behavior is to identify the factors influencing purchasing decisions, comprehend the steps involved in the buying process, and grasp the decisions associated with buying. Consumer behavior extends beyond the mere act of purchasing products and encompasses a broad spectrum of

activities starting from problem recognition to post-purchase behavior, encompassing generating ideas or experiences to meet consumer needs and desires. In the marketing realm, the decision-making process is shaped by various factors that significantly influence customers towards finalizing their purchases. Therefore, a comprehensive understanding of the factors impacting the buying process and consumer purchasing decisions is imperative for the marketing team. This study aims to deepen the comprehension of the pivotal factors influencing consumer purchasing behavior in online social media marketing and prioritize them using the importance-performance matrix (IPMA), illustrating their significance in the overarching model and on two prevalent online platforms, Telegram and Instagram. It is worth noting that the researchers strived not to confine the study to a particular industry or brand, but instead considered the critical factors from the consumers' perspective that influenced their buying conduct on online social media. Moreover, the study addresses the creation of distinct structural models for the two most utilized social media platforms by consumers - Telegram and Instagram. Furthermore, the researchers aim to address the following question: What is the significance and performance level of each factor impacting consumer buying behavior in social media marketing under investigation?

Literature Review

Consumer buying behavior

The way we interact and buy has been modified by the emergence of social media. The impact of social media on consumer buying behavior and priorities has been significant, with marketers now using social media as a critical tool for the target audience. (Dhingra, 2023).Consumer-buying behavior is the process through which customers identify their needs, gather information, evaluate alternatives, and finally make a purchase decision. Every company wants success in the marketing process, and achieving it requires managers to understand consumer behavior. Consumer behavior includes the psychological processes that consumers go through in identifying their needs, finding ways to satisfy them, and making buying decisions. The study of consumer behavior is the study of how people decide to spend available resources (time and money) on consumption-related items (Kumar, 2016).

The behavior of buying products is one of the important things

regarding studies related to the consumer or customer field. Consumers are always looking for conditions that provide all the benefits they want. Today, thanks to emerging technologies and various social media, they have gained a lot of knowledge about products and how to obtain them under desired conditions to get the maximum amount of utility.

Online social media marketing

Online Social media marketing is an integral element of the business in the 21st century (Felix et al., 2017) and is defined as the dissemination of consumer, business, product, or service-based conversations to promote information and the possibility of using each other's experience with mutual or multiple benefits (Subriadi & Baturohmah, 2021). In other words, online social media marketing refers to the use of an online community, or fan or brand pages on networking sites such as Instagram and business behavior initiated through social media and an attempt to use such media to convince consumers of the value of the company, its products, and services (Goyal, 2018, Liu & Chong, 2023) which allows the companies to achieve their marketing goals with a relatively lower cost (Dwivedi et al., 2021).

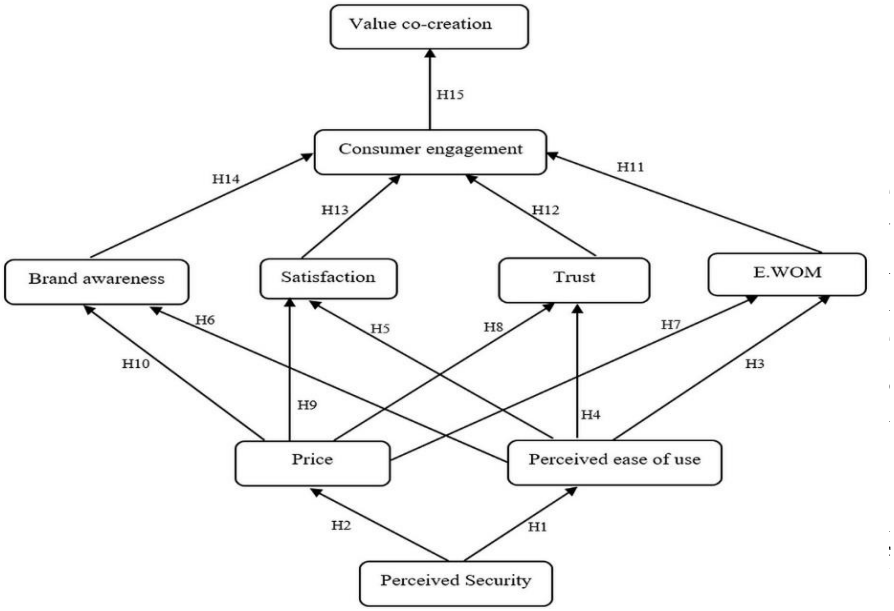

Figure 1. Conceptual model

Explanation of hypotheses and research background

The presented model has examined several online social media marketing activities, which we will describe and present hypotheses upon.

Perceived security

Perceived security can be defined as the judgment or perception of consumers about whether there is sufficient security for consumers to conduct transactions using the system or services provided by a company (Wilson et al., 2021). Cheng et al., (2006) and Marianus & Ali (2021) confirmed the positive and significant effect of perceived security on ease of use. In terms of the importance of the perceived security factor in online social media, the following hypotheses will be examined:

- H1: Perceived security has a significant and positive effect on perceived ease of use.
- H2: Perceived security has a significant and positive effect on price.

Perceived ease of use

Perceived ease of use refers to the degree of usability simplicity in which a person believes that using a particular technology will be effortless (Bailey et al., 2018). In other words, if it is felt that the use of a technology or system is not complicated and can be used easily, then the user will not hesitate to use this technology or system (Chatterjee & Kumar Kar, 2020; Mofokeng, 2023). This factor has been noticed by researchers in the last few years and Quan et al., 2023; Wilson et al., 2021; Eneizan et al., 2020 & Li, 2016 have analyzed and confirmed the effects of perceived ease of use on E-WOM, trust, consumer engagement, and consumer purchase intention. Based on this, the following hypotheses can be made:

- H3: Perceived ease of use has a significant and positive effect on E-WOM.
- H4: Perceived ease of use has a significant and positive effect on trust.
- H5: Perceived ease of use has a significant and positive effect on satisfaction.
- H6: Perceived ease of use has a significant and positive effect on brand awareness.

Price

Price is the key variable in consumer buying decisions. The results of various types of research indicate that the increase in the price of the product can discourage consumers (Medina et al., 2020). Also, a fair price on online social media platforms will gain consumers' trust in online shopping more (Yahia et al., 2018). Isa & Riyadi (2018) have also confirmed the effect of price on brand awareness and satisfaction. In Li and Hitt (2010), the effect of price on E-WOM and satisfaction was also investigated, so according to the research literature, the following hypotheses are suggested:

- H7: Price has a significant and positive effect on E-WOM.
- H8: Price has a significant and positive effect on trust.
- H9: Price has a significant and positive effect on satisfaction.
- H10: Price has a significant and positive effect on brand awareness.

Electronic word-of-mouth (E-WOM)

The concept of word-of-mouth, which was introduced in the 1950s, has been revived once again by the Internet under the name of the E – WOM (Voramontri & Klieb, 2019). In fact E-WOM is described as "any positive or negative comment made by potential, actual or former customers about a product or company, which is made available to many individuals and organizations via the Internet" (Feng et al., 2020). The results of research conducted in the field of studying the effect of E-WOM on consumer engagement have proven the existence of a meaningful relationship between them (Bismoaziiz et al., 2021; Bansal & Bansal, 2018; Erkan, 2015). Therefore, the following hypothesis is proposed:

- H11: E-WOM has a significant and positive effect on consumer engagement.

Trust

Trust can be defined as a feeling of expectation regarding a person's trust in the seller, to provide a generous, professional, and ethical product or service (Thanh & Binh, 2020). The effect of trust on consumer participation has been analyzed in studies by researchers such as Agyei et al., (2020); Kosiba et al., (2020) and Thakur, (2018). Accordingly, the following hypothesis is suggested:

- H12: Trust has a significant and positive effect on consumer

engagement.

Satisfaction

In recent years, companies have focused on strategies that lead to the most satisfaction levels from consumers (Jindger, 2020). Especially in the field of online social media it has proven the significant effect of consumer satisfaction on people's positive attitude towards companies (Thakur, 2018). The results of the studies by Cambra-Fierro et al., 2021; Al-Dmour et al, 2019; Thakur, 2018 have proved the existence of a positive and meaningful relationship between satisfaction and consumer engagement. As a result, the following hypothesis is proposed:

- H13: Satisfaction has a significant and positive effect on consumer engagement.

Brand awareness

Brand awareness shows the consumer's ability to recognize and recall the brand name in different situations (Dabbous & Barakat, 2020). According to many studies that have been conducted in recent years by scholars in the field of social media and consumer behavior, they have proven the existence of a relationship between brand awareness and consumer engagement (Gallart-Camahort et al., 2021; Išoraitė, 2016; Vanitha & Subramanian, 2020), the following hypothesis is proposed:

- H14: Brand awareness has a significant and positive effect on consumer engagement.

Consumer engagement

Consumer engagement in social media refers to the interactions between consumers and the brand (Eslami et al., 2021; Pezzuti et al., 2021). According to Feng et al. (2020), consumer engagement is the exposure, engagement, and interaction of consumers with products or services, and since value co-creation is not possible without consumer engagement (Waśkowski & Jasiulewicz, 2021; Cheung & To., 2021), the following hypothesis is proposed:

- H15: Consumer engagement has a significant and positive effect on value co- creation.

Value co-creation

Value co-creation, which was first proposed by Vargo & Lusch (2014),

refers to a process in which different parties create valuable results in cooperation with each other. In social media, value co-creation is reached through the engagement of consumers and companies as buyers and sellers, and the output of the interactions of all parties is an opportunity to create shared value and contribute to the innovation process (Casais et al., 2020; Nadeem et al., 2020).

In this study, we have used the analysis of the importance-performance matrix (IPMA) to prioritize the indicators in the conceptual model of the research. The simplicity of using this tool as a method for further analysis of the results of method SEM- PLS, as well as its application to provide suggestions for management strategies and a clearer insight on how to prioritize resources, makes it an appealing method to be incorporated into management and other sections (Chuang & Chen, 2022). In this regard, according to Table 1, various researchers in various fields have focused on the use of this tool in their research:

Table 1. Importance-Performance Matrix Analysis (IPMA) studies

The author/authors	Title	Principal Findings Related
Sternad Zabukovšek et al (2022)	Enhancing PLS-SEM-Enabled Research with ANN and IPMA: Research Study of Enterprise Resource Planning (ERP) Systems' Acceptance Based on the Technology Acceptance Model (TAM)	The IPMA findings illustrate that the utmost important construction was job compatibility, followed by system and technology features. Meanwhile, the highest performing concept was the individual characteristics with information literacy. Next are attitude, system and technology characteristics, job compatibility, perceived utility, organizational process characteristics, and perceived usability.
Rahmannezhad et al (2021)	Structural Modeling of Organizational Silence Based on Perception of Political Behaviors and Organizational Jealousy with the Mediating Role of Job Adjustment (Case Study: Employees)	The findings of this research show that vocational adjustment is not very important considering its high performance, so to improve organizational silence, more attention should be paid to the categories of organizational behavior and envy.
Janavi et al (2021)	Effect of Social Media Adoption and Media	The outcomes of IPMA matrix show that social media adoption

	Needs on Online Purchase Behavior: The Moderating Roles of Media Type, Gender, Age	was the most important but the lowest performance. In addition, the search for items of primary importance in the evaluation of IPMA shows that mental desires are very important in the perception of the utility of social media.
García-Fernández et al (2020)	Importance-Performance Matrix Analysis (IPMA) to Evaluate Servicescape Fitness Consumer by Gender and Age	The research results confirmed the positive relationship between the service environment and consumer loyalty and their behavioral intentions and after performing IPMA the research results showed that environmental conditions are the most valuable factor for increasing consumer loyalty in fitness centers.
Mollaii & Tahmasebi (2019)	Big Data Platform Model and its role in Data Quality and Business Intelligence	The results showed that big data platform design and data quality challenges have the biggest effect on making businesses intelligent compared to other investigated variables. In addition, according to the performance-importance matrix; big data platform design, big data technologies, and measurement of business acceptance have the highest percentage of importance and performance of the model, respectively.

In some researches such as (Chen & Lin, 2019; Jamil et al., 2022; Liu et al., 2021), the effects of social media marketing activities have been analyzed separately on consumers' purchase or intend to purchase, which we will also follow, and in some other research, these activities have been analyzed generally and under the title of social media marketing (Ismail, 2017; Koay et al., 2021). The mentioned research is mostly focused on platforms like Instagram, Facebook, and Twitter, but due to the filtering issues in Iran, the researchers studied consumers who used platforms that are widely used in the country, such as Telegram, Instagram, WhatsApp, and domestic social media companies like Soroush, iGap, and Eitaa. All domestic online social media

platforms, plus WhatsApp were excluded from the analysis related to the importance-performance matrix due to the lack of interest by consumers (less than 5%), and the studies were focused on the two social media, Instagram and Telegram.

Method

The present research is practical in terms of research objectives. Because the validation results of the above model can be used to advance the goals of active businesses in the online social media space. From the point of view of the type and method of data collection, it can be considered descriptive-survey research because it has been done using a questionnaire as a data collection tool. In addition, in terms of research method, it is considered part of quantitative research. In order to collect information, a researcher-made questionnaire containing 9 variables and 31 questions (items) was prepared. The statistical population includes all consumers who shop online through various platforms in the country. The type of sampling method was selected according to the statistical population, the (non-probability available) method. The study of related articles shows that using this type of sampling method is common for internet surveys. Determination of the sample size was also calculated online, using Cohen's effect size formula[1] with 460 samples. Considering that the questionnaire was shared by the researchers on online social media platforms, it was not difficult to manage the collection of answers and 466 questionnaires that were completed by the respondents were fully received, and data analysis was started using the software Smart PLS 3.

Structural Equation Modelling (SEM)

In the present research, using the partial least squares (PLS) technique, a test on the conceptual model (Figure 1) has been attempted. This method is an approach to structural equation modeling (SEM) and is particularly useful when research focuses on multidimensional structures. The reason for using this technique was that it was suitable for the nature of this study (Fakfare, 2021). The two-step process includes the evaluation of the measurement model; evaluating the reliability, validity of the variables, and then evaluating the structural model; to evaluate the significance of the relationships between the

[1] https://www.danielsoper.com/statcalc/calculator.aspx?id=89

structures and the significance of the path coefficients using the bootstrapping method (Rajabi et al., 2020).

Outer Model (Confirmatory Factor Analysis)

To measure the relationship between each latent variable (hidden) and its specific items, confirmatory factor analysis is used. Until it is proven that the questionnaire questions (items) have measured the latent variables well, the research hypotheses cannot be examined; therefore, confirmatory factor analysis is used for this purpose. The strength of the relationship between the factor (latent variable) and the observed variation is shown by factor loading, which is a value between zero and one.

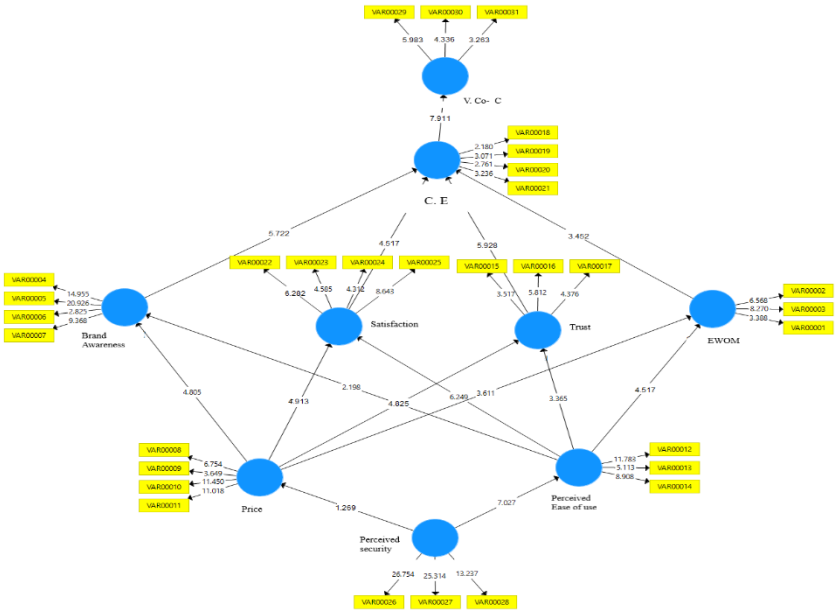

Figure 2. Outer model of research

Many scholars estimate the acceptable value for the factor loading to be 0.3, some 0.35, and some 0.4 or greater (Plucker, 2003). If the factor loading is less than 0.3, there is a weak relationship and can be ignored. When the value of the factor loading varies between 0.3 and 0.6, it is acceptable. When the value of factor loading is higher than 0.6 it is very desirable (Habibi & Adanvar, 2017). In this study, all factor loadings were above 0.34, which shows that the correlation between the hidden variables (dimensions of each of the main structures) and the

observable variables was acceptable.

Table 2. Values of Factor Loading and t-Statistics

Factors	Item	Factor Loading	t-Statistics
E-WOM	VAR00001	0.626	3.388
	VAR00002	0.772	6.568
	VAR00003	0.854	8.270
Brand awareness	VAR00004	0.797	14.955
	VAR00005	0.806	20.926
	VAR00006	0.454	2.825
	VAR00007	0.744	9.368
Price	VAR00008	0.641	6.754
	VAR00009	0.580	3.649
	VAR00010	0.752	11.450
	VAR00011	0.762	11.018
Perceived ease of use	VAR00012	0.739	11.783
	VAR00013	0.630	5.113
	VAR00014	0.721	8.908
Trust	VAR00015	0.729	3.517
	VAR00016	0.809	5.812
	VAR00017	0.753	4.376
Consumer engagement	VAR00018	0.571	2.180
	VAR00019	0.611	3.071
	VAR00020	0.627	2.761
	VAR00021	0.690	3.236
Satisfaction	VAR00022	0.345	6.282
	VAR00023	0.611	4.585
	VAR00024	0.682	4.312
	VAR00025	0.791	8.643
Perceived security	VAR00026	0.836	26.754
	VAR00027	0.857	25.314
	VAR00028	0.805	13.237
Value co- creation	VAR00029	0.860	5.983
	VAR00030	0.758	4.336
	VAR00031	0.544	3.263

After identifying the correlation of the variables, we carried out a significant test. We used t-value statistics to assess the importance of the relationship between the variables. We investigated the significance at an error level of 0.05, so if the t-value test statistic was higher than the critical value of 1.96, the relationship was significant. According to the results, the measurement indicators for each of the scales used at the 5% confidence level, the t-value statistic was greater than 1.96, which

indicates that the relationships observed are significant. Thus, each key variable was measured correctly. Based on the findings of this scale, then we tested the research hypotheses.

Validity and Reliability of the Model

The researchers conducted the following calculations to measure the validity and reliability of the PLS approach and presented the results in Tables 3 and 4:

Table 3. Convergent validity and reliability of research variables

Factors	Cronbach's alpha	AVE	CR	Rho
E.WOM	0.726	0.563	0.816	0.730
Brand awareness	0.722	0.519	0.853	0.761
Price	0.738	0.534	0.740	0.793
Perceived ease of use	0.764	0.538	0.755	0.754
Trust	0.865	0.530	0.801	0.765
Consumer engagement	0.790	0.566	0.852	0.814
Satisfaction	0.737	0.601	0.782	0.785
Perceived security	0.844	0.627	0.764	0.751
Value co- creation	0.825	0.633	0.758	0.769

Table 4. Divergent Validity Values by Fornell-Larker method

	E.WOM	B A	Price	P. EOU	Trust	C E	Satisfaction	P. Sec	V. Co-C
E.WOM	0.853								
Brand awareness	0.834	0.895							
Price	0.825	0.860	0.872						
Perceived ease of use	0.792	0.845	0.867	0.889					
Trust	0.753	0.846	0.865	0.870	0.891				
Consumer engagement	0.736	0.793	0.804	0.860	0.853	0.890			
Satisfaction	0.703	0.774	0.810	0.817	0.825	0.883	0.894		
Perceived security	0.692	0.757	0.761	0.775	0.792	0.800	0.816	0.886	
Value co-creation	0.683	0.719	0.733	0.765	0.781	0.794	0.809	0.822	0.898

As shown in Table 4, the values on the main diameter of the matrix were greater than all the values in the corresponding column, which indicates that our model had good divergent validity. According to the recent research by (Henseler et al., 2015) the Fornell-Larker criterion

did not work well when the factor loadings of the structures were slightly different. Therefore, they proposed the HTMT standard as an alternative. If the values of all the numbers in the columns, in this method, were less than 0.9, the model had the good divergence validity.

Table 5. Results of HTMT method to evaluate divergent validity

	E.WOM	B. A	P	P.EOU	T	C. A	S	P.S	V. CO-C
E.WOM									
B. A	0.820								
P	0.729	0.733							
P. EOU	0.738	0.649	0.645						
T	0.719	0.745	0.730	0.805					
C. A	0.845	0.487	0.591	0.630	0.817				
S	0.777	0.830	0.369	0.745	0.499	0.803			
P. S	0.795	0.732	0.625	0.549	0.537	0.589	0.627		
V. CO-C	0.839	0.640	0.439	0.521	0.735	0.719	0.621	0.833	

According to Table 5, the values obtained from the calculations are less than 0.9 and therefore the divergent HTMT validity was acceptable.

Inner Model (Model Fitting)

After ensuring the validity of the measurement models through reliability, convergent and divergent validity tests, the research team presented the results of the structural model. We used indices structural model fit indices, including criterion R^2, effect size criterion F^2 and criterion Q^2 to evaluate the model fitting.

Table 6. Indices of Structural Model Fitting

			F^2								
	Q^2	R^2	E-WOM	C E	Trust	Satisfaction	B A	V. Coc	P. EOU	PS	Price
E-WOM	0.628	0.659		0.426							
C E	0.728	0.455						0.637			
Trust	0.652	0.450		0.740							
Satisfaction	0.504	0.304		0.381							
B A	0.836	0.477		0.386							
Value Co-c	0.629	0.700									
P. EOU	0.700	0.349	0.544		0.513	0.493	0.380				
P. S	0.773	-							0.502		0.458
Price	0.825	0./480	0.609		0.497	0.510	0.537				

We calculated the value of the coefficient of determination, R^2 only for endogenous (dependent) structures of the model. In the case of exogenous structures, the value of this criterion was 0. The greater the value of R2 of the endogenous structures of a model, the better the fit of the model. Chin identified three values of 0.19, 0.33, and 0.67 as substantial, moderate, and weak values of the model(Chin W, 1998). The effect size F2, applicable to exogenous independent variables, was another indicator of the fit of the structural model. Jacob Cohen introduced this index in 1988 to show the amount of change in the estimation of the dependent variable for an independent variable, when the effect of that variable is removed. Cohen defined by the values of this index as 0.02 (small), 0.15 (medium) and 0.35 (large), respectively (Cohen, 1988).

The predictive relevance Q2 of model or redundancy sharing is another criterion for examining the structural model (Hair et al., 2019). Stated different values for the intensity of the model's predictive relevance for endogenous structures and identified the three values of 0, 0.25 and 0.50 as weak, moderate and strong predictive relevance, respectively. We applied blindfolding technique to calculate Q2 value

in PLS software. The calculated values, Table 6, revealed that the model fitting and its predictive relevance are strongly confirmed.

General Fitting of the Developed Model

Tenenhaus et al., (2005) proposed the Goodness of Fit (GoF) criterion. The (GoF) indicator is explained as the geometric mean of the shared mean and the mean R2 for all endogenous concept (Akter et al., 2011). Also, (GOF) is used as an index for the complete model fit to ensure that the model adequately explicates the empirical evidence (Hussain et al., 2018) and this index is limited from 0 to 1. . It is calculated according to the following formula:

$$\text{GoF} = \sqrt{Avg(\text{Communalities}) \times \text{R}^2}$$

The commonality term represents the average common values in a particular construct and R2 is the average explained variance of the endogenous constructs of the model. (Wetzels et al., 2009) suggested that three values, 0.01, 0.025, and 0.36, were low, moderate, and high for GoF. Calculating GoF index:

$$Avg\ (\text{R}^2) = 0.484$$

$$\text{GoF} = \sqrt{0.712 \times 0.484} = 0.587$$

According to the value obtained from the calculation of the GoF index, the overall fit of the presented model is confirmed.

Testing Hypotheses

In this study, we used the PLS technique and Smart PLS 3 software to test the hypotheses, and presented the results in Table 7.

Table 7. The Results of Hypothesis Testing

N	Hypothesis	Path coefficient	T-statistic	sig level	result
1	Perceived security has a significant and positive effect on perceived ease of use	0.591	7.027	0.000	Supported

N	Hypothesis	Path coefficient	T-statistic	sig level	result
2	Perceived security has a significant and positive effect on price.	0.230	1.269	0.087	Not Supported
3	Perceived ease of use has a significant and positive effect on E-WOM.	0.596	4.517	0.000	Supported
4	Perceived ease of use has a significant and positive effect on trust.	0.463	3.365	0.000	Supported
5	Perceived ease of use has a significant and positive effect on satisfaction.	0.546	6.249	0.000	Supported
6	Perceived ease of use has a significant and positive effect on brand awareness.	0.511	2.198	0.000	Supported
7	Price has a significant and positive effect on E-WOM.	0.433	3.611	0.000	Supported
8	Price has a significant and positive effect on trust.	0.628	4.825	0.000	Supported
9	Price has a significant and positive effect on satisfaction.	0.484	4.913	0.000	Supported
10	Price has a significant and positive effect on brand awareness.	0.507	4.805	0.000	Supported
11	E-WOM has a significant and positive effect on consumer engagement.	0.529	3.452	0.000	Supported
12	Trust has a significant and positive effect on consumer engagement.	0.419	5.928	0.000	Supported
13	Satisfaction has a significant and positive effect on consumer engagement.	0.546	4.517	0.000	Supported
14	Brand awareness has a significant and positive effect on consumer engagement.	0.604	5.722	0.000	Supported
15	Consumer engagement has a significant and positive effect on value co-creation.	0.428	4.911	0.000	Supported

The results indicated that the path coefficient in all but the second hypothesis was greater than 0.3. In the second hypothesis, which examined the impact of perceived security on price, the path coefficient was 0.230. Under all but the second hypothesis, the significance level was below 0.05. (0.000). the confidence factor of 0.95, therefore, indicates that all but the second hypothesis has been confirmed.

Importance-Performance Matrix Analysis (IPMA)

Importance-Performance Matrix Analysis (IPMA) is a useful analytical approach in Smart PLS3 software. It is known as IPMA and adds a new dimension to the analysis (Mohamed & Yusoff, 2021). IPMA graphical tool is a useful technique for determining the characteristics of a product or service that is in need of management decisions and quick response to develop effective and innovative marketing programs to achieve superiority over competitors and provide profitable customer service (García-Fernández et al., 2020). In this study, we designed Importance-Performance Matrix to determine the importance and performance of each indicator for the main model in general and users of Instagram and Telegram, which were the most-used platforms among respondents.

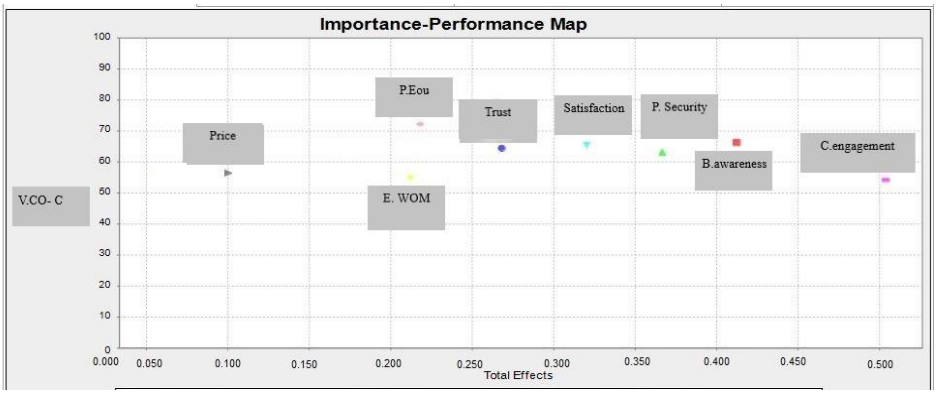

Figure 3. IPMA results of general model

According to the results, consumer engagement had the highest degree of importance (0.508) and the perceived ease of use variable had the highest performance (72.212).

Table 8. Ranking the Importance and Performance of each Indicator in general model

	Importance	Rank	Performance	Rank
E-WOM	0.220	7	56.537	6
Brand awareness	0.410	2	66.249	2
Price	0.110	8	56.432	7
Perceived ease of use	0.226	6	72.212	1
Trust	0.264	5	64.421	4
Consumer engagement	0.508	1	54.163	8
Satisfaction	0.322	4	65.365	3
Perceived security	0.373	3	63.469	5

Importance and Performance Indicators in Instagram

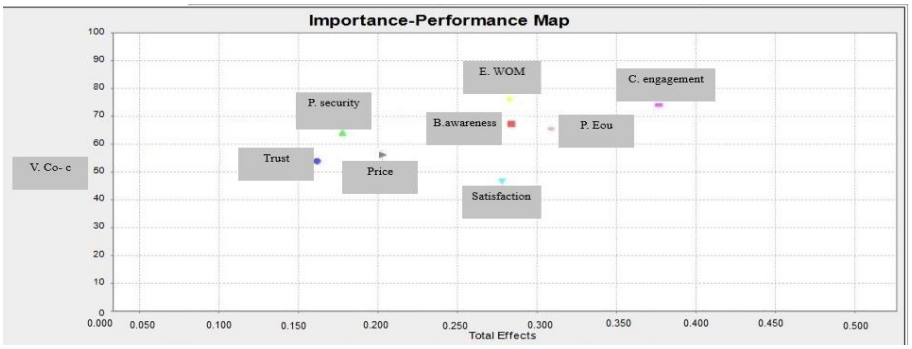

Figure 9. IPMA results of Instagram

According to the results, consumer engagement had the highest degree of importance (0.365) and E-WOM had the highest performance (78.088).

Table 9. Ranking the Importance and Performance of each Indicator in Instagram

	Importance	Rank	Performance	Rank
E-WOM	0.278	4	78.088	1
Brand awareness	0.280	3	67.860	3
Price	0.203	6	59.725	6
Perceived ease of use	0.308	2	65.124	4
Trust	0.156	8	50.854	7
Consumer engagement	0.365	1	74.662	2
Satisfaction	0.274	5	49.729	8
Perceived security	0.165	7	63.469	5

Importance and Performance Indicators in Telegram

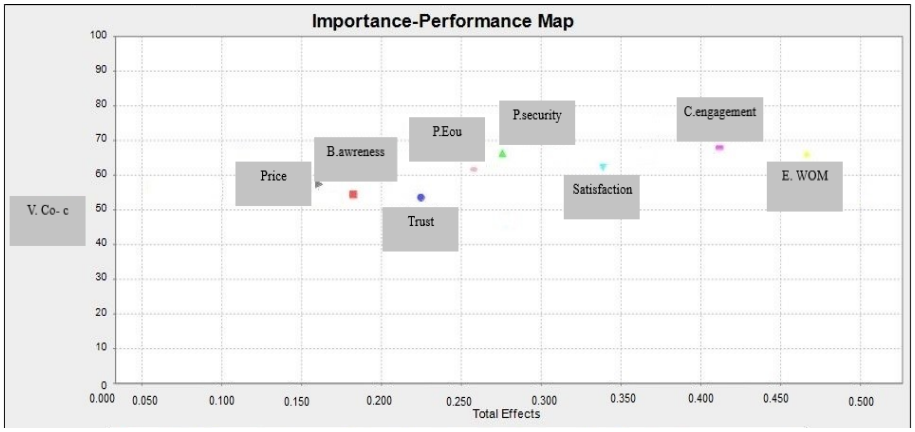

Figure 10. IPMA results of telegram

According to the results, E-WOM had the highest degree of importance (0.464) and consumer engagement had the highest performance (69.506).

Table 10. Ranking the Importance and Performance of each Indicator in Telegram

	Importance	Rank	Performance	Rank
E-WOM	0.464	1	67.339	2
Brand awareness	0.183	7	54.702	7
Price	0.156	8	58.995	6
Perceived ease of use	0.254	5	61.230	5
Trust	0.234	6	53.823	8
Consumer engagement	0.410	2	69.506	1
Satisfaction	0.342	3	62.966	4
Perceived security	0.272	4	65.830	3

Conclusion

In the present study, the effect of perceived security on the two factors of ease of use and price was directly investigated (hypotheses 1 and 2) and the effect of perceived security on ease of use was confirmed, which was confirmed with the results of the research of Marianus and Ali, 2021, as well as Cheng et al, 2006 is consistent. However, according to the values of the path coefficient, t-statistic, and significance level, the effect of perceived security on the price factor cannot be confirmed. As a result, the researcher rejected this relationship (hypothesis 2). In addition, in this research, the effect of ease of use on electronic word-

of-mouth, trust, satisfaction, and brand awareness was analyzed (hypotheses 3, 4, 5, & 6) and confirmed. The findings are consistent with the research results (Wilson et al., 2021; Eneizan et al., 2020; Li, 2016). Of course, it should be acknowledged that the results of the research conducted by Li in 2016 measuring the effects of ease of use on satisfaction are not consistent with the findings of the current research, and Li did not confirm this relationship. In addition, the findings of this research are consistent with the results of Isa and Riyadi, 2018 and Li & Hitt, 2010 regarding the positive and significant effect of price on EWOM, trust, satisfaction, and brand awareness (hypotheses 7, 8, 9 & 10).

The analysis of the effect of EWOM on consumer engagement, which was examined in (hypothesis 11), reported a positive and significant effect, which is the same as the findings of Bismoaziiz et al., 2021; Bansal & Bansal, 2018; Erkan, 2015 research. In addition, research on the effect of trust on consumer engagement (hypothesis 12) has been confirmed in the studies of researchers such as (Agyei et al., 2020; Kosiba et al., 2020; Thakur, 2018), which is consistent with the results of this research. As well as the results of the current research have confirmed the relationship between the satisfaction factor and consumer participation (hypothesis 13), which is consistent with the findings of the research (Cambra Fiyero et al., 2021; Al Dmoure et al., 2019, Thakur, 2018). According to the path coefficient and t-statistics, the effect of the brand awareness variable on consumer engagement (hypothesis 14) is confirmed. Our findings are in line with the research results of Gallart Kamahort et al., 2021 and Vanitha and Subramanian, 2020 & Isoraite, 2016 are consistent. In addition, the results of our findings regarding the positive and significant impact of consumer participation on value are consistent with the findings of Cheung & To, 2021 and Waśkowski & Jasiulewicz, 2021.

The results of the Importance-Performance Matrix Analysis were also very important in the three models of online social media presented in the final part of the research. In the general model of online social media, consumer engagement was the most important and ease of use had the highest performance. In Instagram, which was categorized as the most widely used online social platform by consumers, consumer engagement was the most important and E-WOM had the highest performance. Furthermore, studying the Importance-Performance Matrix of Telegram showed that E-WOM was of the highest importance

and consumer engagement in terms of performance had the highest position among other factors. The analysis of the IPMA matrix indicated that consumer engagement was the most important factor in both the general model and Instagram. This factor ranked eighth in terms of performance in the general model and second in Instagram. Companies that use online social media platforms are expected to strengthen consumer engagement and improve performance by adopting short-term techniques and effective strategies such as the possibility of online chat in the user environment.

However, Instagram is the most widely used social media and a consumer online shopping portal. On Instagram, consumer engagement had acceptable performance. Therefore, it requires companies to take some steps to increase the expected performance. In the telegram, the E-WOM was the most important factor among other factors and its performance rating was very good. Companies can strengthen their CRM units and increase WOM as much as possible.

The findings of the research were obtained from real research and real data collected from online consumers. Iranian scholars neglected the application of Importance-Performance Matrix Analysis (IPMA), so it is the strength of the present study. The researchers prioritized various factors in terms of importance and type of performance based on the opinions of the consumers who used the online social media platforms.

To carry out this research, we have faced some limitations, of course, which will be addressed as follows. In addition, some suggestions will be provided to the scholars who are interested in subjects related to the topic of the article:

- The research whose results are now published in this article is related to a specific period (cross-sectional study). Respected scholars can use longitudinal designs in the future and record the changes in the opinions and attitudes of consumers during the period.
- Because the current study is not limited to a specific industry or brand, the quantitative model used is almost limited and indicators related to the field of advertising and branding are not included in it. The structural model can be developed by adding such variables in the future.
- In the existing structural model, the recurrence relations of the variables (the mutual effect of two variables on each other) have not been analyzed. Such relations, which require longitudinal studies, can

be considered in the model that will be under study in the future.

CONFLICT OF INTEREST: The authors declare that they have no conflicts of interest regarding the publication of this manuscript.

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