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Revista de Antropología, Ciencias de la Comunicación y de la Información, Filosofía,
Lingüística y Semiótica, Problemas del Desarrollo, la Ciencia y la Tecnología

Año 34, 2018, Especial N°

14

Revista de Ciencias Humanas y Sociales
ISSN 1012-1587/ ISSNe: 2477-9385
Depósito Legal pp 198402ZU45



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Effect of social mobile commerce on Apple brand loyalty

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Abstract

The purpose of this study is to examine the effect of mobile social commerce on brand loyalty among Apple brand customers in the Tehran's Paitakht Complex. Data collection method was a researcher-made questionnaire (Likert scale) and validated by Alpha test. We concluded that the emphasis on customer expectations of up to 45% is predictive of perceived usefulness and up to 39% has the predictability of customer satisfaction, and a significant and positive relationship with both of them. Finally, it can be concluded that mobile social commerce is effective on brand loyalty in customers.

Keywords: Social Commerce, Loyalty, Brand, Apple.

Efecto del comercio móvil social en la lealtad de la marca Apple

Resumen

El propósito de este estudio es examinar el efecto del comercio social móvil sobre la lealtad a la marca entre los clientes de la marca Apple en el complejo Paitakht de Teherán. El método de recolección de datos fue un cuestionario hecho por un investigador (escala de Likert) y validado por la prueba Alpha. Concluimos que el énfasis en las expectativas del cliente de hasta el 45% es predictivo de la utilidad percibida y hasta el 39% tiene la previsibilidad de la satisfacción del cliente, y una relación significativa y positiva con ambos. Finalmente, se puede concluir que el comercio social móvil es efectivo para la lealtad de marca en los clientes.

Palabras clave: comercio social, lealtad, marca, Apple

1. INTRODUCTION

The issue of customer service is one of the most important issues for companies and product providers, because of the high dependence of e-commerce on direct customer interactions. Identifying customer needs, identifying market needs, and taking advantage of marketing and market research are among the things that are essential to success in the era of communication and its benefits, and plays a significant role in obtaining more benefits from customers and obtain to their satisfaction (Abdulwand and Mohammad Ali., 2008).

Information technology provides a platform for improving performance and innovation in providing services by facilitating and enhancing communication and its effect on customers.

Identifying customer needs, taking advantage of marketing, and measuring the market scientifically for success in e-commerce is important (Afshari and Parsamanesh, 2014). This study evaluates the effect of mobile commerce on the brand loyalty among Apple brand customers.

STATEMENT OF THE PROBLEM

Today, communication tools and the possibility of their extra use in the field of trade has been progressed. In addition, companies offering products and services have different channels of communication in which the use of the Internet has made it possible to access new communication channels (Dennis, 2009).

The Internet is considered as a major partner in the global commerce and an appropriate tool for meeting the needs of customers with over 1.5 billion users. (Akin, 2008).

Social networks are a new generation of web sites. On these websites, internet users are gathering around as virtual axis and form

the online congregation (Molly, 2009). In fact, the social network is a network of individuals and groups and communication between them (Li and Zhang, 2011).

According to available statistics, the penetration rate of using mobile social advertising is higher than any other technology, and this has revolutionized global mobile commerce, which has also progressed at the same pace in developing countries as developed ones.

Today, companies are using mobile in their social advertising, the reason of this device success is its companionship, so it will have the greatest effect on the audience. Due to the high reliance of electronic commerce to direct interaction with the customers, the issue of supplying appropriate services for customers is one of the most important issues for companies and product suppliers. In the current competitive environment, firms and commercial companies have come to the conclusion that they should consider customers as a basis.

Today, commercees companies have increasingly developed their activities in communication channels due to their competitiveness in the global economy (Abdulwand and Mohammad Ali, 2008).

Commercees have used mobile social advertising as a way to help to connect with customers in obtaining information and assistance. Commercees companies use social networking services to support their products or serve customers as a new trend. Placing online

ads on social network websites will benefit from the advantage of high-views of customers (Yang et al., 2014).

In recent years, there has been a significant increase in the number of studies on customer loyalty, especially in online markets, because due to comments of the researchers in this field, customer loyalty plays an important role in the success of these organizations in the competitive market and loyal customers are their competitive assets.

Researchers have found that customer loyalty has a strong effect on the performance of the organization and also acknowledged that this is important for a competitive advantage (Lee et al., 2014).

Apple is considered to be the world's most prestigious information technology company, with its expert and skilled staff. It also is displaying social advertising on social networks. This not only can be done by a low cost, but also increases brand loyalty and purchases of its products by the customer.

So the main question of this research is that how does the mobile social commerce affect the brand loyalty of Apple?

Importance and Necessity of Research

Information technology has been able to promote commercial development, facilitate the communication of economic agents, provide opportunities for small and medium enterprises, increase productivity, and reduce costs and save time (Peterson, 2009).

With the emergence and growth of the Internet, the Internet provides commercial services to commercial companies, enables them to provide and deliver services and products in virtual environments, which has led to the emergence of online channels and ultimately the emergence and growth of Web theory that expresses social networks.

In 2009, email and website channels were among the most basic online marketing channels, social networks became one of the most popular marketing channels, which was just one starting point for these types of channels.

These days, customers dramatically change their behavior, along with the technology and the global economic environment. They receive a large amount of information, are aware of products, increasing their trust to advertisement, products and services and choose their own shopping channels (Ahmadi, 2010).

It should be noted that in the scientific significance of mobile social advertising and mass communication sites in the cyberspace of

developing societies, such as Iran, they face dramatic changes in their social context.

As the educated students of the universities are increasing, the social emergence class is also growing. The consequence of creation such a social class in human societies is the production of new elites at the community level, and the change in the composition and structure.

This gradual process leads to a change in the communication facilities of the general public in the long run. In other words, with the formation of a new and educated class in the country, this group is not limited to traditional media such as radio and television and newspapers to access its news and information, rather, they solve their information needs by using modern features such as the internet and utilizing its technologies, such as mobile social advertising. In this way, virtual networks on the Internet are a great opportunity to experience and appreciate the value of online products on this stratum.

On the other hand, the practical significance of this is that Apple's social network with easy access to mobile social advertising and the introduction of products and services, increases the awareness of brand products and customer loyalty to the products of this brand.

2. LITERATURE REVIEW

Marketing

Marketing is the process of planning and implementing the conceptualization, pricing, promotion and distribution of ideas, goods and services in order to carry out exchanges that meet organizational and individual goals (Venus and Saffayean, 2009).

Marketing is a social and managerial process by which individuals and groups provide their needs and desires through the production, supply and exchange of useful and valuable goods with others (Kotler,2012).

Social Marketing

Social marketing was first introduced in the early years of the seventies by Philip Kotler. He co-founded Gerald Zaltman with the concepts of social change, commerce marketing, and advertising techniques, and attracts scientists and experts in social and behavioral sciences (Shams, 2012).

Kotler stressed that universal mobilization was not a new phenomenon for social change and its examples in ancient Greece and Russia (during the liberation of slaves) and in Europe during the Industrial Revolution (during the release of prisoners, the granting of women's rights and the prevention of the use of children by the factories Industrial) is considerable.

Social marketing is much more complex and sometimes less effective than commercial marketing.

Social marketing is trying to influence the attitudes and behavior of the society, while commercial marketing attempts to create a simple pattern of thinking and behavior (Shams, 2012).

Social marketing philosophy differs from other popular marketing philosophies because it emphasizes the interests of the future, the community and their well-being, and seeks to interact with cultural and value issues in real life in marketing matters.

Based on the concept of social marketing, marketing managers of organizations and companies have to consider important factors such as the demands of consumers and the interests of society in the short and long run (Shams, 2012).

During three decades that has passed since then, there have been significant advances in the field of social marketing that have made this approach more considerable in the social sciences.

In the meantime, health activists have been seriously entering the area since the mid-1980s, and Richard Manow, in 1985, with a detailed mention of the use of the social marketing perspective in the field of health, described it as "a systematic and organized approach to public health promotion and Communications" (Shams, 2012).

Mobile Commerce

Phrases of commerce or mobile advertising and mobile marketing are not explicitly defined terms, and it seems that these different phrases refer to similar phenomena. Like Calcotta and Robinson, the term of mobile commerce use when pointing to broadcast messages and promotions. In this regard, Carroll (2007) used the term "mobile commerce" and "mobile advertising" to refer to a concept. In addition to conceptual diversity and the number of uses, the relationships that the used terms have with other concepts are not clear.

Firstly, mobile marketing seems to refer to a limited practice, rather than a marketing concept.

For example, mobile marketing has been defined as "broadcasting any kind of message or promotion that enhances value for the customer, and also boosts revenue for the company." From a traditional marketing perspective, this definition is merely an explanation of one of the four P marketing.

Secondly, advertising as one-way communication, from a marketer to a customer, is much more limited than what the mobile has enabled marketers. Because the receiver can respond by contacting the merchant by sending a short message or by visiting the company's site. Therefore, mobile advertising is much more interactive and more personal than other traditional advertisements.

Some definitions of mobile advertising

1- Mobile advertising is any form of marketing or promotion and sales targeting customers through a mobile channel.

Wireless communication via mobile phones to customers.

Encouraging people to buy a product and receiving services through the use of mobile phones.

- Short messages that share commerce messages to the customer on a wireless device (Okazaki 2005).

- Mobile advertising includes paid, non-personal, having a specific supporter, using mass media, and subsequently encouraging and influencing.

2- A paid and intermediary method from a specific source that has been designed to encourage the receiver to perform an action in the present or future. Here, interpersonal communication means those that are transmitted to an audience through print, electronic, or in any other way directly transfer to the individuals.

In 2014, Lee et al. define mobile advertising as the use of wireless media to provide time-sensitive and personalized information

to consumers for the promotion of goods and services and ideas for the benefit of stakeholders.

Mobile Commerce Activities

Mobile advertising activities can be categorized in the following formats. In other words, any mobile advertising can be placed in at least one of the following formats:

1- Information

For example, information about the features that generates value added, product information, information about the closest point of sale of a product using GPS, mobile newsletters, news, weather, traffic, market rates. From the customer's perspective, information should be relevant. The relevance of information increases when the customer receives information based on his time, place and priorities. Information styles are usually performed in other ways (mostly coupons).

2- Entertainment

If the hobbies are amusing and dramatic enough, the audience will accept advertising messages. For example, mobile video marketing, music, games, or ringtones, or logos and phone secret messages can be used by customers who use the elements of

entertainment, such as the game using them several times. As a result, more than one time when they see a propaganda message, a more positive image is created in their minds.

3- Match and Draw

Competition is one of the most popular forms of mobile advertising. Customers are invited to draw and match through another medium, then they answer questions or vote, and eventually find a chance to win. Awards are either digital, or non-digital, such as mobile devices. The most important advantage of this method is that the customer has a touchable reason to communicate(Ahmadzadeh 2012).

The tournament has many benefits, such as access to a large audience and cost benefit, as the competition in mobile advertising decreases the cost of printing, distribution and collecting. Also, more flexibility, less time and, most importantly, creating a database of consumers are the benefits of racing or lottery.

4- Coupon

A ticket, message or document can be used for a discount. As defined by the Mobile Marketing Association, mobile coupon is an electronic ticket shipped by mobile phones that can be exchanged for discounts when purchasing goods. Since these vouchers have been stored in mobile memory, unlike paper coupons, they are not lost and

may not be forgotten, and they are always with the customer, because the mobile is always with the customer.

Marketers create value for a message by monetary incentives instead of merely sending messages through promotion. For example, mobile companies give prizes to customers who spend a certain amount of time listening to advertisements. The goal of the plans for vouchers includes: increasing repeat purchases, increasing awareness of goods, encouraging customers to test the goods, selling goods in the warehouse, targeting a particular market and even creating and increasing customer loyalty, and usual vouchers via short message Multimedia Messaging and Bluetooth are distributed. Voucher advantages considered as increase in traffic of store and the added value of the purchase and the direct discount to the customer.

Customer loyalty

The benefits of loyalty to customers in the commerce have been widely recognized. These benefits include lower costs for maintaining existing customers than attracting new ones, especially within the full competitive markets.

It has been understood well and, most likely, old customers will develop their relationships within the product range, and the benefits of this group of customers will be accumulated and long-term.

Another advantage of customer loyalty is that they are acting as an information channel and create potential customers for the organization through unofficial communication networks.

Reichheld and Sasser have shown that the benefits increase proportionately when the customer's loss has decreased. This happens because of different reasons, that some of them are related to higher incomes and some are related to reducing costs.

A loyal customer generates more income than another customer having no part in these relationships.

At the same time, users' needs and expectations have become easier to measure, in other words, more information about the customer makes it easier for employees to work and can make them more efficient.

Customer loyalty approaches classify into three categories: Behavioral approach, Attitudinal approach and Integrated consistent approach. The behavioral approach evaluates the customer's purchasing experience and then measures customer loyalty based on the amount, number and probability of future purchases.

Carlson and Chu (2000) have evaluated the effect of customer satisfaction on loyalty in the field of e-commerce and defined customer

loyalty as a customer's favorable attitude toward an e-commerce that leads to repeat shopping behavior.

Based on what has been said, customer loyalty has been defined as an obligation to repeat the purchase of a product or reuse of a service as well as the positive oral presentation towards it in the future.

Apple Company

Apple Company is an American multinational corporation, which operates in the field of design and manufacture of consumer electronic devices and computer software. The company was originally founded under the name of the Apple Computer Company in the city of Capetino, California, in the Silicon Valley of the United States. Apple is often known for its newly-designed, well-designed hardware.

Apple was born in 1971 with a 21 years old computer engineer with the name of Steve Wozniak and 16 years old Steve Jobs. So, by passing the 6 years, the acquaintance of these two people in 1977 the company officially introduced the Apple Computer Inc to the technology market by introducing the Apple I personal computer that was manually built in the Jobs House Garage and was able to make a credit for a short time by selling some of these personal computer models.

Steve Jobs was responsible for company's executive management. He left the company a month before his death, and Cook team began instead of him. Apple's main icon was designed by Steve Jobs and Ron Wayne, who showed Isaac Newton while sitting under an apple tree. However, this scheme was soon replaced by the famous Rainbow Apples design, which took a gas from it. It was one of the plans that Robinow showed to Jobs in 1976.

RESEARCH BACKGROUND

Internal investigations

1. The Jahan Beckham evaluated the extent of acceptance of mobile social advertising among bank customers. The results of the research showed that there is a significant relationship between the useful features and the acceptance of social advertising. Regarding personality traits of customers, a significant relationship was found between age and level of education with the acceptance of social advertising, while there was no significant relationship between gender and income levels in the variables.

2- In 2009, Samad Vafaei Ghushchi, in his dissertation titled "Factors Affecting the Acceptance of Mobile Social Ads in the Export Development Bank", introduced the technology adoption model which had been developed using related marketing components to identify and prioritize the factors affecting the formation of the decisions and behaviors of the Export Development Bank customers have been used in the adoption and use of mobile social advertising. In this research, the change in the sense of ease of use, customer satisfaction and concern about maintaining personal information in virtual space has had the highest effect on the acceptance of social advertising, and the subsequent variables have been respectively familiar with virtual banking, customer trust and customer satisfaction.

3-Ebrahimi et al.(2011), in a research entitled "The Role of Marketing of Social Media in the Tourism Industry", concluded that mobile commerce has a significant effect on the growth of the tourism industry

4-Esmailpour(2005), in a research entitled "Investigating the Relationship between Social Marketing Dimensions on Brand Loyalty in Tehran's 4-Star and 5-Star Hotels", concluded that there is a positive and significant relationship between

application of social marketing principles with brand loyalty and decision to reserve the hotel.

External investigations

1- According to the conducted study by Wang et al. and in the theoretical framework presented in the Davis Technology Acceptance Model, they have entered a new variable called the sense of trust, which confirms users' concerns about security and privacy issues in adopting the decision to accepting social advertising into the original model. This research demonstrates the effect of computer self-reliance on users' behavioral intent through the variables of sense of applicability, ease of use, and trust. The variable of ease of use has had the most effect on users in forming customer behavioral intent. After that, the sense of trust in the next rank and the variable of the sense of applicability were ranked in the last rank.

2. In the year 2016, another study was done using the mobile technology acceptance method and in order to identify the factors that make the decision to use mobile banking among customers of banks, using the questionnaire tool in Malaysia by

Amin et al (2008). The variables used in this research are: site security, perceived usefulness, satisfaction and loyalty. The statistical sample used in this study included bank customers in Malaysia who had mobile phones, but still did not use mobile social ads. The results of the study showed that site security had a very limited effect on the decision, while the perceived usefulness had a significant effect on this decision. There was also a direct relationship between satisfaction and the decision to use mobile social advertising.

3. Bazes Vagva, in 2011, in a research entitled “Purchasing behavior in the virtual world”, tested a conceptual model of purchasing behavior in the virtual world using the combination and innovation in the present model. They evaluate the purchasing behavior, which makes consumers spend a significant amount of their money on purchasing social media on the Internet.

4- Kim et al. (2012) with the title of South Korean tourism products and services evaluated the role of trust effect in e-commerce. Research results showed that trust has a significant effect on informed consumer purchases on the Internet.

Research hypotheses

H1: The emphasis on customer expectations has an effect on perceived usefulness.

H2: The emphasis on customer expectations has an effect on satisfaction

H3: The perceived usefulness has an effect on satisfaction

H4: The perceived usefulness has an effect on mobile social commerce

H5: Perceived usefulness has an effect on mobile social commerce

H6: The concerned about personal information in social media has an effect on perceived usefulness.

H7: The concerned about personal information in social media has an effect on mobile commerce.

H8: The satisfaction has an effect on brand loyalty

H9: The mobile social commerce has an effect on brand loyalty.

Conceptual model of research

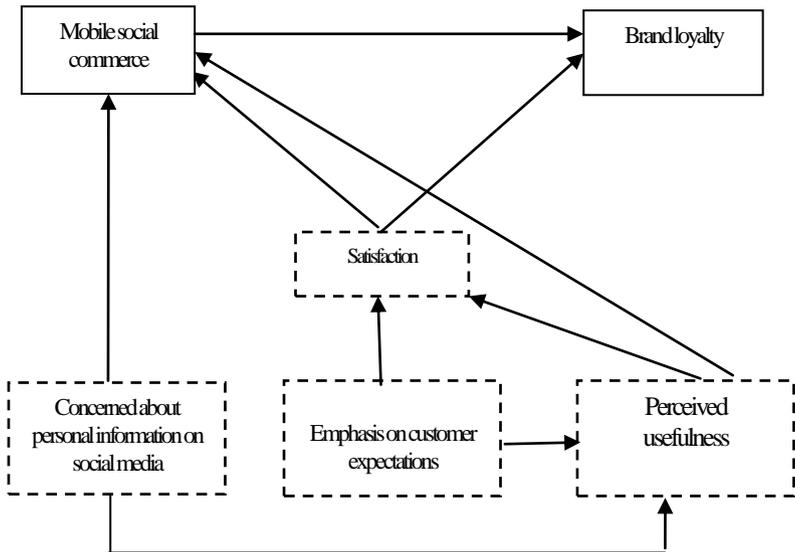


Figure 1: Conceptual Model of Research (Lee et al., 2014)

3. METHODOLOGY

The present study is applied and it is descriptive-survey based on the nature and method of data collection. In terms of time, this is a cross-sectional type. The statistical population of this research is all the customers of Apple Company in the Central representation of the capital complex in Tehran, Given the fact that no accurate estimate of

the number of customers can be obtained, the size of the population will be unlimited.

The sampling method is available in the present study. In this research, the sample size is 384 according to the Cochran formula. 400 people were considered due to the lack of cooperation of some customers. After the distribution of 16 questionnaires such as confusion, etc., the number of statistical sample was equal to 384.

Method of data collection and information

In this research, theoretical foundations and research background using library studies, reviewing documents and articles, referring to libraries of scientific and academic centers, reviewing dissertations, reviewing the articles of seminars and conferences related to the subject, browse and review journals and search the web sites have been used for collecting information. A questionnaire was also used to collect the data. The present research questionnaire was conducted through an interview with a number of senior managers and experts on the composition and general characteristics of the questionnaire and its design, and in the general hypotheses and research questions, and using the Likert spectrum in an "attitude assessment questionnaire".

Validity and reliability of the questionnaire

The content validity of the questionnaire has been made in this research. That way the questions of the questionnaire were designed in accordance with the research hypotheses, and then they came to the attention of the supervisor and after reviewing and correcting the views of the supervisors and consultants have finally been on the appropriateness of the questionnaire.

Also, in order to assess the reliability of the questionnaire, in a preliminary study, 40 questionnaires were distributed using SPSS software and Cronbach's alpha method. The reliability of the questionnaire has been estimated equal to 857. This estimation, given that it is above the minimum value of 70%, indicates that the questionnaire has a very high reliability.

Table 1: Calculation of Cronbach's alpha of the questionnaire

Row	Components	Cronbach's alpha
1	Mobile social commerce	812%
2	satisfaction	837%
3	Concerned about personal information	793%
4	Emphasis on customer expectations	845%
5	Perceived usefulness	830%
6	Brand loyalty	806%
*	All Dimensions	873%

Data and data analysis method

In this section, data analysis was performed using SPSS software. Inferential statistics (Kolmogorov Smirnov test, T single-sample and Friedman test) have been used to test the hypotheses.

Single sample T-test

The views on the status of each dimension of research have been examined using the single sample T-test. In this test, the null hypothesis (H0) is based on the fact that the variable under study is not in a desirable situation and the alternative hypothesis (H1) is also a test claim. Since the data have been collected with a 5-point Likert spectrum, the mean has been considered number of 3 namely midpoint of the Likert spectrum. Therefore, the statistical expression of the research hypotheses is as follows:

$$H_0: \mu \leq 3$$

$$H_1: \mu > 3$$

Since this study has been evaluated at 95% confidence level, therefore, if in calculating the mean of each dimension the significant value is less than the error level of 5%, then the null hypothesis is rejected and therefore the test claim will be confirmed. Obviously, in these conditions, the T-test statistic will be greater than the critical

value of $t_{0.05}$, ie, 1.96. Also, both confidence intervals will be positive. The results of the computations of the Single sample T-test have been presented below. The summary of the results of the Single sample T-test has been presented based on the mean of the views of individuals in the table below.

Table 2: Summary of test results of Single sample T-test for research variables

Research variables	Mean	T value	Significant value	%95confidence interval	
				lower bound	upper bound
Emphasis on customer expectations has an effect on perceived usefulness	3.798	24.983	0.000	0.735	0.861
Emphasis on customer expectations has an effect on satisfaction	3.791	25.674	0.000	0.730	0.851
Perceived usefulness has an effect on satisfaction	3.859	33.452	0.000	0.808	0.909
The perceived usefulness has an effect on mobile commerce Satisfaction has an effect on the mobile commerce	3.841	33.233	0.000	0.871	0.981
Concerns about personal information in social media has an effect on perceived usefulness	3.849	30.283	0.000	0.798	0.861
Concerns about personal information in social media has an effect on mobile commerce	3.852	29.825	0.000	0.751	0.851
Satisfaction has an effect on brand loyalty	3.855	30.821	0.000	0.812	0.857
Mobile social commerce has an effect on brand loyalty	3.796	31.459	0.000	0.863	0.803
Emphasis on customer expectations has an effect on perceived usefulness	3.792	35.983	0.000	0.768	0.819

Analysis of the first hypothesis: The average view of the emphasis on customer expectations on perceived usefulness has been obtained equal to 3.798, which is larger than the middle limit of the Likert spectrum. A significant value is also obtained equal 0, which is smaller than the error level of 0.05, so the observed mean value is significant. The value of the t statistic has been obtained equal to

24.983, which is larger than the critical value of 1.96. Both the upper and lower bounds of the confidence interval are somewhat greater than zero (positive) and the test claim is confirmed. According to each of these statistical findings, with 95% confidence can be said that the emphasis on customer expectations has an effect on perceived usefulness.

Analysis of the second hypothesis: The average view of perceived usefulness on satisfaction has been obtained equal to 3.791, which is larger than the middle limit of the Likert spectrum. A significant value is also obtained equal 0, which is smaller than the error level of 0.05, so the observed mean value is significant. The value of the t statistic has been obtained equal to 25.674, which is larger than the critical value of 1.96. Both the upper and lower bounds of the confidence interval are somewhat greater than zero (positive) and the test claim is confirmed. According to each of these statistical findings, with 95% confidence can be said that the perceived usefulness has an effect on satisfaction(Kim et al., 2012).

Analysis of the third hypothesis: The average view of perceived usefulness on satisfaction has been obtained equal to 3.859, which is larger than the middle limit of the Likert spectrum. A significant value is also obtained equal 0, which is smaller than the error level of 0.05, so the observed mean value is significant. The value of the t statistic has been obtained equal to 33.452, which is larger than the critical value of 1.96. Both the upper and lower bounds of the confidence

interval are somewhat greater than zero (positive) and the test claim is confirmed. According to each of these statistical findings, with 95% confidence can be said that the perceived usefulness has an effect on satisfaction.

Analysis of the fourth hypothesis: The average view of perceived usefulness on mobile social commerce has been obtained equal to 3.841, which is larger than the middle limit of the Likert spectrum. A significant value is also obtained equal 0, which is smaller than the error level of 0.05, so the observed mean value is significant. The value of the t statistic has been obtained equal to 33.233, which is larger than the critical value of 1.96. Both the upper and lower bounds of the confidence interval are somewhat greater than zero (positive) and the test claim is confirmed. According to each of these statistical findings, with 95% confidence can be said that the perceived usefulness has an effect on mobile social commerce.

Analysis of the fifth hypothesis: The average view of satisfaction on mobile social commerce has been obtained equal to 3.849, which is larger than the middle limit of the Likert spectrum. A significant value is also obtained equal 0, which is smaller than the error level of 0.05, so the observed mean value is significant. The value of the t statistic has been obtained equal to 33.233, which is larger than the critical value of 1.96. Both the upper and lower bounds of the confidence interval are somewhat greater than zero (positive) and the test claim is confirmed. According to each of these statistical

findings, with 95% confidence can be said that the perceived usefulness has an effect on mobile social commerce.

Analysis of the sixth hypothesis: The average view of concerning about personal information in social media on perceived usefulness has been obtained equal to 3.852, which is larger than the middle limit of the Likert spectrum. A significant value is also obtained equal 0, which is smaller than the error level of 0.05, so the observed mean value is significant. The value of the t statistic has been obtained equal to 29.825, which is larger than the critical value of 1.96. Both the upper and lower bounds of the confidence interval are somewhat greater than zero (positive) and the test claim is confirmed. According to each of these statistical findings, with 95% confidence can be said that the concern about personal information in social media has an effect on perceived usefulness.

Analysis of the seventh hypothesis: The average view of concerning about personal information in social media on mobile commerce has been obtained equal to 3.796, which is larger than the middle limit of the Likert spectrum. A significant value is also obtained equal 0, which is smaller than the error level of 0.05, so the observed mean value is significant. The value of the t statistic has been obtained equal to 31.459, which is larger than the critical value of 1.96. Both the upper and lower bounds of the confidence interval are somewhat greater than zero (positive) and the test claim is confirmed. According to each of these statistical findings, with 95% confidence, it

can be said that the concern about personal information in social media has an effect on mobile commerce.

Analysis of the eighth hypothesis: The average view of Satisfaction on brand loyalty has been obtained equal to 3.796, which is larger than the middle limit of the Likert spectrum. A significant value is also obtained equal 0, which is smaller than the error level of 0.05, so the observed mean value is significant. The value of the t-statistic has been obtained equal to 31.459, which is larger than the critical value of 1.96. Both the upper and lower bounds of the confidence interval are somewhat greater than zero (positive) and the test claim is confirmed. According to each of these statistical findings, with 95% confidence can be said that the satisfaction has an effect on brand loyalty.

Analysis of the ninth hypothesis: The average view of mobile social commerce on brand loyalty has been obtained equal to 3.792, which is larger than the middle limit of the Likert spectrum. A significant value is also obtained equal 0, which is smaller than the error level of 0.05, so the observed mean value is significant. The value of the t statistic has been obtained equal to 35.983, which is larger than the critical value of 1.96. Both the upper and lower bounds of the confidence interval are somewhat greater than zero (positive) and the test claim is confirmed. According to each of these statistical findings, with 95% confidence can be said that the mobile social commerce has an effect on brand loyalty (Kim et al., 2012).

Friedman test

Mobile social commerce factors on the brand loyalty have been used in order to rank the components by Apple brand clients based on the average of research hypotheses:

Table 3: Average of ranks of the research

Row	Components	Averages of ranks	Rows of rankings
1	Mobile social commerce	5.50	2
2	satisfaction	5.75	1
3	Concerned about personal information	5.20	5
4	Emphasis on customer expectations	5.40	3
5	Perceived usefulness	5.37	4
6	Brand loyalty	5.15	6

As shown in the table above, in the domain of mobile commerce ranking on brand loyalty in Apple brand customers the satisfaction variable has been ranked the first with a mean of 5.75. Also, the mobile social commerce variable with an average of 5.50 in the second rank and the variable of emphasis on customer expectations with an average of 5.40 in the third rank, and the perceived usefulness variable with an average of 5.40 in the fourth rank, concerned about personal information with an average of 5.20 in the fifth rank, variable of brand loyalty has been ranked sixth with an average of 5.15.

4. DISCUSSION AND CONCLUSION

In the first hypothesis, it was stated that emphasis on customer expectations has an effect on perceived usefulness. Rahimi Hellari(2014) in his article entitled “Evaluating the effect of social marketing on consumer purchasing” concluded that there is a significant positive relationship between the three dimensions of communication, customer expectations and advertising, perceived usefulness and the desire to more purchasing by consumer.

In the second hypothesis, emphasis on customer expectations has an effect on satisfaction. As it was observed, this hypothesis was tested, which is consistent with the findings of Samad Vafaei Ghushchi. In 2009, Samad Vafai Ghushchi, in his dissertation titled "Factors Affecting the Acceptance of Mobile Social Ads in the Export Development Bank" the technology adoption model has been developed using affiliated marketing components to identify and prioritize the factors affecting the decision making and behavior of the export development bank's customers in accepting and using mobile social advertising.

In this research, customer expectations variable, ease of usability, customer satisfaction, and expectation of protecting personal information in cyberspace had the highest effect on the acceptance of social advertising. In the third hypothesis, perceived utility has an effect on satisfaction, which is consistent with Saadi findings, as Saadi,

in a research entitled "The effect of Social Marketing on Samsung Customer Satisfaction," concluded that perceived usefulness increases Samsung's customer satisfaction(Saadi, 2012).

In the fourth hypothesis, it was stated that perceived usefulness has an effect on mobile commerce, as it was observed, this hypothesis was tested, which is consistent with the findings of Wang, according to a study by Wang. In the theoretical framework presented in the adoption model of social commerce technology of Mobile Davis, they introduce a new variable called "the sense of trust" that provokes users' concerns about privacy issues in making decisions for social advertising acceptance have entered into the original model.

This research demonstrates the effect of computer self-reliance on users' behavioral intent through perceived usefulness variables, ease of use, and trust. The variable of ease of use has had the most effect on users in forming customer behavioral intent. After that, the sense of trust was placed in the next rank and the variable of the sense of user was ranked at last.

In the fifth hypothesis, satisfaction was positively expressed on mobile commerce, as it was observed, this hypothesis was tested, which is consistent with the findings of Hannadine Amin et al., in 2008, another study using the Mobile Acceptance Technique and to identify the factors that affects the decision to use mobile banking among

customers of banks, was conducted by Hannadine Amin et al.(2008), using a questionnaire tool in Malaysia.

The variables used in this research are: site security, perceived usefulness, satisfaction and loyalty. The statistical sample used in this study included bank customers in Malaysia who had mobile phones, but still did not use mobile social ads. The results of the study showed that site security had a very limited effect on the decision, while the perceived usefulness had a significant effect on this decision. There was also a direct relationship between satisfaction and the decision to use mobile social advertising.

In the sixth hypothesis, it was argued that the concern of personal information in social media has an effect on perceived usefulness, as it was observed, this hypothesis was tested, which is consistent with the results of Hanadin Amin et al. in 2008. In this study, by using the method of mobile technology acceptance, in order to identify the factors that make the decision to use mobile banking among customers of banks, conducted using the questionnaire tool in Malaysia by Hannadin Amin et al. (2008).

In the seventh hypothesis, it was stated that the concern of personal information in social media has an effect on mobile commerce, which is consistent with the findings of Hannadine (Amin et al., 2008).

In the eighth hypothesis, it was stated that satisfaction has an effect on brand loyalty, as it was observed; this hypothesis was tested, which is consistent with the findings of Amin et al.(2008)as a result, (Kim et al., 2012), "The Continuous Buying of South Korean Products and Services", evaluated the role of trust in e-commerce. The research results showed that satisfaction and trust has a significant effect on the intentional purchase and loyalty of consumers on the Internet.

In the ninth hypothesis, it was stated that mobile commerce has an effect on brand loyalty, as it was observed, this hypothesis was tested, which is consistent with Stefan's findingsentitled "Social Media effect based on customer loyalty of the German GTI company" concluded that the social media dimensions (mobile advertising, etc.) have an effect on the satisfaction and loyalty of German GTI customers(Pidayab, 2012).

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Revista de Ciencias Humanas y Sociales

Año 34, Especial N° 14, 2018

Esta revista fue editada en formato digital por el personal de la Oficina de Publicaciones Científicas de la Facultad Experimental de Ciencias, Universidad del Zulia.
Maracaibo - Venezuela

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