

Original Article

Social determinants of cell-phone market with customer value expectation approach

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Abstract

Background: The aim of this study was to provide a model of social determinants of cell-phone marketing with customer expected value approach.

Methods: A mixed-method was used to identify the social components and indicators of the cell-phone marketing. The study population included marketing experts and professors in the qualitative section and managers and senior managers of marketing managers in the quantitative section. The sample size was 10 experts of marketing management in the qualitative section, and 384 people in qualitative section. To collect data, a semi-structured interview in the qualitative section and a questionnaire in the quantitative section were used. Construct validity using confirmatory factor analysis in SmartPLS software and its reliability was confirmed by using Cronbach's alpha coefficient in SPSS software. To analyze the data in the qualitative section, MAXQDA software was used. Confirmatory factor analysis and structural equation modeling tests were used to confirm the components and present the model in Smart PLS software.

Results: Game making and advertising had a significant effect on consumer behavior, social media and expected value. The results showed that the components of consumer behavior, social media and expected value had an impact on the promotion of cell-phone marketing through the quality of customer journey from beginning to end.

Conclusion: By identifying opportunities and threats, as well as identifying organizational strengths and weaknesses, with the help of web marketing and marketing through applications, recognizing customer needs and demands, obtaining information about user behavior, creating a suitable platform for easy connection and easy access.

Keywords: Cell Phone; Marketing; Research Design; Value-Based Purchasing.

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Introduction

Nowadays, consumers have access to digital information in any area such as health via cell-phone at any time and place. It means that cell-phone

devices allow marketers to communicate directly and continuously with the consumer. As consumers use their cell-phone to engage in a variety of activities

(beyond talking or texting), advertisers also find new opportunities to target their communications. Special marketing programs will lead to gaining more knowledge on advertising and a greater intention to purchase new products on cell-phone websites. The authors believe that recognizing consumer advertising between cell-phone websites and branded applications provides theoretical and practical implications for managers in the area of cell-phone marketing (1).

The route of online users and customer journeys that lead to purchasing can be very complex. Their guidance through journey is a part of online advertising. Studies in marketing show that an event and conversion process is usually performed before one or more steps to purchase. This process in the customer journey includes lack of knowledge, awareness or knowledge, interest, attention and finally the intention to purchase and even use services after the purchase (2).

The most important factor for the acceptance and effectiveness of cell-phone marketing regarding the consumer and his or her behavior, which has received less attention in research, is customer value. Therefore, the present study was an attempt to address two common approaches in these four areas that have been less considered, namely customer journey and customer value as the dominant approach in the four areas of cell-phone marketing (advertising, promotion, games, and purchaser marketing). Hence, given what was stated above, the research question was: “what are effective social determinants and the model of cell-phone marketing with the approach of the customer expected value in the customer journey?”

Research theoretical foundations and background

Nowadays, marketing as a scientific management and disciplinary operation has undergone fundamental changes over the last two decades. Many researchers believe that some of the old marketing principles have become useless. Increasing media, globalization of companies, and the emergence of a new generation of communication and information technologies, the most popular of which is the Internet, have brought changes in market rules and mobility by weakening common competitive position and have provided new areas and capabilities (3).

1- Cell-phone marketing: An effective form of marketing is achieved when companies cover products, services and information to the public people. Traditional mass marketing techniques such as TV advertising, advertising calls, radio, direct messages, spams, and brochures, which are considered as one-way communications, do not create any value for the other party (4).

Nowadays, the growth of cell-phone marketing has provided more motivations for more research in the area of customer behavior and attitudes in cell-phone marketing (5).

The cost of cell-phone marketing has made businesses profitable, and it is estimated that 20% of Google search revenue is gained by cell-phone marketing. Thus, the cell-phone marketing application has changed the perspective of the retail business and even health services and it has become an important marketing tool (6).

2- Cell-phone marketing game making application: Over the last years, the number of cell-phone applications have increased. These applications range from the first cell phones to the smartphones that now dominate

our lives. The penetration of cell phones is growingly increasing. This issue has drawn great attention of marketers, and now cell-phone marketing is emerging as one of the best platforms for advertising, brand awareness, advertising and attracting customer in a way that is much more effective than the conventional marketing communication method (6). However, researchers in marketing and management practices have paid less attention on the effect of best elements of game making, such as game story, game mechanics, game aesthetics, and game technology and health (7).

3- Customer expected value: Nowadays, all organizations seek to retain and customer to improve the useful life of the customer through factors such as quality of service and marketing in order to create a sense of value and satisfaction in the customer and achieve the main goal of attracting and retaining customers (8).

Customer value indicates that customers may be able to identify functional value, emotional value, self-control value, social value, and communication value while interacting with brand pages on social networking sites. Customer value consists of three dimensions of profit value, pleasure value, and social value (9).

Perceived value is the main motivating factor of consumer behavior, after adopting consumers, such as the intention to promote and loyalty intention (10).

4- Customer and customer journey in the purchasing process: Nowadays, customers play crucial and vital role in the global economy. Thus, companies pay special attention to customers to survive and grow in the area of economic competition in the modern world and increase their relationship

with purchasers of their products and services throughout their lives (5).

5- Consumer behavior: Consumer behavior can be defined in general as the final decision of the consumer according to the acquisition, consumption and getting rid of goods, services, time and opinions of different decision-making sectors over a period of time (11).

Intention in consumer behavior is the result of satisfaction, and according to Fishbin and Ajzan, one's intention is the perception that a person has the occurrence of a particular behavior. In other words, one's intention is a mental and probable situation that connects the person with his or her action (1).

6- Advertising and its content in marketing: What is nowadays valuable for people and consumers is content or message that is relevant and creates high value in the minds of customers. This type of content is useful to the consumer when he or she consumes one of them, is not sent accidentally, is more customized, sent according to the needs and preferences of the customer, and initiates a two-way conversation between the consumer and that particular brand and available online and consumed anytime and anywhere. Also, from the company's point of view, it should not cover the entire needs of the consumer, but increases the volume of traffic or the consumer visits to the company's website (12).

7- Social media and social business: Social business is a combination of electronic commerce, electronic marketing, support technologies and social media content. It is created through integration of e-commerce, and electronic marketing with the Web 2 and social media. This integration is supported by theories such as social capital, social psychology, consumer behavior, and online cooperation, resulting in a set of useful sites that create social business (13).

Methods

We used a mixed method in this study. The first phase was qualitative and the second phase was quantitative as follow:

Qualitative phase:

The study population in the qualitative phase included 10 marketing experts. First, a number of experts were selected purposefully to review and analyze the basic categories extracted in the first step. It should be noted that the number of participants in qualitative sampling was based on theoretical data saturation. It means that sampling continued to present new components and ideas by the samples until reaching saturation.

In this study, after reviewing the relevant literature, we presented interview questions related to experts active in the area of marketing by using content analysis:

- 1- How does this industry deal with game making and its elements (game story, game mechanics, game aesthetics and game technology)?
- 2- How is advertising done in this industry and why?
- 3- What is the behavior of consumers in this industry and how are the behavior and expectations of customers identified?
- 4- How are social media and social networks used in this industry and to what extent they are important in communicating with customers?
- 5- What measures does the industry take to increase customer trust in customer journey?
- 6- What perception of the expected value does this industry induce in customers and in what ways it done so?
- 7- In your opinion, what other components can be present in the industry in the cell-phone marketing model with the approach

of the customer value expected in the customer journey?

8- Is it possible to add new component to it? If yes, please mention it.

In the first step, indicators and components were identified using the library method and interviewing experts and its implementation in MAXQDA software and performing open coding and axial coding. Then, by using Delphi method, indicators and components were approved by experts. In the next step, using selective coding, the final framework of the final model was formed. The research findings obtained from Delphi method and coding separately for steps are as follows:

Open coding step (initial coding)

In data-driven theory, open coding was an analytical process in which concepts were identified and developed based on their properties and dimensions. The interviews done with the experts were fully implemented in MAXQDA software and reviewed several times to gain a complete understanding of them. Then, the main content and concept of each of the interview phrases and texts of related articles were extracted and conceptualized and named by the codes. Then, the step of implementation of raw data and open coding in MAXQDA software were displayed. In open coding, the meaning of the interview producer was extracted from each phrase and sentence and different parts of the interview, and concepts were extracted from the documents.

After the open coding step, the initial indicators were extracted. The most important goal of open coding was to break down the text and understanding it and link the resulting components together and to categorize and organize them. In this step, 71 initial indicators were extracted.

Axial coding

The basis of classification in axial coding is review of previous research and sufficient knowledge of the subject and theoretical mastery of the subject and gaining insight to find common aspects indicators around a specific axis. In this step, the common aspects of the identified concepts and classification were done and as a result, the category and component were created. This section involves categorizing. This step started when all the data were encoded and collected and then a list of different codes was created. In this step, the analysis began and it was considered how different codes could be combined to create a set of components. The results of axial coding in the present study were as follows:

In this step, 7 components were classified as follows. These components include 1- game making, 2- advertising, 3- consumer

behavior, 4- social media, 5- expected value, 6- customer journey, and 7- cell-phone marketing. Since the present study was qualitative research, it followed an inductive logic (part to whole), so researcher went from evidence to explanation and step by step in each step to achieve more general concepts (from indicator to component, from component to dimension and from dimension to the concept). Finally, after extracting the obtained indicators, they were validated by experts using the Delphi method.

Selective coding step

Finally, to show the relationships between the concept, dimensions and components obtained, selective coding was performed, as shown in the output of MAXQDA18 software in selective coding. According to the concepts and categories, the theoretical model was shown in (Figure 1):

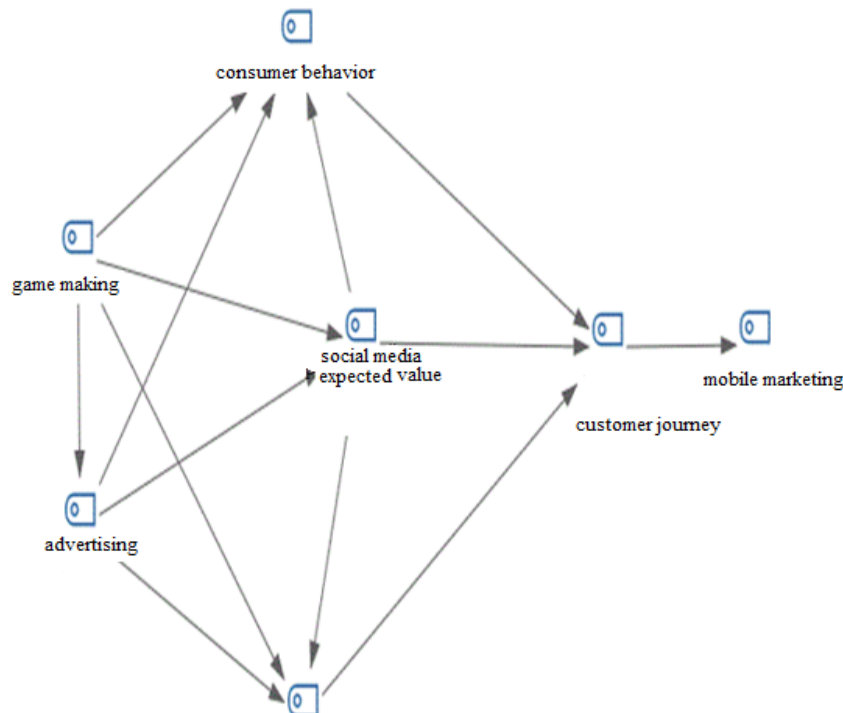


Figure 1. Selective coding in MAXQDA18 software

Reporting the process and results of the Delphi method

In the Delphi process, to assess the validity of indicators and components after open and axial coding, the opinions of 10 experts were received in three steps by distributing a questionnaire and assigning a score of 1 to 5 based on the importance of each indicator (from very low= 1 to very high= 5) and considering the mean basis ≥ 3 , due to having 5-point Likert scale of 5 to accept each index, a number of indicators were removed and finally, 7 components and 68 indicators were finally approved by the experts.

Quantitative phase:

The present study was among the applied studies, because its results can be used to meet the needs and solve problems and the results of this research have a general application. The method used in this study was descriptive survey method by using confirmatory factor analysis and path analysis in structural equation modeling. In this study, for the theoretical dimension, we used library method (articles, Internet texts, books, etc.) and the required information was extracted through a questionnaire, and data were collected through field method. Due to the unlimited number of managers and senior marketing managers, we collected data from 384 participants and entered the collected data into Excel software and then into SPSS software for statistical analysis.

To examine the construct validity of the research instrument and to fit the measurement model and modeling of structural equations, SmartPLS2 software was used. The structural equation model was divided into two general phases: confirmatory factor analysis to confirm the construct validity and path analysis to confirm the hypotheses. Then, the relationship between markers or the

questions of the questionnaire with structures was examined and in the structural section, the relationship of the factors with each other was examined to test the hypotheses. Confirmatory factor analysis was used to test and confirm the validity of the questions and structural equation modeling was used to confirm the general model. We used first-order confirmatory factor analysis because latent variables did not have subscales. Since the number of observations was more than 100, Smart PLS-2 software was used for testing the validity.

Results

In the qualitative phase of study, 7 components and 68 indicators were identified and approved by experts to provide a cell-phone marketing health model with the approach of customer value expected in customer journey. According to the model, it seems that game making and advertising will affect consumer behavior, social media and expected value. The results of the model also show that the components of consumer behavior, social media and expected value affect the promotion of cell-phone marketing through the quality of customer journey from beginning to end. Regarding the indicators obtained in this study, according to the weight obtained in the three steps of Delphi, the indicators of identifying the customer needs and demand, message content after the first call at the beginning of the journey, obtaining information and customer preferences during the customer journey, creating initial trust in customers, creating value by producing high-quality content obtained the most weight.

In quantitative phase, we calculated the reliability test using Cronbach's alpha. The reliability of the questionnaire factors was tested, as shown in Table 1. As seen, all components are above 0.7 and are reliable,

indicating the homogeneity of the components of the questionnaire:

Table 1. Cronbach's composite reliability and Cronbach's alpha

Research variables	composite reliability	Cronbach's alpha
Expected value	1.001	0.924
Cell-phone marketing	0.962	0.889
game making	0.995	0.923
Advertising	0.972	0.882
social media	0.992	0.842
Consumer behavior	0.980	0.860
Customer journey	0.965	0.894

The normality of the variables was first examined for research variables, the results of which were presented in Table 2.

Since significance value of the test in Table 3, in all research variables was less than 0.001, the distribution of the above variables was significantly different from the normal distribution. Therefore, data distribution was not normal and non-parametric tests were used for inferential testing. Then, we implemented the model and reviewed the research hypotheses.

Standard coefficients: Standard coefficients are shown in figure 2. The indicators of figure 2 and 3 are presented in table 2.

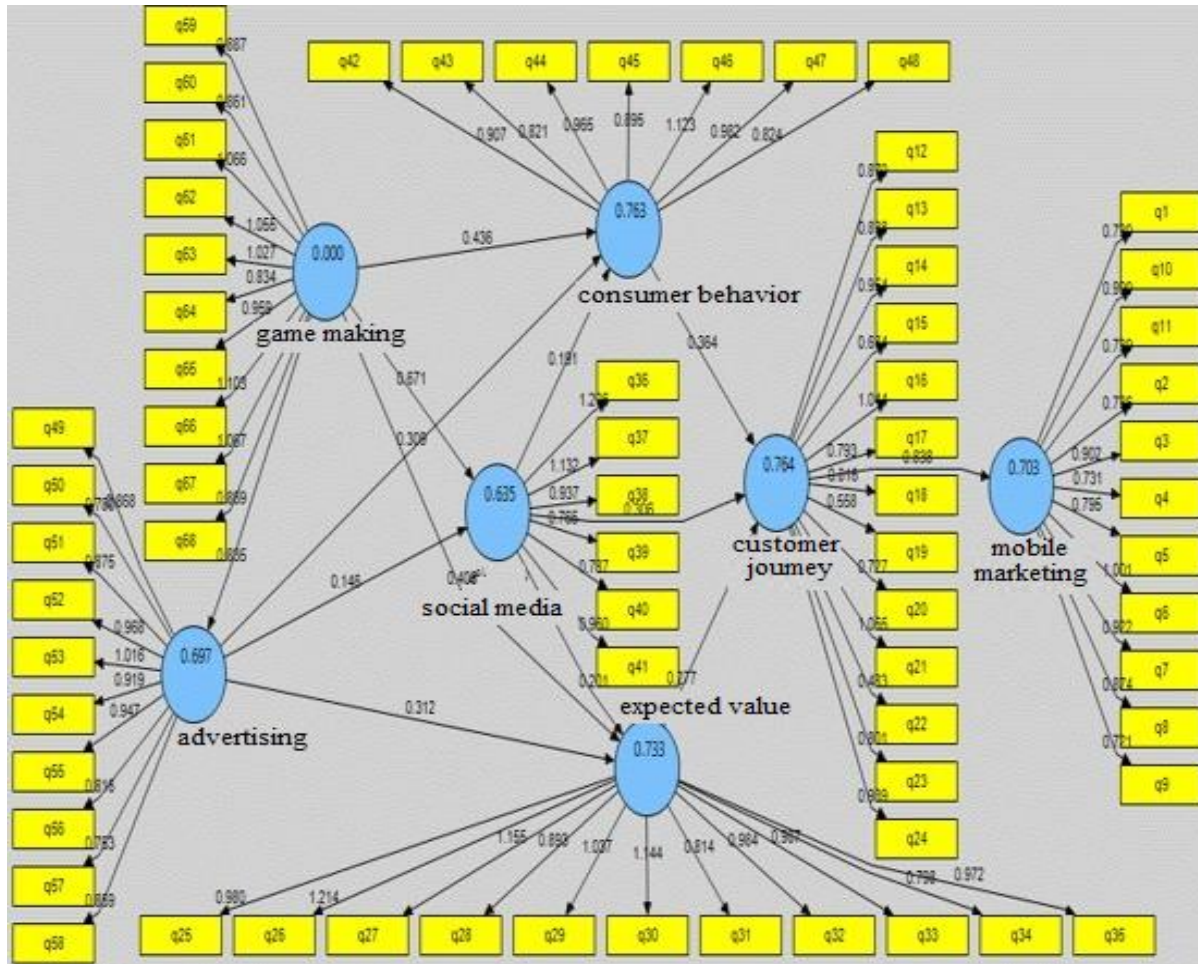


Figure 2. Factor analysis based on standard coefficients

Table 2: Indicators used in the model

	Components
1. Identifying the opportunities and threats, 2. Identifying organizational strengths and weaknesses 3. Web Marketing 4. Marketing via applications 5. Identifying the customer needs and demands 6. Having the most information about user behavior 7. Easy connection and access 8. Constant relationship with the right timing 9. Location-based mobile marketing 10. Direct marketing from producer to consumer 11. Creating appropriate conditions by producers and artists	mobile marketing
12. Separation in terms of service 13. Separation in terms of audience 14. SMS content after the first call at the beginning of the journey 15. Customer journey for long relationship with the customer 16. Obtaining information and customer tastes in customer travel 17. Providing congratulatory services and discounts after the customer journey 18. Maintaining the relationship with customer during the purchasing 19. Technical interference in the purchase path 20. Number of clicks in the customer path 21. Designing the possibility of follow up and call support 22. No advertising interference in the purchase path 23. Easiness in purchase path 24. Optimal design of pre-purchase activities	Customer journey
25. Valuation through honesty 26. Valuation through transparency 27. Expected value Price, quality, warranty 28. Economic goal setting to create value 29. Observing customer privacy 30. Value creation via mobile tools 31. Building initial customer trust 32. Creating a good feeling 33. Creating value by sending discount codes 34. Creating value through the display of original Iranian goods 35. Creating value by producing high- quality content	Expected value
36. Social network filtering 37. Social media based mobile marketing 38. Possibility of sharing on social networks 39. Creating loyalty on social media 40. Providing promotions of reasons for leaving the user 41. Attracting the user via social networks	Social media
42. Capitalist behaviors 43. Personal behaviors based on demographic characteristics 44. Economic and cost concerns in customer behavior 45. Behavior of using their online space 46. Culture building in society 47. Changing behavior of users 48. Using discount apps and offers	Consumer behavior
49. Legal restrictions on advertising 50. Billboard advertising 51. Email ads to attract customers 52. SMS ads on networks 53. Reminiscent of special social events 54. Sending a promotion to visit the website 55. Sending SMS and incentive promotions 56. displaying similar products on other platforms 57. In-app banners 58. Increasing rate of awareness through advertising	Advertising
59. Visual identity 60. Not having many options 61. Good minimal design 62. Increasing customer general information by game development 63. Increasing attractiveness through game development 64. Long interactions with the customer through game development 65. Correct linking 66. Quality and speed 67. Visual beauty 68. Visual simplicity	Game development

Table 3. Summary of the results of the Kolmogorov-Smirnov test

Variable	Kolmogorov-Smirnov statistic	P-value	Alpha (Type 1 error)	Test result
Cell-phone marketing	0.134	<0.001	0.05	No normal distribution
Customer journey	0.081	<0.001	0.05	No normal distribution
Expected value	0.078	<0.001	0.05	No normal distribution
social media	0.075	<0.001	0.05	No normal distribution
Consumer behavior	0.089	<0.001	0.05	No normal distribution
Advertising	0.090	<0.001	0.05	No normal distribution
Game making	0.087	<0.001	0.05	No normal distribution

T-Value coefficients:

The diagram below shows the significance level of the research variables. It should be noted that the significance value is more than 1.96 and less than -1.96 and is acceptable (figure 3).

As seen in Table 4, the variables have a good level of significance. In this case, the construct validity of the items is confirmed. It means that, Through the values of raw

data for each parameter in the model, an observed T value is obtained, which is analyzed as follows:

When the number of samples is more than 30 and the observed T value is between 2 and 5, with more than 0.95 confidence, the obtained relationship is significant, but if the obtained T is more or less, the above relationship or hypothesis with more From 0.99, confidence is considered significant.

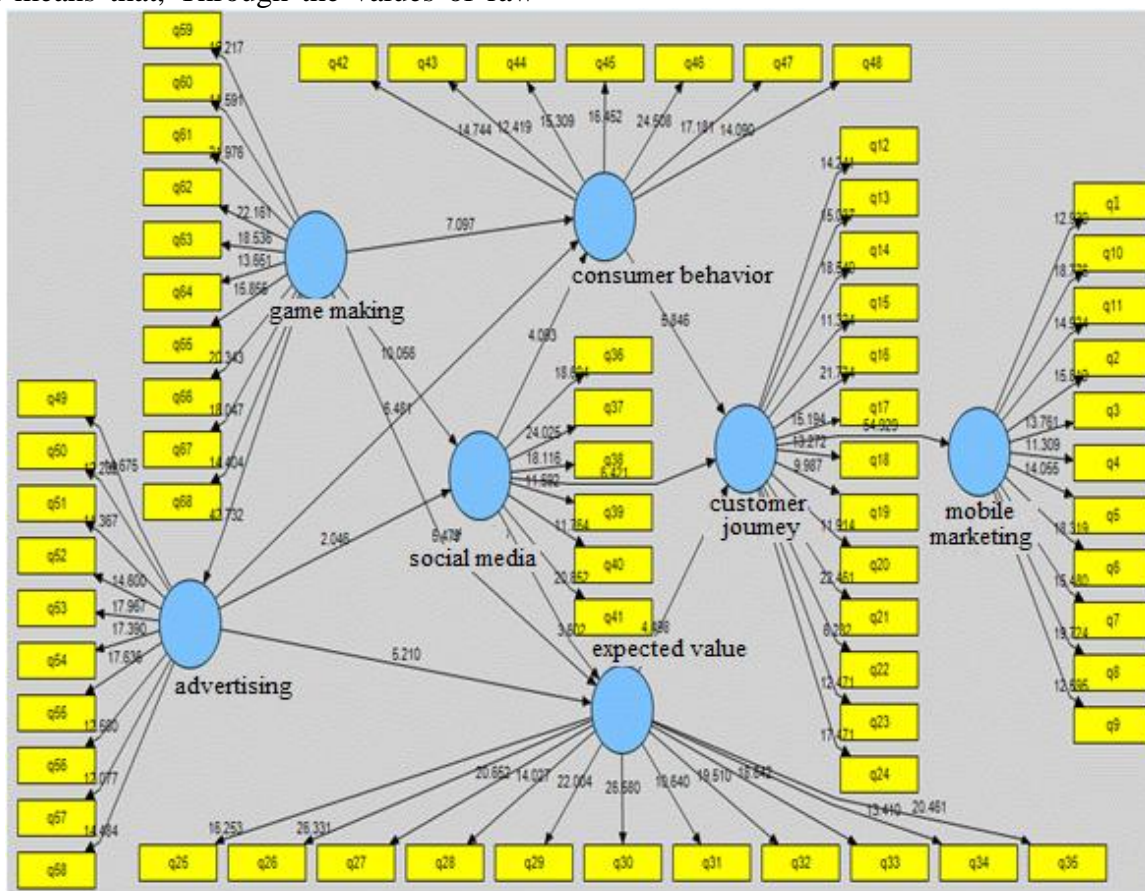


Figure 3. Factor analysis based on significance level

Table 4. Relationship between components

Path	Independent variable	Dependent variable	Coefficient	T-value	result
1	Game making	Consumer behavior	0.436	7.097	Path is confirmed
2		social media	0.671	10.056	Path is confirmed
3		Expected value	0.408	5.479	Path is confirmed
4		Advertising	0.885	42.732	Path is confirmed
5	Advertisement	Consumer behavior	0.309	6.481	Path is confirmed
6		social media	0.146	6.046	Path is confirmed
7		Expected value	0.312	5.210	Path is confirmed
8	social media	Consumer behavior	0.191	7.093	Path is confirmed
9		Customer journey	0.306	6.421	Path is confirmed
10		Expected value	0.201	3.602	Path is confirmed
11	Consumer behavior	Customer journey	0.364	5.846	Path is confirmed
12	Expected value		0.277	4.488	Path is confirmed
13	Customer journey	Cell-phone Marketing	0.838	54.929	Path is confirmed

Discussion

In designing and explaining the technological entrepreneurship model in Iran's research institutes, we concluded that game making has an effect on advertising. Game making and advertising affected the consumer behavior, social media, and expected value. Social media affected consumer behavior and expected value.

Our results also showed that the components of consumer behavior, social media and expected value were effective in promoting cell-phone marketing through the quality of customer journey from beginning to end. Tabatabaeian et al., showed that online marketing and cell-phone marketing was a way to interact with sports club fans. Sports managers and sports marketers need to use interactive marketing media to communicate with consumers. Also, the integration of various social media elements such as websites, blogs, YouTube, Facebook and Twitter will increase the presence and creation of virtual communities among fans. The mentioned study is in line with the present study in terms of cell-phone marketing and social media (14). Agnihotri et al., showed that individual factors including social permeability and general attitude about advertising had a positive and significant

effect on the benefit perceived from cell-phone advertising. Also, the effect of person innovation, social permeability, and general attitudes about advertising on the perceived entertainment of cell-phone advertising was confirmed. Finally, the effect of perceived benefit and perceived entertainment on consumer attitudes about cell-phone advertising was confirmed. The mentioned study is in line with the present study in terms of advertising (15).

Hosseinzadeh et al., showed that the effects of using online social media for marketing purposes are divided into two aspects of short-term benefits and long-term benefits. These benefits are necessary for each other and play a key role in achieving the ultimate goal of the organization. The mentioned study is in line with the present study in terms of online social media and cell-phone marketing (16).

Raj, examined the level of acceptance and behavior of Indian consumers towards increasing cell-phone marketing communications. The results showed that the way of acceptance and attitude is different depending on gender, age, city, education, profession and different groups. However, Thus, marketers should develop their strategies by considering these differences. The mentioned study is in line

with the present study in terms of cell-phone marketing (6).

We found that social media affected consumer behavior and expected value. It was in line with Kumar's finding that showed hand movements affect the enjoyment of cell-phone marketing games. In particular, the interaction between surface movement and visual representation of an object from a real product lead to greater enjoyment of marketing games through mental simulation. The results indicate the hand movements should be regulated based on visual presentation of the object to increase consumer enjoyment of cell-phone marketing games (17).

Conclusion

The mentioned study is in line with the present study in terms of cell-phone marketing and game making. According to the results obtained and according to the interview of experts and weighting of indicators and also explaining the cell-phone marketing health model with the approach of customer value expected in customer journey by experts active in the field of marketing, the following cases are recommended:

1- In terms of cell-phone marketing, it is recommended to address this issue by identifying opportunities and threats, identifying organizational strengths and weaknesses with the help of web marketing and marketing through applications, identifying customer needs and demands, obtaining information about user behavior, creating a suitable environment for easy connection and easy access, communicate continuously with customers at right time intervals with the help of cell-phone marketing based on location, direct marketing from producer to consumer, and creating a suitable conditions by manufacturers

2- In terms of customer journey, it is recommended to improve the quality of customer journey by separating the

activities in terms of service and audience, selecting the appropriate message content after the first call at the beginning of the customer journey, creating a customer journey for long communication with the customer, obtaining information and customer preferences in the customer journey, by providing congratulatory and discount services after the customer journey, maintaining communication with the customer during the purchase, avoiding technical interference during the purchase, designing the possibility of follow-up and contact support, and facilitating the purchase and optimal design of pre-purchase activities

3- In terms of expected value, it is recommended to create customer expected value by valuing through honesty and transparency, by establishing the expected value of price, quality, guarantee, by setting an economic goal to create value and respect for customers' privacy, by creating value through cell-phone devices, creating initial trust in customers, creating a good feeling and creating value by sending discount codes and displaying original Iranian goods, and by creating value by producing high-quality content

4- In terms of social media, it is recommended to improve the social media in cell-phone marketing by improving the filtering status of social networks, cell-phone marketing of social media base, establishing the possibility of sharing in social networks as well as creating loyalty in social networks, presenting promotions of reasons for leaving the user and attracting the user through social networks

5- In terms of consumer behavior, it is recommended to improve the customer behavior by increasing the level of capitalist behaviors and personal behaviors based on demographic characteristics, reducing economic concerns and costs in customer behavior and increasing the behavior of using their online space, by developing culture in society and examining variable user behavior and by

using discount and recommendations applications

6- In terms of advertisements, it is recommended to make the advertisements effective by creating legal restrictions on advertisements, with billboard advertisements and email advertisements to attract customers, also with SMS advertisements in networks and reminders of special social occasions, by sending promotions to visit the website and by sending SMS and promotions, and by displaying similar products on other platforms and raising awareness through advertisements

7- In terms of game making, it is recommended to make games with visual identification and not having many options, with good minimum design, by increasing the general information of the customer through game making and by increasing attractiveness with game making, by creating long interactions with the customer through game making and by creating quality, speed, beauty and visual simplicity.

Author's contribution

Nazi Ebrahimi developed the study concept and design. Hossein Vazifedust acquired the data. Karim Hamdi analyzed and interpreted the data, and wrote the first draft of the manuscript. All authors contributed to the intellectual content, manuscript editing and read and approved the final manuscript.

Informed consent

Questionnaires were filled with the participants' satisfaction and written consent was obtained from the participants in this study.

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Conflict of interest

The authors declare that they have no conflict of interests.

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