



Contents lists available at MSRT

# Journal of Advertising and Sales Management

journal homepage: [www.Bumara.ir](http://www.Bumara.ir)



## Designing the Internet Advertising Model for the Brand Image of Online Cosmetics and Health Businesses

Hamed Khorsandi Noshahri<sup>a</sup>, Mohammad Mahmoudi Maymand<sup>b\*</sup>, Kambiz Shahroodi<sup>c</sup>

<sup>a</sup> Ph.D. Student, Department of Business Management, Rasht Branch, Islamic Azad University, Rasht, Iran.

<sup>b</sup> Department of Business Management, Rasht Branch, Islamic Azad University, Rasht, Iran.

Associate professor, Department of Business Administration, Payame Noor University, Tehran, Iran

<sup>c</sup> Associate professor, Department of Business Management, Rasht Branch, Islamic Azad University, Rasht, Iran.

### Abstract

Brand image is one of the main factors of differentiation, competitiveness and survival of internet businesses in the competitive space of cosmetics industry and internet advertising is a powerful tool in this field. This study was conducted with the aim of designing an internet advertising model to portray the brand of online businesses active in the cosmetics industry. The current research is an exploratory-applied research in terms of its purpose, and it is considered a cross-sectional survey research from the point of view of the method of data collection. The community of participants in the qualitative sector includes professors, researchers, marketing consultants and managers of cosmetics and health internet businesses. Sampling was done with a purposeful method and theoretical saturation was achieved with 20 interviews. In the quantitative section, the views of 384 customers of these businesses were used. The data collection tool is a semi-structured interview and a researcher-made questionnaire. Grounded theory and partial least squares were used to analyze the collected data. The research findings showed that the production of advertising content, the use of advertising technology, the emotions and desire of customers, the management of communication with customers are effective on internet advertising. Internet advertising, along with identifying competitors and target customers, and the reliability and credibility of the brand, affect the marketing strategies of the businesses under review. Finally, by using the identified marketing strategy, it is possible to achieve the image of the internet business brand, the increase of customers and the profitability of the internet business, and gain a competitive advantage.

©2022. All right reserved

**Keywords:** marketing management, internet advertising model design, brand image, internet businesses, cosmetics industry;

Journal of Advertising and Sales Management, 2022, Vol. 3, No.4, pp. 119-138

Published by Persian Gulf University, Faculty of Management

\* Corresponding Author.

E-mail Address: [drmahmoudim@pnu.ac.ir](mailto:drmahmoudim@pnu.ac.ir)

<https://doi.org/10.52547/JABM.3.2.8>

2717-0837/© Authors All rights reserved.

Article Type: Research Paper

Received: 20/12/2022

Received in revised form: 21/12/2022

Published online: 22/12/2022



Please cite this article as: Khorsandi Noshahri, H., Mahmoudi Maymand, M., & Shahroodi, K. (2022). Designing The Internet Advertising Model For The Brand Image Of Online Cosmetics And Health Businesses. Journal of Advertising and Sales Management, 3(4), 120-138.

<http://dx.doi.org/10.1016/j.cviu.2017.00.000>

## 1. Introduction

Marketing and activity on the Internet is one of the most important fields of interest for businesses in the current era. This process has affected the practices, trends and rules of communication with customers. Promotional tools and establishing relationships with customers in the current environment are known as Internet advertising. Internet advertising includes cooperation and interaction between the buyer and the seller in a way in which the seller actively participates in the buying behavior of customers and tries to use technological capabilities to brand their products and services (Kike, 2022). The e-commerce ecosystem includes business models that focus on consumer relations or industrial relations. Businesses try to get more opportunities to communicate with customers using this marketing method. In general, Internet marketing is a data-driven ecosystem that uses the tools provided by new technologies to understand customer behavior (Savara et al., 2021).

In the field of e-commerce and digital marketing, the use of internet advertising has changed the way businesses communicate with customers. The digital format has enabled access to various contents and interactivity to establish extensive and personalized communication with a large number of customers. Consumers also use digital resources in their purchasing process, and their large presence in virtual space has provided a suitable field for business activities (Rivanovich et al., 2023). Correct advertising of goods and management of communication channels with customers also reflects the implementation of marketing strategies (Zamani et al., 1401). Therefore, in the current competitive environment, Internet business managers are aware that forming and maintaining relationships in the digital space is essential, and the development of these relationships is formed and continued by paying attention to online relationships with customers (Esdenjad et al., 1401).

One of the main axes of internet advertising is the role it plays in branding. Companies that are leaders in the field of e-commerce can improve their position in the market and with customers by using online branding. Companies use several strategies for online branding, all of which aim to improve the company's brand position (Dilham et al., 2018). The revolution in information and communication technology has changed the marketing and branding methods of businesses. Brand image is the customers' evaluation of the name and logo of a business in the market. This image can come from personal experience of customers or hearing from others that this brand reputation is accelerated through social media and digital environments. In the digital age, these promotion and advertising tools through Internet advertising mechanisms have given a new meaning and concept to the branding of commercial companies (Howdy et al., 2022). Experience has shown that internet advertising has a significant impact on the performance of commercial companies by influencing brand awareness. In fact, one of the most important trends in the last decade is the growth and development of Internet businesses. This development is due to the benefits that online business brings. On the other hand, this issue has increased the number of competitors and intensified the competition between Internet businesses (Halik et al., 2022). In the competitive business environment, the performance of all types of businesses is tied to new ways of branding (Mahmodi Maimand et al., 2018). Customers have also gained more choice and customer loyalty has decreased in the field of digital commerce. To be successful in this field, companies must have a written marketing plan to introduce their brand (Halik et al., 2022).

One of the competitive markets in the Internet field is the cosmetics industry. The cosmetics market in Iran is a very big market that has turned it into an attractive space for business. Per capita consumption of cosmetics in Iran is 2.5 times the world average, and 1.6 billion dollars from the market of these consumer products in Iran are smuggled and counterfeit. In general, 4.5% of Iranian families spend on cosmetics, while the global average is 2.6% of household spending on cosmetics (Shaeri, 1400). The total market value of cosmetics is 41 thousand billion tomans, of which 18 thousand billion tomans is the share of detergents and 23 thousand billion tomans is the share of cosmetics, and now 35% of this market is owned by domestic products (Sha'bani, 1401). Statistics show that 14 million Iranian women have acquired a figure equivalent to 1.2 billion dollars out of the total 2.7 billion dollars of the Middle East cosmetics market and 160 billion dollars of cosmetic products in the world (Mirfardi and Safarpour, 1401).

Due to the possibilities that technology has provided to business owners, many activists, intermediaries and business owners have turned to the supply and sale of cosmetics and health products on the Internet. Advertisements and marketing in social media have an effect on customer experience on the quality of relationship with customers, loyalty and participation intention of cosmetic and health products customers (Allahvardi and Landran, 1401). Sellers of cosmetics and health products have well realized that only focusing on price cannot be the factor of their

superiority and they should also focus on other elements of the marketing mix. Among the elements of the marketing mix, advertising and promotions are the focus of marketers in this industry (Mafi, 1400). In fact, it can be seen that Internet advertising is not only an important channel for attracting new customers, but also an important source of income for site managers and social pages. Internet advertising is an efficient way to sell cosmetics and health products because it provides the use of multimedia facilities in order to make these products more effective in the minds of customers. For this reason, perhaps the use of internet advertising in the marketing of cosmetic products has a special place (Perumal et al., 2021).

The Internet has provided a suitable platform for establishing brand-customer communication in the cosmetics industry. Companies and businesses in this industry are trying to gain a better position in the competitive arena by branding on the Internet (Imam Qoli et al., 1400). In general, the use of internet advertising has a significant impact on the performance of people and businesses in the cosmetics industry. Companies have well understood that the new tools provided by the Internet can help in creating a unique brand image. Branding and creating a distinctive brand image is not a new topic in marketing, but based on digital developments, branding also needs to be redefined based on new principles governing the industry. On the other hand, a review of the research literature shows that many businesses use the same traditional methods for marketing in the era of technological developments. The lack of a model for Internet advertising with the purpose of brand and brand image for companies and commercial businesses, especially on the Internet, has been neglected in various studies. In order to cover the existing research gap, the present study was conducted with the aim of designing an internet advertising model for brand image in the cosmetics industry. In order to model internet advertising for brand image, its underlying factors must be identified. The underlying factors identified for using internet advertising for brand image can be a way forward for the implementation of a comprehensive program for the businesses of this industry. Therefore, this study seeks to design an internet advertising model for brand imaging in the internet businesses of the cosmetics industry. The present study answers the key question, what is the effective internet advertising model for brand image?

## **2. Theoretical foundations and research literature**

Digital marketing emerged as a new marketing concept in the nineties and was primarily used in the field of commercial advertising, but with the emergence of smartphone-based technologies and the growth of social networks, it found a new function in marketing. As a result of Internet advertising, there has been a fundamental transformation from commercial advertising to the concept of customer relationship management (Terhu et al., 2022). One of the main tools of digital marketing is the use of online commercials on the Internet (Kanan, 2017). In a comprehensive view, digital marketing can be defined as a technology-enabled process in which organizations collaborate with their customers and stakeholders to communicate, deliver and sustain value for all of them. Digital marketing focuses on branding and improving the mental image of the brand among customers, and one of the powerful tools in this field is the use of Internet advertising and mixed promotion marketing in the online environment (Porvanto, 2022).

### **2-1. Internet advertisement**

Internet advertising refers to the use of the Internet as a communication channel to send advertisements in the virtual space. In another sense, Internet advertising is displaying the name, trademarks, slogans and advertising images on popular sites, in a way that helps to achieve the objectives of the campaign (Khorsandi et al., 2019). Internet advertising provides managers with new ways to reach, inform and engage customers in order to present and sell their products and services. This new approach to marketing is highly effective and is expected to be at the top of technological developments and investment priorities of senior marketing managers (Hagen et al., 2022).

Currently, how digital technology changes are reshaping the marketing process and strategy and the consequences of this change for research in a wide space that is raised under internet advertising, has defined a new path for the marketing managers of companies (Hosseinzadeh et al., 1401). . Social media marketing is the use of technologies related to social media, existing channels and tools to create communication and exchange opinions and suggestions that are valuable for the company's stakeholders and lead to the achievement of marketing goals. Despite this, one of the main obstacles to effective digital business is the inexperience of organization managers in doing digital business, especially not having simultaneous experience in online marketing and domestic and international business

technology. Proper use of internet advertising to communicate effectively with customers can solve these problems. Using online marketing systems to communicate and create confidence in online business can influence customer decision making (Membini et al., 1401).

The experience of world-renowned brands in implementing digital content marketing plans on their social media pages as well as their websites shows an important and growing approach to strengthen consumer awareness, more interaction, more trust and create more value for customers in the field of content marketing as a It is after internet advertising. Researchers believe that creating common value for customers and businesses and creating trust due to the partnership between customers and businesses in the electronic space can be one of the consequences of internet advertising style (Rostami et al., 1401). Research about online branding is one of the most important topics in the field of modern marketing. With the ubiquitousness of the Internet, we see the emergence of a large number of online companies, each offering different goods and services to customers. In the meantime, there are successful companies that take measures to improve their brand value (Fadaei and Mahdavi, 2017). In fact, the Internet has provided a platform for digital branding that covers larger parts of the market than traditional methods. Digital branding has revolutionized the way of managing and communicating with customers and is one of the key and essential tools to create a long-term and deep relationship with customers in current markets (Fadli and Siotama, 2020).

## **2-2. Brand image**

Companies active in the field of e-commerce can improve their position with customers with the help of online branding. Companies use several strategies for online branding, and the goal of all of them is to improve the company's brand position (Shafeian et al., 1401). One of the most important processes in the last decade is the growth and development of Internet businesses. This development is due to the benefits that online business brings. On the other hand, this issue has increased the number of competitors and intensified the competition between internet businesses. Customers have also gained more choice and customer loyalty seems to have decreased in the field of digital commerce. Companies must have a written marketing plan to introduce their brand to be successful in the field of digital commerce (Olson et al., 2021).

Rapid changes and the speed of technological growth have faced businesses with various challenges, and among them, successful businesses are those that use the opportunities created for the benefit of their business with the help of marketing tools and new technologies. The use of Internet advertising can support the business brand through the creation and continuation of the relationship with customers in the online business environment (Safavi et al., 1400). Branding is the ultimate goal of digital marketing. From this point of view, many researchers have defined internet advertising as advertising and promoting the brand among consumers through digital media. Therefore, Internet advertising seeks to put together digital tools to advertise and promote the brand to customers in order to create a long-term mental image in them (Khosravi et al., 1401). In fact, digital branding helps internet businesses to provide their products and themselves to customers with more speed and less cost in the current digital world. With the help of digital branding, products or services can be introduced even in the most distant places and attract more customers (Moradi, 1401). Companies can increase the reputation and image of their brand through digital technologies and embrace digital developments, use digital technologies for branding (Motaji and Haji, 1400).

On the other hand, the existence of internet advertising components alone is not enough for the success of this form of marketing, and it is necessary for businesses to have a broad and multi-dimensional model for implementing internet advertising. The cornerstone of digital branding is the existence of an internet advertising strategy in the organization (Tine et al., 2020). This strategy affects content marketing (Larimo et al., 2021), marketing mix (Krichlov et al., 2019) and digital interaction with customers (Achter and Soltana, 2020). Finally, Internet advertising is effective on the brand image of Internet businesses by influencing the personalization of products and services (Jin et al., 2021). Therefore, in this research, internet advertising strategies are placed in the upper part of the pyramid. Accordingly, the research model is drawn in Figure 1.

## **2-3 An overview of the studies done**

In the field of marketing in the cosmetics industry, studies have been conducted in the country, and some of the most recent and relevant ones have been discussed. Allahwardi and Landran (1401) conducted a study titled investigating social media marketing activity. The results showed that customer experience has an impact on

customer loyalty and participation considering the mediating role of relationship quality. Shabani (1401) identified and prioritized the elements of the marketing mix in the cosmetics industry from the point of view of the final consumer. Among the product factors, it was identified as the most influential factor on the marketing mix in the cosmetic industry. The factor of quality, price, balance, sales promotion and multiple sales channels had the greatest impact. Mirfardi and Safarpour (1401) did a thematic analysis of female students' use of new makeup accessories and patterns. The results of the research showed that the most important reasons for students' tendency towards makeup accessories and patterns, in the form of categories obtained including "gender attitude and identity", "fashionable function of mass communication tools", "reference and social influence of peer group", "internal concern" and "dual appearance and moral orientation of men".

Maffei (1400) in his study investigated marketing performance and effective marketing strategies in the cosmetics industry. The results of this research showed that in the sales market of cosmetic products, marketing strategies have an impact on the marketing mix in the maturity stage of the products, and marketing strategies do not have a positive effect on the marketing mix while maintaining the market share. Imam Qoli et al. (1400) have presented a model for brand-customer communication in the cosmetics industry. The findings of the research showed that the social media marketing strategy affects the quality of services and increases brand awareness and improves brand personality among consumers.

Amine and Kamel (2022), conducted a research titled the effect of brand image on behavioral loyalty. This work is placed in the field of consumer behavior and starts from the assumption that consumers tend to focus on product-related attributes that relate to their needs and preferences in repurchasing the same brand. A questionnaire tool was used to collect data, and the model emphasizes the strength of the relationship between two variables.

Ansar Abbas et al. (2021), conducted a study titled The Effect of Advertising on Brand Image: Evidence from South Punjab, Pakistan. This study has investigated the factors affecting advertising towards the brand image of each product. The purpose of this study is to find the factors affecting the brand image of people by studying other reviewers. Most product users read reviews before purchasing a product, so both the quality and quantity of reviews are important for that particular product. In this study, two factors as independent variables (advertisements) individually affect the brand image. One hundred product users were used as a sample for this study. Available sampling method was used, because data was collected only from university students. The results of this study show that advertising has a significant relationship with brand image. This work shows that brand image positively affects advertising and that a large number of reviews has a positive effect on product purchase intention. This study provides managers with a comprehensive picture of the factors that are important from the consumer's point of view to create brand image. Therefore, this study helps managers in designing marketing strategies.

Zari (2021), conducted a research titled Internet advertising and its impact on consumer behavior. This research describes different forms of digital advertising and its effectiveness and impact on consumer behavior. The studied sample includes one hundred customers who were randomly selected to study the impact of digital advertising. The results of this research show that the use of digital advertising is a widely accepted phenomenon in today's marketing concept. The scope of the research is limited to the effect of digital advertising on consumer behavior through mobile marketing, email marketing, internet marketing and marketing through social networking sites. The researcher used the frequency, percentage, mean, standard deviation and correlation to analyze the scores of digital advertisements and measured variables for the samples. The researcher presented the conclusions and suggestions fairly and based on the constructive findings from the data collected through the respondents.

Islam and Mahmoud (2018), conducted a research titled the results of internet advertising in social media. In this modern digital world, almost everyone is connected to the internet. So there is an opportunity for advertisers to use social/internet programs for advertising purposes. This study was conducted in order to investigate the effect of social media advertising on customers' purchase intention while investigating customers' motivation and customers' understanding as mediating variables. This is a qualitative study based on interpretivist philosophy that was conducted on university students in China. The population of this research was all university students and data was collected through interviews from 10 respondents. The respondents were students of different departments of the university who own smart phones and use Facebook and Instagram. A frame analysis approach was used to observe the usual responses of students regarding the results of social media advertising. The results indicated that advertising in social networks increases customers. It improves the motivation and perception of the company for the viewers. Finally, it increases the purchase intention of customers.

Satyabuedi et al. (2018), conducted a research titled internet marketing strategy for success in the survival stage of small companies. Many small businesses failed to become large ventures because they could not survive the early stages of business development. The online platform is a reliable choice in spreading advertising for companies that have limited resources. In doing effective online marketing in the initial stage, four key points of online media advertising should be well maintained. The conceptual model presented from this research is SEO (Search Engine Optimization) and advertising timing increases brand awareness, visual images and copywriting increase trust, and brand awareness subsequently increases customer trust. Increases online sales.

The review of studies and researches shows that marketing, advertising and branding of cosmetics and health products are on the agenda of researchers, but these categories have been the focus of researchers' attention separately from each other. A single study that seeks to understand the relationship between internet advertising and brand image in internet businesses of this industry has not been done. In view of this research gap, an attempt has been made to provide an exploratory approach to provide an internet advertising model for branding online cosmetics and health businesses.

### **3. research methodology**

The current research is an exploratory-applied research in terms of its purpose, and in terms of the method of data collection, it is a non-experimental (descriptive) research that was conducted with a cross-sectional survey method. From the point of view of the type of data, it is a mixed research with a combination of qualitative and quantitative methods.

The community of participants of the qualitative section includes theoretical and experimental experts, including marketing professors and researchers, consultants and managers of Internet businesses in the cosmetics industry. The number of experts for specialized interviews suggested by grounded theory method is between 15 and 30 people. In general, in the qualitative analysis that uses the interview tool, the sample size is the function of reaching theoretical saturation (Danaeifard et al., 2015). The criteria for selecting experts in this research is at least ten years of relevant work experience and at least a master's degree. Sampling was done with a purposeful method and continued until theoretical saturation was reached. Based on this, 20 people participated in the qualitative part of the research. The statistical population of the quantitative part is the customers who have purchased online from online cosmetics and health businesses in Tehran. The sample size was estimated to be 384 people using Cochran's formula.

In order to collect the data of this research in the qualitative phase, a semi-structured interview was used and in the quantitative phase, a researcher-made questionnaire was used. For qualitative studies that are conducted with the purpose of designing a model, semi-structured interviews are a better choice (Habibi and Kolahi , 1401)

Holsti's proposed method was used to validate the conducted interviews. Coding was done twice and the "observed agreement percentage" was 0.77, which is more than 0.6 and is an acceptable value. Convergent and divergent validity were used to measure the validity of the questionnaire. AVE value for all variables should be greater than 0.5. Composite reliability (CR) and Cronbach's alpha coefficient were also calculated to calculate reliability. The combined reliability and Cronbach's alpha of all dimensions should be greater than 0.7 (Davari and Reza zadeh, 2012). The results related to each of these indicators are presented in the external fitting of the model.

Finally, two methods were used to analyze the data. In the qualitative part, with the grounded theory method, the underlying factors of the internet advertising model with the purpose of brand image in the cosmetics industry were identified and the causal relationships of these factors were explained. In the quantitative part, the validity of the research model was evaluated using the partial least squares method. Data analysis was done in qualitative part with MaxQDA software and in quantitative part with Smart PLS software.

### **4. Research findings**

The community of participants of the qualitative part included 20 professors and marketing researchers, as well as consultants and managers of Internet businesses in the cosmetics industry. In terms of gender, 14 people were men and 6 people were women, in terms of age, 2 people were less than 35 years old, 5 people were between 35 and 45 years old, and 13 people were more than 45 years old. In terms of education, 3 people had a master's degree and 17

people had a doctorate. From the perspective of work experience, 4 people had between 10 and 20 years of experience and 16 people had more than 20 years of experience.

Table 1. Demographic characteristics of experts

Demographic characteristics		Abundance	Percent
gender	Man	14	70%
	Female	6	30%
Age	Less than 35 years	2	10%
	35 to 45 years	5	25%
education	45 years and more	13	65%
	Masters	3	15%
Work Experience	P.H.D	17	85%
	10 to 20 years	4	20%
	Over 20 years old	16	80%
	Total	20	100%

In the quantitative part, the point of view of 384 customers of cosmetics and health online businesses was used. The relevant demographic characteristics are presented in the following table:

Table 2. Demographic characteristics of customers

Demographic characteristics		Abundance	Percent
gender	Man	251	65%
	Female	133	35%
Age	Less than 30 years	137	36%
	35 to 45 years	104	27%
	30 to 40 years	251	65%

Demographic characteristics		Abundance	Percent
education	40 to 50 years	89	23%
	More than 50 years	54	14%
	Diploma and less	129	34%
Internet shopping history	Associate degree	106	27%
	Masters	49	5/12%
	Masters	52	14%
	P.H.D	48	12/5%
	Less than 6 months	101	26%
	6 months to 1 year	83	22%
	1 to 2 years	115	30%
	More than 2 years	85	22%
	Total	384	100%

In order to design an internet advertising model for brand image, semi-structured specialized interviews were conducted with professors and marketing researchers and consultants and managers of online cosmetics industry businesses. At this stage, 10 semi-structured and open questions were considered, and during the interview process, as expected, supplementary questions were asked in order to better understand the interview questions. In order to get to know the depth and scope of the content of the data, repeated reading of the data and active reading of the data (searching for meanings and patterns) were done.

The results of the interviews were analyzed using the grounded theory method. For this purpose, the text of the interviews was read and reviewed several times. Then the data was broken into semantic units in the form of sentences and paragraphs related to the main meaning. Semantic units were also reviewed several times and then appropriate codes were written for each semantic unit and the codes were classified based on semantic similarity.

Grounded theory was based on the method proposed by Strauss and Corbin (1997), including open, axial and selective coding. The text of the interviews, which was previously entered into the software as a text file, was studied many times and their key points were entered into the MaxQDA software in the form of code. In the open coding phase, 627 codes were identified. Finally, 6 main categories, 11 sub-categories and 70 basic categories were obtained through axial coding. The indicators of the internet advertising model for the image of the brand of online cosmetics and health businesses extracted from the interviews are presented in Table 3.

Table 3. Indexes of the internet advertising model to portray the brand of cosmetics and health online businesses

Dimension	Main article	Subcategory
Underlying Conditions	Reliability and credibility of the brand	1. The customer's feeling of satisfaction with the brand
		2. Logo
		3. Brand name
		4. Brand history
		5. Brand reputation
		6. Creating confidence in brand customers
		7. Brand efficiency
		8. Appropriate performance of the brand
Causal conditions	Producing advertising content	9. Producing interesting and valuable content
		10. Providing content tailored to users' needs
		11. Increasing the number of site visitors
		12. Compliance with content production standards
	Using advertising technology	13. Internet presentation technology
		14. Client technology
		15. Intermediary technology
		16. Communication protocols
	Emotions and desires of customers	17. Brand preference
		18. Having motivation
		19. Individual perceptions
		20. Brand credibility
	Customer relationship management	21. Customization
		22. Using various communication channels



		23. Quick and clear response
		24. Knowledge management
A central phenomenon	Internet advertisement	25. Banner ads
		26. Social media advertising
		27. Matching ads
		28. Click ads
		29. Email advertising
		30. Video ads
		31. Instagram ads
		32. Using influencers
		33. Search engine optimization ads
		34. Remarketing ads
		35. SMS text ads
Strategies and actions	Marketing Strategies	36. Development of purchase incentive policies
		37. Providing products according to customers' requests
		38. Abandoning traditional advertising methods
		39. Connect with famous people on social media
		40. Using several approaches in advertising
		41. Continuity in providing services and customer support
		42. Providing smart and wide advertisements in the country
		43. Employing marketing specialist in selecting and presenting advertisements
Intervening conditions	Identify competitors and target customers	44. Identification of customer needs
		45. Paying attention to the demographic characteristics of customers
		46. Gaining knowledge of the competitive target market
		47. Identification of the largest number of searches and analysis of competitors
		48. Determining the performance of competitors

Consequences	Brand imaging of internet businesses	49. Brand awareness
		50. Brand loyalty
		51. Promotion and improvement of brand performance
		52. Determining the position and position of the brand
		53. Brand identification
		54. Branding process (knowing the market, audience, product, environment)
		55. Brand personality (visual identities such as logo, color, etc.)
		56. Brand appeal
	Increasing customers and profitability of internet businesses	57. Increase sales
		58. Internet business income
		59. Reducing and managing internet advertising costs
		60. Attract potential customers
		61. Keeping existing customers
		62. Brand preference
		63. Recommending the brand to others (word of mouth advertising)
		64. Brand value creation for customers
	Gaining a competitive advantage	65. Designing and offering diverse and innovative products
		66. Improving the quality of cosmetic products in the market
		67. Identifying competitors' weaknesses
		68. Identifying competitors' strengths
69. Competitive pricing		
70. Differentiation from competitors		

Finally, according to the opinion of the professors and experts, 70 indicators were used from all the components obtained from the qualitative data analysis of the foundation to design and explain the internet advertising model for the image of the brand of cosmetics and health online businesses. The figure below shows the model of internet advertising to portray the brand of online cosmetics and health businesses.

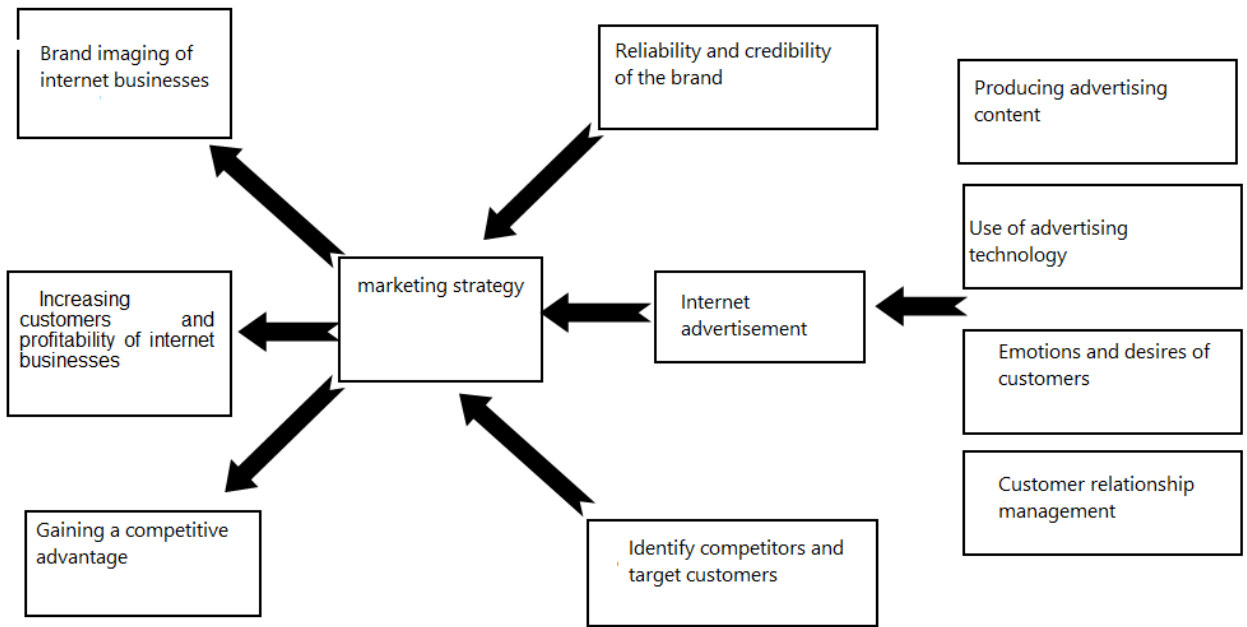


Figure 1. Internet advertising model for brand image of online cosmetics and health businesses

After the initial model of Internet advertising was designed to depict the brand of online cosmetics and health businesses, Partial Least Squares (PLS) method was used to validate and present the final model. The final structural model of the research is shown in Figure 2.

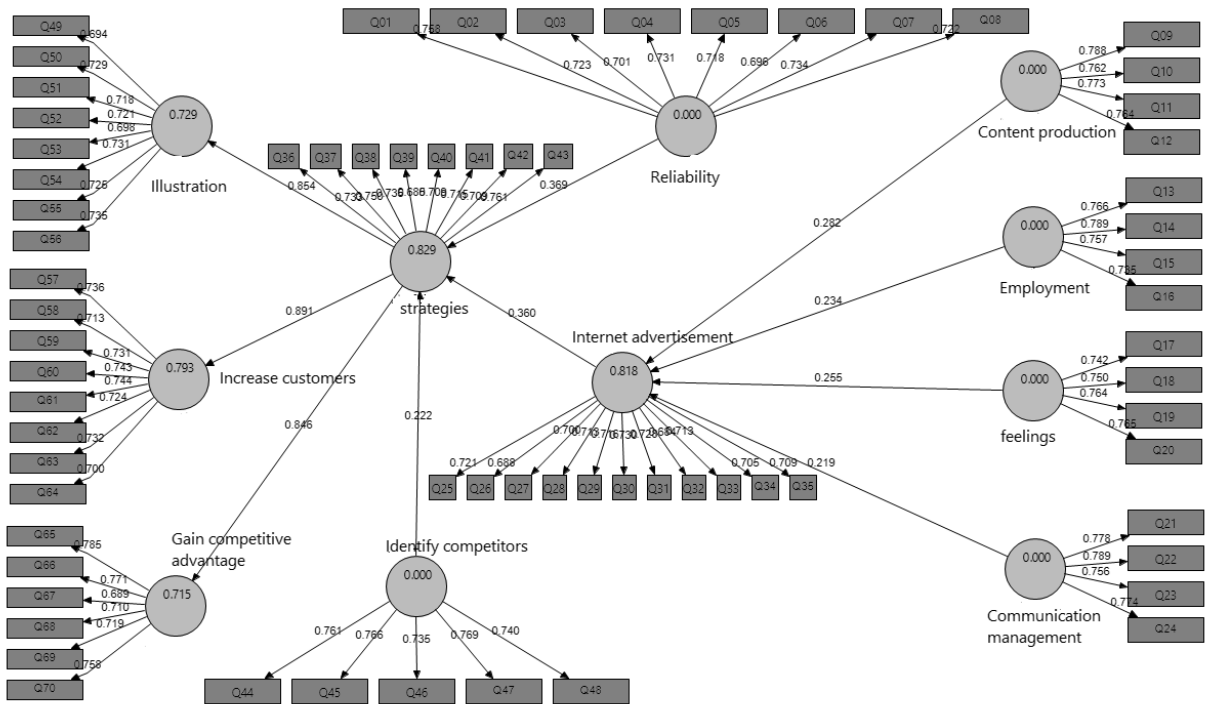


Figure 2. Partial least squares results of the final research model in the standard estimation mode

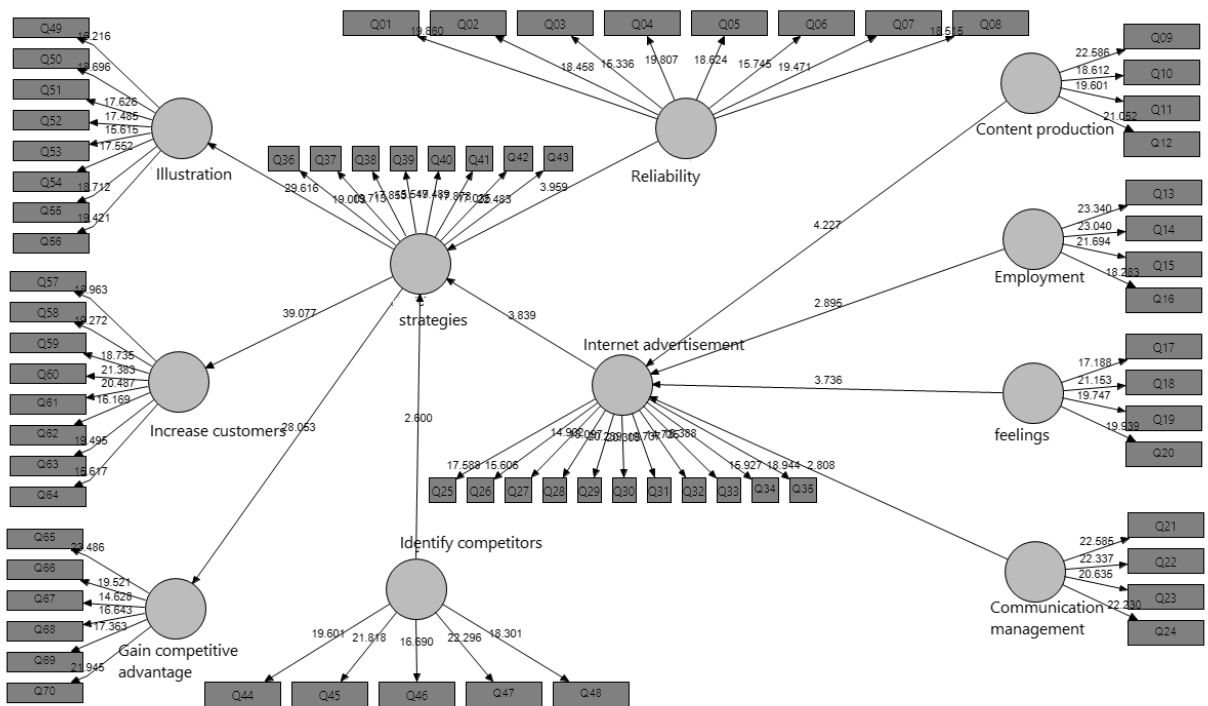


Figure 3. The partial least squares results of the final research model in the significance mode

Based on the results shown in Figure 2, the factor loadings of the relationships between the measures (observable variables) and related factors (hidden variables) are greater than the minimum acceptable value of 0.5. The results of the significance mode in Figure 3 also show that in all cases, the test statistic is greater than the value of 1.96, so the outer part (measurement) of the model is suitable. In other words, the questions intended to measure each factor are valid.

The summary of the results of the structural part of the model based on path coefficients and t-statistics can be seen in Table No. 4. The structural part of the model also shows the relationships between the main structures. The path coefficients in this section are more than 0.6 in all cases, and the value of the t statistic is greater than 1.96, which shows that the structural model is approved.

Table 4. Analysis of the path resulting from the structural model

Relation	Impact factor	t statistic	Result
Producing advertising content → Internet advertising	0.282	227/4	confirmation
Using advertising technology → Internet advertising	0.234	895/2	confirmation
Emotions and desires of customers → Internet advertising	0.255	736/3	confirmation
Customer relationship management → Internet advertising	0.219	808/2	confirmation
Internet advertising → Marketing strategies	0.360	839/3	confirmation
Reliability and credibility of the brand → Marketing strategies	0.369	959/3	confirmation
Identification of competitors and target customers → Marketing strategies	0.222	600/2	confirmation
Marketing strategies → brand image of internet businesses	0.854	616/29	confirmation
Marketing strategies → increasing customers and profitability of Internet businesses	0.891	077/39	confirmation
Marketing strategies → gaining a competitive advantage	0.846	053/28	confirmation

The external model (measurement) was evaluated based on three indices of convergent validity, composite reliability and Cronbach's alpha. The average variance extracted (AVE) should be greater than 0.5 and Cronbach's alpha and composite reliability should be greater than 0.7 (Azer and Gholamzadeh, 2018). The summary of the measurement model fit evaluation results is presented in Table 5.

Table 5. Summary of measurement model fit assessment results

Main structures	AVE	Combined (CR)	Cronbach's alpha
Emotions and desires of customers	0.504	0.918	0.901
Marketing strategies	0.517	0.895	0.866
Increasing customers and profitability of internet businesses	0.595	0.855	0.774
Using advertising technology	0.569	0.868	0.811
Internet advertising	0.523	0.898	0.870
Internet business branding	0.599	0.857	0.777
Producing advertising content	0.547	0.878	0.833
Identification of competitors and target customers	0.504	0.918	0.901
Reliability and credibility of the brand	0.517	0.895	0.866
Customer relationship management	0.595	0.855	0.774
Gaining a competitive advantage	0.569	0.868	0.811

The value of average variance extracted (AVE) is greater than 0.5, so convergent validity is confirmed. Cronbach's alpha and combined reliability of all variables are greater than 0.7, so all variables are confirmed in terms of reliability.

Several indices are used to fit the internal (structural) model. In this study, coefficient of determination index ( $R^2$ ) and predictive correlation index ( $Q^2$ ) were used to measure the predictive power of the model. The effect size index ( $F^2$ ) was also used to evaluate the role of independent variables in explaining the amount of changes in dependent variables. Finally, goodness of fit index (GOF) was used to evaluate the overall research model. The summary of structural model fit evaluation results is presented in Table 6.

Table 6. Summary of measurement model fit evaluation results

Main structures	The coefficient of determination	Q2	GOF
Marketing strategies	0.829	0.426	
Increasing customers and profitability of internet businesses	0.793	0.396	
Internet advertising	0.818	0.407	0.654
Internet business branding	0.729	0.366	
Gaining a competitive advantage	0.715	0.397	

The coefficient of determination ( $R^2$ ) is a value that expresses the degree of explanation of the dependent components of the model, so the higher it is, the better the model. Three values of 0.18, 0.32, and 0.66 indicate weak fit, medium fit, and strong fit, respectively (Chin, 1998). The coefficient of determination of the structure of Internet advertising shows that the independent variables have explained 82% of the changes in the mentioned component, and this is a significant amount.

Predictive correlation index was introduced by Stone and Geysler, so it is sometimes called Stone-Geysler index. If the value of ( $Q^2$ ) is positive, it shows that the model has a good predictive power. Based on the results in all cases, the value of this positive index has been obtained.

The effect size ( $F^2$ ) is the amount of changes that the independent variables have on the dependent variables. In fact, this index shows how much changes are made in the dependent variable if an independent variable is removed. This index was presented by Cohen. The value of 0.02 (weak), 0.15 (medium) and 0.35 (large) is considered. According to the results, the effect size of the independent variables in all cases is above the average limit, i.e. 0.15, and in some cases even more than 0.35, i.e. strong (Hensler et al., 2015).

The GOF index is an index that was invented by Tenenhaus et al. (2005) to check the fit of the overall model (measurement part and structural part). Three values of 0.01, 0.25 and 0.36 have been introduced as weak, medium and strong values for GOF (Wetzles et al., 2009). The GOF index is equal to 0.654, so the model has a strong and favorable fit.

## 5. Discussion

The current research was conducted with the aim of designing an internet advertising model for the brand image of online cosmetics and health businesses. In this research, it was tried to identify the components and design of the model according to the problem and objectives of the research, and finally, the designed model was tested and validated and the final model was obtained. The obtained results indicate that in addition to confirming the validity of the model, the questions raised were answered and the objectives of the research were also achieved. The design of the model has been investigated in the qualitative part using the grounded theory method and its validation and confirmation in the quantitative part using the partial least squares technique. In this model, through the identified components of internet advertising and by means of a systematic approach through marketing strategies, the image of the brand of online cosmetic and health businesses has been addressed. Based on the model obtained from the current research, the causal conditions include the production of advertising content, the use of advertising technology, the emotions and desire of customers, and the management of relationships with customers. In the results of Hosseinzadeh et al.'s study (1401), customer relationship management is mentioned and it is consistent with the results of the current research.

It was also found that the interfering conditions include the identification of competitors and target customers. In the study of Terho et al. (2022), the importance of identifying competitors is also emphasized, and from this point of view, it is consistent with the results of the present study. The results of the research showed that the background conditions include trustworthiness and credibility of the brand, which was mentioned in the research of Hagen et al. The central phenomenon also includes internet advertising. In the results of Khorsandi et al.'s studies (2019), some internet advertising methods were examined and confirmed, which is consistent with the results of this research. Finally, it was determined that the strategies include marketing strategies and the consequences include brand image of internet businesses, increasing customers and profitability of internet businesses and gaining a competitive advantage. This importance has been confirmed in the results of Rostami et al.'s study (1401).

The results of this study show that one of the basic steps for brand development and branding of online cosmetics and health businesses is to pay attention to internet advertising tools that suit the needs of customers, and the items identified in this research include banner ads, social media ads, Match ads, click ads, email ads, video ads, Instagram ads, influencer ads, search engine optimization ads, remarketing ads, and SMS-text ads. In branding and brand imaging in this type of internet business, the other side of the business is the customer and attracting his opinion. Therefore, a brand should act in such a way that people think they are dealing with a human being who has a series of special traits. In this way, they establish a better relationship with that brand. Digital branding and brand imaging in this sector help a brand look like a human being and raise its emotional and emotional status among people in the community. The main purpose of a digital branding and brand image in this sector is to constantly expose a brand to its customers by sending digital messages or designing a website or creating a blog and other identified tools of internet advertising in this research. Create a suitable and distinctive brand image. In order for a reputable brand to win the field among its competitors, it must advertise its business and products in a way that is distinct and different from other competitors. The components of various elements in the brand image of cosmetics and health online businesses obtained in this research, including the effective components such as: brand awareness, brand loyalty, brand performance, determining the position and position of the brand, brand identification, process Branding, brand personality and brand attractiveness.

Also, in response to the question of how the components of different elements in the Internet advertising model affect the brand image of Internet businesses, the findings indicate that through a systematic approach and through marketing strategies that include identification components. Formulation of purchase incentive policies, offering the product according to the customer's demand, abandoning traditional advertising methods, communicating with famous people in social media, using several approaches in advertising, continuing to provide services and customer support, providing Smart advertising is widespread in the country and employs marketing specialists, and it is expressed as strategies and measures for the impact of internet advertising on brand image. Finally, the final result of the research model shows that in addition to the brand image, as the expected main result, other effective results such as gaining a competitive advantage and increasing customers and profitability of cosmetics and health online businesses have been achieved. Other dimensions of the final model can help to achieve research goals and problem solving.

Obtaining 6 dimensions through foundational data theory, identifying 11 main components and 70 sub-categories, indicates a comprehensive examination of research variables, which can be more complete than similar researches in this respect. Also, the investigation of internet businesses has added to the innovation of this research. Using internet advertising and examining all its tools and identifying the most effective internet advertising tools that are specific to online cosmetics businesses is another innovation of the research.

## References

- Aditya Parama Setiaboedi, Hasrini Sari, Budhi Prihartono (2018). Conceptual Model for Online Marketing Strategy to Success in the Survival Phase of Small Firms. *Journal of Industrial Engineering and Engineering Management*
- Akter, M., & Sultana, N. (2020). Digital marketing communication and consumer buying decision process in pandemic standpoint (Covid-19): an empirical study of Bangladeshi customers' in branded cosmetics perspective. *Open Journal of Business and Management*, 8(06), 2696.
- Allahwardi, Zahra; Landran, Saeed. (1401). Investigating the role of social media marketing activity and customer experience on loyalty intention and customer participation intention considering the mediating role of relationship quality. *Management Studies and Sustainable Development*, 2(1), 65-90[Persian].
- Allahwardi, Zahra; Landran, Saeed. (1401). Investigating the role of social media marketing activity and customer experience on loyalty intention and customer participation intention considering the mediating role of relationship quality. *Management Studies and Sustainable Development*, 2(1), 65-90[Persian].
- Amine, Hallouz Mohamed; Kamel, Hachemaoui (2022). The Impact of Brand Image on Behavioral Loyalty. *Journal of Revue Organisation & Travail*. Volume 11, N 1: 336-344.
- Ansar Abbas, Irfan Ahmad Khan , Muhammad Yahya, Muhammad Waseem Akram, Mansoor Ahmad Khan Sanwal , Hafez Ullah (2021). Impact of Advertising on Brand Image: Evidence from Southern Punjab Pakistan. *Journal of international business and management studies* Volume 2, N 1: 33-43

- Asdanjad, Behrouz; Jalali, Mehdi; Tabrizian, Bita. (1401). A model for digital marketing based on value creation in Iran's insurance industry. *Intelligent Business Management Studies*, 10 (40), 77-108. [Persian]
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling. *Modern methods for business research*, 295(2), 295-33.
- Critchlow, N., Angus, K., Stead, M., Newberry La Vey, J., Whiteside, E., Clarke, M., ... & Vohra, J. (2019). *Digital Feast: Navigating a digital marketing mix, and the impact on children and young people's dietary attitudes and behaviours*.
- Dauri, Ali; and Rezazadeh, Arash. (2012), *Structural Equation Modeling with PLS Software*, Jihad Academic Publications[Persian].
- Dauri, Ali; and Rezazadeh, Arash. (2012), *Structural Equation Modeling with PLS Software*, Jihad Academic Publications[Persian].
- Dilham, A., Sofiyah, F. R., & Muda, I. (2018). The internet marketing effect on the customer loyalty level with brand awareness as intervening variables. *International Journal of Civil Engineering and Technology*, 9(9), 681-695.
- Fadaei, Reza; Mahdavi, Yaqoob. (2017). Examining the relationship between electronic brand and online shopping, the fourth international conference on management, entrepreneurship and economic development[Persian].
- Fadaei, Reza; Mahdavi, Yaqoob. (2017). Examining the relationship between electronic brand and online shopping, the fourth international conference on management, entrepreneurship and economic development[Persian].
- Fadly, H. D., & Sutarna, S. (2020). Membangun Pemasaran Online Dan Digital Branding Ditengah Pandemi Covid-19. *Jurnal Ecoment Global: Kajian Bisnis dan Manajemen*, 5(2), 213-222.
- Habibi, Arash; hat, spring (1401). *Structural equation modeling and factor analysis*, Tehran: Jihad Academic Publications, second edition. [Persian]
- Habibi, Arash; hat, spring (1401). *Structural equation modeling and factor analysis*, Tehran: Jihad Academic Publications, second edition[Persian].
- Hagen, D., Risselada, A., Spierings, B., Weltevreden, J. W. J., & Atzema, O. (2022). Digital marketing activities by Dutch place management partnerships: A resource-based view. *Cities*, 12(3), 533-548.
- Halik, J., Halik, M., Nurlia, N., Hardiyono, H., & Alimuddin, I. (2021). The Effect of Digital Marketing and Brand Awareness on the Performance of SMEs in Makassar City. *European Alliance for Innovation*, 1(1), 1-8.
- Haudi, H., Rahadjeng, E., Santamoko, & Purwanto, A. (2022). The role of e-marketing and e-CRM on e-loyalty of Indonesian companies during Covid pandemic and digital era. *Uncertain Supply Chain Management*, 10(1), 217-224.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the academy of marketing science*, 43(1), 115-135.
- Holsti, O. R. (1969). *Content analysis for the social sciences and humanities*, Reading, MA: Addison-Wesley.
- Hosseinzadeh, Mustafa; Wahhabi, Shadan; Abbasi, Hamed. (1401). Designing a digital marketing model in the field of capital market with a combined approach. *Stock Exchange*, 15(58), 329-370[Persian].
- Hosseinzadeh, Mustafa; Wahhabi, Shadan; Abbasi, Hamed. (1401). Designing a digital marketing model in the field of capital market with a combined approach. *Stock Exchange*, 15(58), 329-370[Persian].
- Imam Qoli, Nazanin; Hashemnia, Shahram; Karimi, Ojen. (1400). Presenting the brand-customer communication model on the Instagram social network. *Marketing Management*, 16(51), 131-149. [Persian]
- Imam Qoli, Nazanin; Hashemnia, Shahram; Karimi, Ojen. (1400). Presenting the brand-customer communication model on the Instagram social network. *Marketing Management*, 16(51), 131-149[Persian].
- Islam, S, Mahmood, M (2018) A Qualitative Study on the Outcomes of Social Media Advertising. *Advances in Journalism and Communication*, 6, 61-73.
- Jain, G., Paul, J., & Shrivastava, A. (2021). Hyper-personalization, co-creation, digital clienteling and transformation. *Journal of Business Research*, 124, 12-23.
- Kannan, P. K. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22-45.
- Keke, M. E. (2022). The use of digital marketing in information transport in social media: the example of Turkish companies. *Transportation Research Procedia*, 63, 2579-2588.
- Khorsandi, Hamed; Shahroudi, Cambyeses; Porshal, Mohammad Hossein. (2019). Measuring the effect of internet advertising in introducing internet businesses. *Approaches in Business Management*, 1(4), 22-33[Persian].
- Khorsandi, Hamed; Shahroudi, Cambyeses; Porshal, Mohammad Hossein. (2019). Measuring the effect of internet advertising in introducing internet businesses. *Approaches in Business Management*, 1(4), 22-33[Persian].



- Khosravi, Zahra; Siavashi, Reza; Basir, Leila. (1401). Examining the effect of digital marketing on consumer buying behavior. *Modern Marketing Research*, 12(2), 21-42[Persian].
- Khosravi, Zahra; Siavashi, Reza; Basir, Leila. (1401). Examining the effect of digital marketing on consumer buying behavior. *Modern Marketing Research*, 12(2), 21-42[Persian].
- Larimo, J., Li, F., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), 51-70.
- Mafi, Reza. (1400). Marketing performance in adulthood and effective marketing strategies. *New research approaches in management and accounting*, 5 (71), 85-98[Persian].
- Mafi, Reza. (1400). Marketing performance in adulthood and effective marketing strategies. *New research approaches in management and accounting*, 5 (71), 85-98[Persian].
- Mahmoudi Maimand, Mohammad; Kamali Moghadam, Samaneh; Shahbazi, Omid. (2018). The reflection of ethical branding on performance indicators of Kerman University of Medical Sciences from the perspective of faculty members. *Education Strategies in Medical Sciences*, 12 (1) 152-158[Persian].
- Mahmoudi Maimand, Mohammad; Kamali Moghadam, Samaneh; Shahbazi, Omid. (2018). The reflection of ethical branding on performance indicators of Kerman University of Medical Sciences from the perspective of faculty members. *Education Strategies in Medical Sciences*, 12 (1) 152-158[Persian].
- Mataji, Fatima; Haji, Babak (1400). The impact of digital technology on the attractiveness of companies' brands. *New research approaches in management and accounting*, 5(64), 10-19[Persian].
- Mataji, Fatima; Haji, Babak (1400). The impact of digital technology on the attractiveness of companies' brands. *New research approaches in management and accounting*, 5(64), 10-19[Persian].
- Membini, guidance; Science, cities; Hejbernia, Zahra; Rasouli, Mehdi. (1401). Identifying strategies for the development of digital marketing in the Iranian Football Federation. *Sports Management*, 14 (57), 239-253[Persian].
- Membini, guidance; Science, cities; Hejbernia, Zahra; Rasouli, Mehdi. (1401). Identifying strategies for the development of digital marketing in the Iranian Football Federation. *Sports Management*, 14 (57), 239-253[Persian].
- Mirfardi, Asghar; Safarpour, Mina. (1401). Thematic analysis of female students' use of new makeup accessories and patterns. *Women and society*, 13 (49) 134-19[Persian].
- Mirfardi, Asghar; Safarpour, Mina. (1401). Thematic analysis of female students' use of new makeup accessories and patterns. *Women and society*, 13 (49) 134-19[Persian].
- Moradi, Marzieh. (1401). The effect of digital marketing on purchase intention: the moderating role of brand equity. *Interdisciplinary Studies in Management and Engineering*, 5(14), 1188-1204[Persian].
- Moradi, Marzieh. (1401). The effect of digital marketing on purchase intention: the moderating role of brand equity. *Interdisciplinary Studies in Management and Engineering*, 5(14), 1188-1204[Persian].
- Olson, E. M., Olson, K. M., Czaplowski, A. J., & Key, T. M. (2021). Business strategy and the management of digital marketing. *Business horizons*, 64(2), 285-293.
- Perumal, R. K., Ullah, I., Inam, G., & Fah, B. C. Y. Impact of Social Media Advertising on Consumer Buying Behaviour towards Cosmetic Products in Lahore, Pakistan. in the context of modern problems.
- Poet, Afshin. (1400). Per capita consumption of cosmetics in Iran. *Islamic Jamhvi Journalist*. <https://irna.ir/xjwmgX>[Persian]
- Poet, Afshin. (1400). Per capita consumption of cosmetics in Iran. *Islamic Jamhvi Journalist*. <https://irna.ir/xjwmgX>[Persian]
- Purwanto, A. (2022). How The Role of Digital Marketing and Brand Image on Food Product Purchase Decisions? An Empirical Study on Indonesian SMEs in the Digital Era. *Journal of Industrial Engineering & Management Research*, 3(6), 34-41.
- Rivanovic, B., Zutshi, A., Grilo, A., & Nodehi, T. (2023). Linking the potentials of extended digital marketing impact and start-up growth: Developing a macro-dynamic framework of start-up growth drivers supported by digital marketing. *Technological Forecasting and Social Change*, 18(6), 122-128.
- Rostami, Maryam; Heydari, Abdullah; Amini, Akbar. (1401). Providing a digital content marketing model in creating consumer value. *Management Research in Iran*, 26 (115), 112-137[Persian].
- Rostami, Maryam; Heydari, Abdullah; Amini, Akbar. (1401). Providing a digital content marketing model in creating consumer value. *Management Research in Iran*, 26 (115), 112-137[Persian].
- Safavi, Simin; Piran, Ali; Taheri, Fakhruddin. (1400). Investigating the effect of online (digital) marketing by social media on the purchase intention of clothing consumers. *Knowledge-Based Business Management*, 2(6), 74-95[Persian].
- Safavi, Simin; Piran, Ali; Taheri, Fakhruddin. (1400). Investigating the effect of online (digital) marketing by social media on the purchase intention of clothing consumers. *Knowledge-Based Business Management*, 2(6), 74-95[Persian].

- Saura, J. R., Ribeiro-Soriano, D., & Palacios-Marqués, D. (2021). Setting B2B digital marketing in artificial intelligence-based CRMs: A review and directions for future research. *Industrial Marketing Management*, 98, 161-178.
- Shabani, Kivan. (1401). Identifying and prioritizing marketing mix elements in the cosmetics industry from the perspective of the final consumer. *Management Science Research*, 4(11), 136-146[Persian].
- Shabani, Kivan. (1401). Identifying and prioritizing marketing mix elements in the cosmetics industry from the perspective of the final consumer. *Management Science Research*, 4(11), 136-146[Persian].
- Shafiiian, Niloufer; Aghaei, Mohammad; Gharib Nawaz, rare. (1401). Examining the digital marketing model using the database approach in the banking system. *Government Accounting*, 8 (16), 59-72[Persian].
- Shafiiian, Niloufer; Aghaei, Mohammad; Gharib Nawaz, rare. (1401). Examining the digital marketing model using the database approach in the banking system. *Government Accounting*, 8 (16), 59-72[Persian].
- Strauss, A., & Corbin, J. M. (1997). *Grounded theory in practice*. Sage.
- Tenenhaus, M., Vinzi, V. E., Chatelin, Y.-M., & Lauro, C. (2005). PLS path modeling. *Computational statistics & data analysis*, 48(1), 159-205.
- Terho, H., Mero, J., Siutla, L., & Jaakkola, E. (2022). Digital content marketing in business markets: Activities, consequences, and contingencies along the customer journey. *Industrial Marketing Management*, 105, 294-310.
- Tien, N. H., Jose, R. J. S., Mai, N. P., Dung, H. T., Oanh, N. T. H., & Phuoc, N. H. (2020). Digital marketing strategy of GUMAC and HNOSS in Vietnam fashion market. *International journal of multidisciplinary education and research*, 5(4), 1-5.
- Wetzels, M., Odekerken-Schröder, G., & Van Oppen, C. (2009). Using PLS path modeling for assessing hierarchical construct models: Guidelines and empirical illustration. *MIS quarterly*, 177-195.
- Zamani, Hossein; Noami, Abdullah; Hamdi, Karim. (1401). Designing a content marketing model to increase purchase intention in digital marketing. *Business Management*, 14(2), 354-376[Persian].
- Zamani, Hossein; Noami, Abdullah; Hamdi, Karim. (1401). Designing a content marketing model to increase purchase intention in digital marketing. *Business Management*, 14(2), 354-376[Persian].
- Zari, Tahir Salim (2021). Digital advertising and its impact on Consumer Behaviour. *Journal of International Research Journal of Humanities and Interdisciplinary Studies (IRJHIS)*. Volume 2, N 5.



**Hamed Khorsandi Noshahri**, PhD Student, Department of Business Management, Rasht Branch, Islamic Azad University, Rasht, Iran. He Has a Bachelor's Degree in The field of Accounting from Payame Noor University; Also, He Received His Master's Degree in MBA from Payame Noor University (Tehran Branch). He Has Published More Than 6 Books and 20 Scientific Research Articles in His Fields. Also He Has Taught in The Fields of Financial Management And Business Management in Various Universities And Institutions Like Islamic Azad University, University of Applied Science and Technology And So on More Than 10 Years Until Now.



**Mohammad Mahmoudi Maymand**, Department of Business Management, Rasht Branch, Islamic Azad University, Rasht, Iran. Associate professor, Department of Business Administration, Payame Noor University, Tehran, Iran. He Has a Bachelor's Degree in The field of Business Management from Shahid Beheshti University; Also, He Received His Master's Degree in Business Management (Financial) from Shahid Beheshti University. Finally He Received His PhD's Degree in Strategic Management from Panjab University in India. He Has Published More Than 7 Books and 200 Scientific Research Articles In His Fields. Also He Has Taught In The Related Fields In Various Universities Like Payame Noor University, Islamic Azad University And So on Until Now.



**Kambiz Shahroodi**, Associate professor, Department of Business Management, Rasht Branch, Islamic Azad University, Rasht, Iran. He Has a Bachelor's Degree in The field of Industrial Management from University of Tehran; Also, He Received His Master's Degree in Business Management from University of Tehran. Finally He Received His PhD's Degree in Strategic Management from Shahid Beheshti University. He Has Published More Than 150 Scientific Research Articles in His Fields. Also He Has Taught in The Related Fields in Various Universities Like Islamic Azad University And So on More Than 20 Years Until Now.