Presenting A Model For Advertising Video Acceptance On Social Networks With A Digital Marketing Approach

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Abstract

The success of new advertising channels on social networks depends on advertisement acceptance by the audience. This research presents a model for advertising video acceptance on social networks with a digital marketing approach. Thus, a model was designed for advertising video acceptance on social networks using qualitative approaches and a grounded theory strategy. The three-step open, selective, and theoretical coding method was used for data analysis. The findings show that advertising video acceptance on social networks includes target audience engagement, trust, attraction, purchase, and feedback. The antecedents of advertising video acceptance on social networks include appropriate targeting and operational planning at the macro level; selection and evaluation of media and message content; accurate determination and identification of the target audience; selection of the executive structure of advertising techniques; and informing and scheduling repeat broadcasts. Barriers to advertising video acceptance include cost, lack of awareness of the cultural background and audience, annoying advertisements, poor content, and excessive broadcasting. Consequences of advertising video acceptance on social networks include taking advantage of social networks' benefits, quick notification, virality, and culture building. Company managers can use these components to increase advertising video acceptance on social networks.

Keywords: Advertising video acceptance, social networks, digital marketing, advertisement

Introduction

Advertising's influence on organizations' growth and survival is undeniable. Social networks are considered one of the best communication and marketing tools. Social networks provide endless marketing opportunities, and social media advertising has become an attractive way to improve advertising effectiveness. Social networks provide many opportunities for brands to promote themselves more targeted and personalized. Traditional website advertising is mostly done through advertising banners or sponsored links, and with the expansion of social networks, video advertising is also developing (Aslam et al., 2017). Marketers and consumers communicate through social networks. Also, product information's persuasive impact depends on its source. The advertising source producing this information can strongly influence consumers through features such as

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credibility, trustworthiness, and value pursuit in promoting a desirable trend (Aslam et al., 2017). Consumers watch and share promotional and persuasive videos on YouTube and other social networks. Display advertising was initially simple and involved buying and selling different spaces on different websites as a direct transaction between publisher and advertiser (Islam et al., 2017).

Advertising value is positively (directly) influenced by informativeness (information richness), believability, entertainment, and encouragement (incentives) (Martins et al., 2019). Many popular advertising videos fail due to storytelling lack. Of course, the way of telling a story is also very important. Furthermore, the story's narration will increase sharing and visiting the video. Still, the story should be told for the right audience and with the right characters to arouse the target's interest. Knowing how to tell the right story to the right audience, adopting a marketing plan, and researching the right customer are important before producing a video (Quesenberry et al., 2019).

Despite the growth and popularity of social media and social network advertising, there is still little (theoretical and experimental) information on the effectiveness of these advertising platforms and the effect of social network advertising on consumer behavior (Wiese et al., 2020). The lack of knowledge in advertising (Streaming Video (SV)) is tangible in this field (Frade et al., 2021).

Like many other new concepts, video advertising depends on customer acceptance. Research has also shown that advertisement on social networks depends on target audience acceptance. Thus, the factors affecting video advertising acceptance should be identified. So, the factors leading customers to accept video advertising should be determined because creating a tendency in a customer and turning it into acceptance is one of the most important measures necessary to accept video advertising, leading to the formation of appropriate behavior. At this point, examining users' attitudes toward video advertising is necessary. It is necessary to examine what factors influence these attitudes and the relationship between them and customers' final decisions and behavior. Due to the rapid development of e-commerce and social media, short video advertisements produced through social media have become very popular.

However, the unique elements and phenomena of short video advertisements produced via mobile phones have not yet been explored (Ge et al., 2021).

Therefore, the dimensions of advertising video acceptance on social networks with the approach of digital marketing and its antecedents and consequences still have shortcomings that the researchers recognized. So, due to the importance of advertising videos and the role of digital marketing in the digital era, the present research seeks to provide a model of advertising video acceptance on social networks with a digital marketing approach. This research identifies the components of advertising video acceptance and its antecedents and consequences. Digital marketing requires that the subject of the present research be in line with digital marketing goals. Also, the orientation of the research process must create a condition under which the research results are used in the digital marketing plan. Therefore, according to the explanations provided and considering the importance of video advertising on social networks and its role in business and promoting sales, the present research problem is: "What is an advertising video acceptance model with a digital marketing approach?" In other words, "What model can present the components, antecedents, and consequences of adopting video advertising with a digital marketing approach?" Therefore, in this research, we seek to find variables, localize variables, and identify relationships between variables involved in video advertising.

Methodology
The present research aims to achieve the advertising video acceptance model in the social network with a marketing approach in the Iranian context. Qualitative research methods and Glaser's classical grounded theory design have been used. Thus, given that the advertising video acceptance model on social networks is new and the present research seeks to complete the theoretical atlas regarding video advertising using qualitative data, the present research is based on grounded theory.

Participants

The research statistical population includes university professors and researchers in business administration, media, and advertising. It also includes consumers with high mental involvement in cyberspace. The reason for this choice is that, on the one hand, the research subject is to present a video advertising acceptance model. Therefore, it requires complete mastery of the advertising category and thoughtful experience. On the other hand, the present research is a contextual approach to exploring a new theory in consumer behavior studies. Therefore, due to the interdisciplinary nature of consumer behavior and the wide dimensions of advertising phenomenon in the contemporary world, it should be referred to those with more experience, knowledge, and familiarity with the theoretical foundations of the research subject.

Purposive sampling was used in the present research. In theoretical and purposive sampling, the number of interviewees or sample size depends on theoretical saturation. It is impossible to determine the number of samples in advance. In the sample selection process, an effort has been made to cover the different types and fields of advertising experts, and the sample also includes those with practical experience in marketing and advertising. Also, in selecting online users with high mental involvement in the field of advertising, an effort was made to select samples based on their attitudes, views, concerns, and activities in the field of advertising. Therefore, the qualitative stage's sampling and data collection continued until theoretical saturation. Finally, 12 samples were selected, and in-depth interviews were conducted with them. Table 1 includes information on the interviewees' characteristics.

Table 1. Characteristics of the interviewees

Row	Position	Organization	Education	Gender
1	CEO	Avant-garde advertising	Master's degree	Male
2	Member of the Board of Directors of an Advertising Agency	Advertising	PhD degree	Male
3	Advertising consultant	Broadcasting	Master's degree	Male
4	Advertising director	Advertising	Master's degree	Male
5	Advertising director	Broadcasting	Master's degree	Male
6	University professor	Shahid Beheshti University	PhD degree	Male
7	Advertising and brand consultant	Advertising	PhD degree	Male
8	Agency manager	Advertising and consulting	PhD degree	Male
9	Agency manager	Consulting	PhD degree	Male
10	University professor	Broadcasting	PhD degree	Male
11	Advertising journalist	Hamshahrionline	Master's degree	Male
12	University professor	Islamic Azad University	PhD degree	Male

Method of data collection

In-depth interviewing was used to collect information for this research. In the present research, an interview guide or a protocol was prepared to determine the main axes and central questions of the interview in this protocol. In this approach, the questions explored during the interview were listed. This list is prepared to ensure that the same baselines are followed for each interviewee. The advantage of this guide is that the interviewer carefully uses the limited time available in the interview. It is necessary to explain that due to the non-linear and spiral nature of qualitative research

and also because the interviewees were experts in different fields of the humanities, the protocol of the interviews also changed from one research to another according to the conversation process and new questions raised. It is worth noting that the interviews lasted from 45 minutes to 120 minutes. Each interview was recorded on a voice recorder and immediately transcribed in detail. To reduce the sensitivity of interview recordings, at the beginning of each interview, after introducing himself, the researcher explained the purpose of the research and the confidentiality of the interview.

Data analysis method
Ground theory principles, such as constant comparative analysis, coding, and creation of concepts and categories, were used to analyze the data. Thus, data coding (finding concepts in the data) was performed in the following three stages: 1) open coding, 2) selective (optional) coding, and 3) theoretical coding. The open coding stage outputs substantive codes (categories). At this stage, we read the content line by line and assign a label to each piece of data: a word, line, or paragraph. This piece of data can be considered an incident. Several incidents form a concept (Glaser, 1998, p. 40). Open coding continues until the main category is identified. There are several criteria for choosing a category as the main one. These include centrality, being related to other categories, frequent occurrences in the data, and taking more time to become saturated (Glaser, 1987).
In the selective coding stage, coding is done only for the main and related categories, and unrelated data are ignored. Further sampling is done for theory development (whom should I ask to collect more information?) Selective coding continues until the main categories and related ones are saturated. Saturation occurs when no new feature is obtained from the data, and incidents rarely provide new markers for existing features. In the theoretical coding stage, it is conceptualized how the categories relate to each other. Theoretical coding usually occurs when sorting and integrating notes. Open and selective coding deals with categorizing, classifying, and fragmenting the data, but at this stage and through theoretical codes, we relate concepts to each other with proposed codes by comparing data, analysis, and notes (Glaser, 1978, 1988, 2005).
In this research, all recorded interviews were first converted into text to extract the primary codes. Second, they were carefully read sentence by sentence, and the key points of each sentence were specified. An initial code was assigned based on the type of phrase (which was either directly considered as the primary code or the key point was hidden in the sentences, and the researcher performed the coding according to the interviewee's intention). After 12 interviews, the number of new codes reached zero, and when no new code was observed (theoretical saturation), initial coding was completed. In the next stage, these codes were reviewed and refined, and according to the similarities and differences with other assigned codes, each code was placed under a broader concept, and this process was replicated several times until the related concepts at a more abstract level were classified as subcategories. After open coding, 435 primary codes were identified at this stage, which were reduced to several concepts and sub-categories after review and refinement.
Several methods were used to validate the obtained codes. Also, the validity of the research findings was confirmed through three methods. First, the codes extracted from each interview were presented to the interviewees to check the researcher's correct understanding of the interviewees' responses, which most interviewees confirmed. On the other hand, other interviewees implemented the required corrections, including removing or adding new codes. Second, an intercoder agreement was used. To calculate the validity of the interview with the intercoder agreement method, an expert in the field of research familiar with research and coding concepts was requested to code the interviews. Then, the researchers coded two interviews together with their research colleagues. The percentage of intercoder agreement was calculated, which is used as one of the validation indicators of the analysis. Interview intercoder validity was 78%. The coding validity is confirmed because it is more than 60%. It can be claimed that the current interview analysis has an acceptable validity level. Third, the final model was presented to ten experienced people and experts in social fields, most of whom had

doctorate degrees in management or advertising, and the researchers' inferences were confirmed in terms of a questionnaire (Parton, 2017).

Several methods were used to validate the obtained codes. Also, the validity of the research findings was confirmed through three methods. First, the codes extracted from each interview were presented to the interviewees to check the researcher's correct understanding of the interviewees' responses. The majority of the interviewees confirmed this. On the other hand, other interviewees implemented the required corrections, including removing or adding new codes. Second, an intercoder agreement was used. To calculate the validity of the interview with the intercoder agreement method, an expert in the field of research familiar with research and coding concepts was requested to code the interviews. Then, the researchers coded two interviews with their research colleagues. The percentage of intercoder agreement was calculated, which is used as one of the validation indicators of the analysis. The intercoder validity for interviews was 78%. The coding validity is confirmed because it is more than 60%. It can be claimed that the current interview analysis has an acceptable validity level. Third, the final model was presented to ten experienced people and experts in social fields, most of whom had doctorate degrees in management or advertising, and the researchers' inferences were confirmed in terms of a questionnaire (Parton, 2017).

Findings

What are the components of advertising video acceptance on social networks?
Based on the conducted interviews, advertising video acceptance on social networks includes target audience engagement, trust, attraction, purchase, and feedback. Table 2 presents the concepts and constructive categories of advertising video acceptance on social networks according to the opinions of the research participants.

Table 2. Components of advertising video acceptance on social networks

	Category	**Concepts**
Advertising video acceptance on social networks	Audience involvement	Involvement of audience Mental involvement of the audience Sensory involvement of the audience/a sense of curiosity
	Audience trust	Being convinced Trustworthiness
	Audience attraction and purchase	Attraction and purchase
	Audience feedback	Like, comment, repost, and save

A total of 12 concepts were obtained by open coding of advertising video acceptance dimensions on social networks. After the completion of selective coding, four categories, and the completion of theoretical coding, one final dimension (advertising video acceptance on social networks) was obtained. Some sentences from the interviews for each dimension of advertising video acceptance on social networks are mentioned below:

"In the first place, it depends on the capacity of the video itself, i.e., the media capacity of the video, which involves multiple senses at the same time, both visually and auditorily, which is part of a media with the highest capacity." "In general, I evaluate a video by how logically it engages the audience and how expandable it is so that it can be used in different situations in the media and at different times." "Whether the audience accepts a message from a video depends on the content of that video. It depends on whether it gains the audience's trust. We have a series of factors in our minds and a critical thinking process; we may criticize something and not something else. What we may not criticize has some factors. Suppose that there are a series of things in our mind, those that come to

our mind we quickly accept, such as a sense of patriotism, a sense of being Iranian, etc. These things make us pay more attention to that message or not doubt it. It depends on the message in the video." "When your target audience is exposed to the first choice, if you have made the right choice and at least know well where your audience is, you can attract their attention." "Video ads certainly have an effective and powerful role in purchasing." "You categorize the audience (e.g., greedy or nervous audience). Since the reaction of choosing or buying is created in their subconscious, it seems a very complicated task, but it is possible." "So, all this ad wanted to do is emotional engagement. If the ad retains the audience in the best possible way, this topic will be bolded. Since my job is to watch good advertising videos, I will like them. If they are very attractive, I will leave a comment or react. For example, follow Ogilvy's page. I am delighted with the campaigns they designed and like them." "Social networks are very dynamic, alive, and two-way. That is, they give feedback to every producer; this feedback is very important in social media. You see many advertising messages on social networks that have negative reactions and become anti-advertising. This point is important considering that social networks have feedback and that feedback is the message."

- **What are the antecedents of advertising video acceptance on social networks?**

Based on the obtained findings, the antecedents of advertising video acceptance on social networks include appropriate targeting and operational planning at the macro level; selection and evaluation of media and message content; accurate determination and identification of the target audience; selection of the executive structure of advertising techniques; and informing and scheduling repeat broadcasts. Table 3 presents the concepts and categories of the antecedents of advertising video acceptance on social networks according to the opinions of the research participants.

Table 3. Antecedents of advertising video acceptance on social networks

	Category	Concepts
Antecedents of advertising video acceptance on social networks	Appropriate targeting and operational planning at the macro level	Paying attention to advertising on social networks at the macro level, the importance of advertising in macro policies, considering the development of related goals, developing advertising video strategies, monitoring market trends, goal setting, plan development, paying attention to the nature of the brand, scenario development, determining the advertising slogan, compiling the evaluation index, and determining the budget.
	Selection of the executive structure of advertising and awareness techniques	Choosing the media, paying attention to the social network platform, trying to get more attention, being honest with the audience, realism, localizing the advertisement, paying attention to the cultural platforms, paying attention to the audience's reaction, feedback management, message tailored to the audience, attractive message, paying attention to message capacity, the importance of the message source, paying attention to the aesthetic quality of the message, message transmission, paying attention to the content of the message, attractive content, and content in the form of a campaign.

	Accurate determination and identification of the target audience	Paying attention to the mood of the audience, paying attention to the interests of the audience, considering the conditions of the audience and messages containing social responsibility, paying attention to social responsibility, categorizing the audience, categorizing the audience based on age and gender, and geographical location of the audience, knowing the audience, paying attention to the target community, and determining the target audience.
	Choosing the executive structure of advertising techniques	Entertainment aspect, educational aspect, nostalgia aspect, inspiration and influence, family theme, story theme, humorous theme, lifestyle theme, musical theme, suspense technique, stop motion technique, SEO technique, customization technique, animation, narration, Creating a questioning situation, audience participation, exploitation of artificial intelligence, celebrities, influencers, sound, speech, image, light, and color, text, graphics, dynamics, coherence, creativity, dreaming, originality, threats of the technical sector, trying to get more attention. Being honest with the audience, being realistic.
	Informing and scheduling repeat broadcasts	Reminder, individual ads, seriality, repetition, strong communication, awareness, the importance of first seconds, short time, broadcast time, timing, broadcast volume

By open coding the dimensions of advertising video acceptance on social networks, 87 concepts were obtained. After selective coding, five categories, and theoretical coding, one final dimension (antecedents of advertising video acceptance on social networks) was obtained. Some sentences from the interviews for each dimension of advertising video acceptance on social networks as mention below:

"Video advertising should be performed according to the brand's nature. If an action is taken or a program is developed, it should be done considering the nature of the brand." Thus, the space where the advertisement is published is very important, and video production must be done based on that space. Many factors are based on the platform on which the advertising message will be carried out. Advertising slogans are very important. Also, the initial headline introducing the advertisement, the quality of the film, music, sound, having a suitable scenario, and all the influential factors in a movie can make the advertising message attractive." "In my opinion, a video advertising message is almost like a short movie, where all the factors considered in a movie should be considered in a very compact way, given the target audience. "You see, this point goes back to audience analysis. Producing an advertising message or video on social networks is very difficult. All the important points I mentioned should be considered in the production. The message that will be produced should consider that it is not supposed to be seen at a certain time or hour." "I said that the social platform or social network where the message will be produced should be considered. It is difficult for us to produce a message that can be used in all social networks." Perhaps one of the most important factors to highlight in social networks is the localization of the social network. For example, imagine Estonia and Switzerland. When you localize your ad for Switzerland, the people you show it to may see beautiful

nature daily. On the other hand, when you show the ad to people in Estonia, most of the society may have low to medium income. These are the main factors to consider in the video related to localization."

"If we consider it as a message, that is, in the world of communication, it means that the coherence of the message, the source of the message, is very important. If we consider it an advertisement, the type of narrative it presents, the actor or actress, stage design, atmosphere, and music are very effective. However, you must have a certain aesthetic quality in your video message. At the same time, the story structure is also very important because it attracts more audiences." "Not every advertising message can be broadcast at any time. I think, on social networks, it is necessary to pay attention to what the audience needs at that time and what they are attracted to, and then use them to produce advertising messages and video messages." "Recently, there has been a discussion in social networks about whether it is enough to consider the audience in terms of age or gender or whether the audience's psychology should also be carefully discussed. For instance, youth in today's society may be interested in a certain type of music. Thus, the audience is very important when an advertising message is given to a young group. The psychology of those young people should be taken into account." "Certainly, what is important to me is to give the audience a good image and minimal information and have an entertainment aspect. The entertainment aspect is perhaps one of the key features here, the percentage of which increases on the brand's web page." "Look at the positive points of every video with movement, music, and speech. These three elements should be used in such a way as to attract the audience's attention and create curiosity in them to stay with us for the rest of the video." "The issue of social responsibility is the same. It is effective, but its impact should be in such a way that I, as a customer, can see whether the company cares or not. For example, now Apple is maneuvering on green production and products that can be solved in the environment, or be renewable, decomposed, and not harm the environment." "Influencers have a direct impact on a part of society. That is, we have to see what kind of product, society class, and application the influencer can affect. Influencers are not effective everywhere. If you are a company that advertises for the elite part of society, they do not make decisions based on influencers." "We have to pay attention to how much the content is coded so that the audience can decode it, how to attract attention, inform, and finally get the expectation we have or the conversation or interaction we want from it." "Certainly, it is important to give a good image and minimal information to the audience and have an entertainment aspect. Entertainment is perhaps one of the key features here, whose percentage increases on the brand's web page."

- **What are the consequences of advertising video acceptance on social networks?**

Based on the findings, the consequences of advertising video acceptance on social networks include taking advantage of social networks' benefits, quick notification, virality, and culture building. Table 4 presents the concepts and categories of the consequences of advertising video acceptance on social networks according to the opinions of the research participants.

Table 4. Consequences of advertising video acceptance on social networks

	Category	Concepts
Consequences of advertising video acceptance on social networks	Taking advantage of social networks	Social network availability, high access speed, social network dynamism, free choice of audience, lower social network costs
	Quick notification	Easy access, fast transfer of information

	Virality	Going viral, showing brand personality
	Culture building	Creating a lifestyle, making culture

A total of 11 concepts were obtained by open coding the dimensions of advertising video acceptance consequences on social networks. After selective coding, four categories, and theoretical coding, one final dimension (consequences of advertising video acceptance on social networks) was obtained. Some sentences from the interviews about each dimension of advertising video acceptance on social networks are mentioned below:

"According to the spread of social networks in society, many people with access to information use social media to gain awareness. First, social networks are important advertising elements for companies. These social networks have a very high audience. The second point is social networks' availability at all times. You can access social networks at any time, day or night. You can see on social networks that many messages produced a few months ago are being republished and seen." "Therefore, the social network has opened its way, and in my opinion, its main concept is freedom, i.e., freedom of choice. If we impose something on the audience, like ATL services, they no longer accept and dislike it. They get tired of talking so much and prefer to get to the point very quickly, e.g., in less than a minute." "That is, social media makes access easier, transfer easier, and retaining easier." "Look at its advantages: the cost of making social media is low, and the targeting is high. It has a KPI, and we can evaluate it. We can do an AB TEST. If the music is not good somewhere, we can change it." "If the content is weak, it is easily skipped, and the audience deletes and rejects it. There is a chance of the video going viral, but it is not possible on TV. It is possible to save or view it again and republish it. All this is both a strength and an opportunity." "If we show the audience good work at a suitable volume, it is not annoying because it gives awareness, creates a lifestyle, builds culture, and can bring other things with it."

- **What are the barriers to advertising video acceptance?**

Based on the findings, the barriers to advertising video acceptance on social networks include the lack of awareness of the cultural background and audience. These barriers include annoying advertisements, excessive broadcasting, poor content, and cost. Table 5 presents the concepts and categories of barriers to advertising video acceptance on social networks according to the opinions of the research participants.

Table 5. Barriers to advertising video acceptance on social networks

	Category	**Concepts**
Barriers to advertising video acceptance on social networks	Lack of awareness of cultural background	Too much artistry, improper use of celebrities, not knowing the audience, threats to the cultural sector, blind copy
	Annoying ads	Anti-advertisement, hatred, and abuse of the viewer, harmful effects on the audience
	Excessive broadcasting	Anti-advertising is repetitive, and advertising too much causes anti-advertising.
	Poor content	The incorrect story, content mismatch with branding plan, quantity at the expense of quality
	Cost	Production cost, distribution cost

A total of 15 concepts were obtained by open coding the dimensions of barriers to advertising video acceptance on social networks. After selective coding, five categories, and theoretical coding, one final dimension (barriers to advertising video acceptance on social networks) was obtained. Some sentences from the interviews about each dimension of advertising video acceptance on social networks are mentioned below:

"From the brand's side, I have to say that too much artistry will make a video destructive for the brand. This is not reaching the brand's story through art and narration, or in fact, the technique is beyond the purpose of our brand." "The next part is that they do not use the right technique and story for the audience. For example, we use the stop-motion technique with a cardboard theme to reach an audience that works on the stock market and economy. The technique may be beautiful and elegant, but the target audience is looking for capital, so it does not match us. This is seen as a worthless image for the audience." "Technical and cultural discussion in the threat section is more important, in my opinion. Another issue is content discussion. From the point of view of threat and opportunity, we want to look at the maturity of our advertising society to the extent that we can see the output at the level of global brands. Content discussion often lacks originality, and many contents are blindly copied." "According to the breadth and diversity of the audience on social networks, the elements must be defined concerning the brand and the product itself, that is, both in the content and ideation and the form of the structure. The conditions of the audience on social networks must be taken into account, so how to advertise video and its effectiveness in the context of social networks should be separately defined." "Some video content creators destroy themselves by promoting too much." "Of course, another problem is that everyone is only looking for quantity, and unfortunately, money talks, so quality is neglected in our advertisements." "In my opinion, quality is important for two to seven percent of our advertising agencies."

Figure 1 shows the paradigm model of advertising video acceptance on social networks with a digital marketing approach.
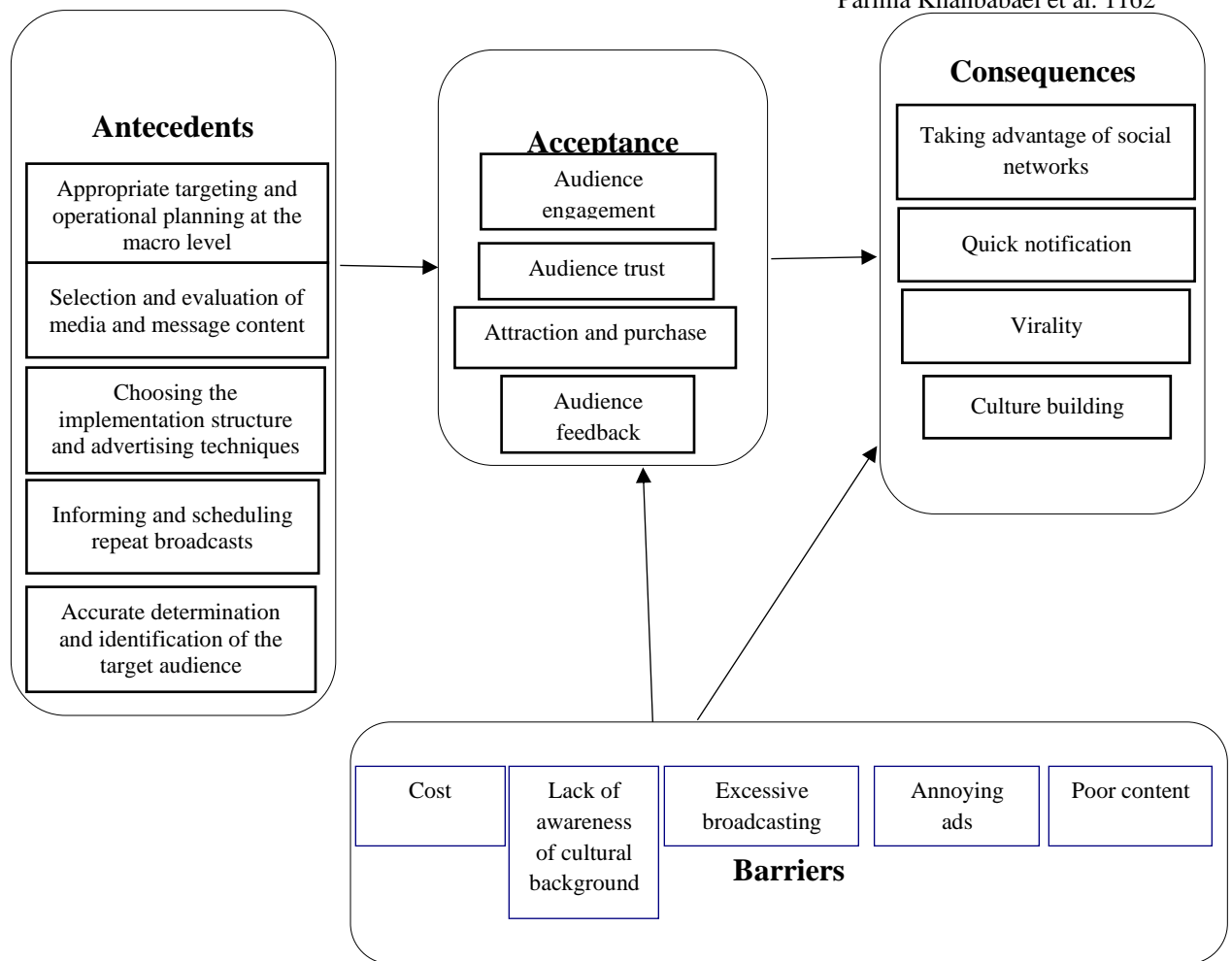
Fig. 1. Paradigm model of advertising video acceptance on social networks with a developed digital marketing approach.

Discussion and conclusion

A semi-structured interview was used to obtain an appropriate model for advertising video acceptance on social networks with a digital marketing approach. After preparing and adjusting the tables for qualitative analysis of the interview data, the resulting concepts were grouped at a higher and more abstract level to achieve categories. Thus, by constantly comparing concepts, each concept was compared with the preceding and subsequent concepts or all existing concepts to extract general categories. Therefore, after comparing the extracted concepts, the related concepts were classified into a general category. Further, general titles were considered for each category based on the titles of related theories or concepts obtained from the research. Thus, after constantly comparing interview answers, similar answers were arranged, and similar concepts were extracted.

To answer the question of the components of advertising video acceptance on social networks, the following components are extracted: audience engagement, audience trust, attraction and purchase, and audience feedback. The obtained components are consistent with Yazdani (2015), Baladian et al. (2018), Wiese et al. (2020), Martins et al. (2018), Quesenberry and Coolsen (2019), and Rabinking (2019). Therefore, the main components of advertising video acceptance on social networks are mental involvement, sensory involvement, and curiosity. They also include convincing the audience and trustworthiness, attracting and hooking the audience, liking, commenting, reposting, saving, and giving feedback.

The components of the antecedents of advertising video acceptance on social networks include appropriate targeting and operational planning at the macro level, selection and evaluation of media and message content, accurate determination and identification of the target audience, selection of the executive structure of advertising techniques, and informing and scheduling repeat broadcasts which are consistent with the research of Yazdani (2015), Wiese et al. (2020), Martins et al. (2017), Quesenberry and Coolsen (2019), Rabinking (2019), and Bell and Buchner (2018). Therefore, advertising in macro policies is important and leads to an increase in the acceptance of advertising video on social networks considering the following factors: formulation of relevant goals, formulation of advertising video strategies, tracking market trends, goal setting, plan formulation, paying attention to the nature of the brand, scenario development, determination of advertising slogan, formulation of evaluation index and determining the budget, choosing the media, paying attention to the social network platform, trying to get more attention, being honest with the audience, realism, localization of the advertisement, paying attention to the cultural platforms, paying attention to the audience's reaction, managing feedback, message, message tailored to the audience, attractive message, paying attention to the capacity of the message, the importance of the message source, paying attention to the aesthetic quality of the message, conveying the message, content, attractive content, content in the form of a campaign, paying attention to the mood of the audience, paying attention to the interests of the audience, considering the conditions of the audience, messages containing social responsibility, paying attention to social responsibility, audience classification, audience classification based on age and gender, geographical location of the audience, audience recognition, paying attention to the target community, determining the target audience, entertainment aspect, educational aspect, nostalgia aspect, inspiration, family theme, story theme, humorous theme, lifestyle theme, health theme, musical theme, suspense technique, stop motion technique, SEO technique, customization technique, animation, narration, creating a question situation, audience participation, using artificial intelligence, celebrity, influencers, music, sound, speech, image, light and color, text, graphics, dynamism, coherence, creativity, dreaming, originality, threats of the technical sector, striving for more attention, individual advertising, seriality, repetition, strong communication, informing, the importance of the first seconds, short time, broadcast time, timing and broadcast volume.

The consequences of advertising video acceptance on social networks include social network benefits, quick notification, virality, and culture building. This is consistent with Yazdani Roosta's research. (2015), Mohammadian and Abbasi (2007), Martins et al. (2017), Quesenberry and Coolsen (2019), Rabinking (2019), and Bell and Buchner (2018). Therefore, the consequences of advertising video acceptance include the availability of social networks, high access speed, the dynamism of social networks, free choice of audience and lower costs of social networks, quick notification with dimensions of easy access and fast transfer of information, virality and displaying brand personality, creating a lifestyle, and culture building.

Barriers to advertising video acceptance on social networks include cost, lack of awareness of the cultural background and audience, annoying ads, poor content, and excessive broadcasting. This is consistent with Wiese et al. research. (2020), Martins et al. (2017), and Bell and Buchner (2018). Thus, the following factors will prevent advertising video acceptance on social networks: the cost of production and broadcasting, excessive artistry and extreme attention to artistic aspects, improper use of celebrities, lack of awareness of the audience, threats to the cultural sector, blind copying, anti-advertising and annoying advertisements, excessive broadcasting, broadcasting time and excessive broadcasting, incorrect story dimensions, mismatch of content or branding plan, incompatibility of content with the brand book, quantity at the expense of quality, and poor content.

Practical suggestions
1. According to the effect of appropriate targeting and operational planning at the macro level on audience trust, feedback, attraction, and purchase, the following strategies are suggested to

company managers and marketing managers active on social networks: paying attention to advertising on social networks at the macro level of organization, the importance of advertising at the top level of organization, considering the importance of video advertising on social networks in the macro policies of the organization, realizing the necessity of video advertising plans, considering advertising actions on macro-organizational goals, clarifying goals based on the organization's mission, developing strategies for video advertising, writing appropriate strategies for video advertising, monitoring industry trends and competitors in the field of video advertising, and continuous monitoring of market trends.

2. According to the effect of media selection and evaluation and message content on audience trust, feedback, engagement, attraction and purchase, the following strategies are suggested to company managers and marketing managers active on social networks: paying attention to different platforms of social networks and their audiences, paying attention to differences in content in various social networks, being honest with the audience, creating a more tangible experience for the audience, believability and narration of the true story, cultural localization and paying attention to cultural platforms of society, using likes and comments for feedback, paying attention to the audience's reaction, benefiting from feedback on social networks and managing feedback on social networks, paying attention to the communication capacity of messages and encouraging messages, and avoiding unreliable sources of messages.

3. According to the effect of selecting the executive structure and advertising techniques on audience feedback, engagement, attraction and purchase, the following strategies are suggested to company managers and marketing managers active on social networks: paying attention to the aesthetic quality of the message and the audio and visual quality of the message, paying attention to the content of the message and compiling the content briefly, compiling high-quality and attractive content and producing the message in the form of a message campaign, considering the educational feature of a video, evoking a sense of nostalgia and dealing with individual and collective memories, being family-oriented, having a character and a story, telling stories, narrating a story and having a story content, using humorous and joking techniques, being musical, musical advertisements, using suspense techniques and artificial intelligence in analyzing and promoting advertisements, and using celebrities.

4. Considering the effect of informing and scheduling repeat broadcasts on audience feedback, engagement, attraction, and purchase, the following strategies are suggested to company managers and marketing managers active on social networks: paying attention to single ads and producing individual messages, the seriality of advertisements, serial content, serial videos, providing useful information to the audience and raising awareness, paying special attention to the initial frames, the attraction of the initial frames, attracting the attention of the audience in the shortest time and teasing, and determining the right broadcast time, amount and volume.

5. According to the effect of accurate determination and identification of the target audience on audience feedback, engagement, attraction, and purchase, the following strategies are suggested to company managers and marketing managers active on social networks: paying attention to the psychology of the audience, taking into account the moods and personalities of the audience, paying attention to the expectations of the audience, paying attention to different tastes of the audience, using messages containing social responsibility and messages related to social responsibility, categorizing the audience based on age and gender and age localization, and considering the geographical location of the audience and geographical localization.

6. According to the effect of annoying ads on audience feedback, culture building, and virality, the following strategies are suggested to company managers and marketing managers active on social networks: reducing the negative reaction to the advertisement and anti-advertising, not converting advertising into anti-advertising and avoiding repulsion, and reducing public hatred by providing ads tailored to the audience.

7. Considering the effect of lack of awareness of the cultural background and audience on audience feedback and engagement, the following strategies are suggested to company managers and

marketing managers active on social networks: Appropriate artistry of the video, lack of extreme attention to the artistic aspects, accurate awareness and understanding of the audience, and making videos suitable for Iranian culture.

8. Considering the effect of poor content on audience feedback, culture building, and virality, the following strategies are suggested to company managers and marketing managers active on social networks: using the right and appropriate story, matching content with a branding plan, compatibility of the content with the brand book, and appropriate attention to quality and quantity.

Research suggestions

1. In future research, measuring online users' psychological attributes such as personality, attitude, and lifestyle in advertising video acceptance on social networks is suggested.
2. Investigating advertising video acceptance in the Metaverse is suggested.
3. It is suggested to investigate the role of cultural tendencies of online users in advertising video acceptance on social networks in future research.
4. It is suggested to investigate the role of visual effects in advertising video acceptance on social networks in future research.

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