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Elaborating the Willingness to participate in social media with an Emphasis on the intermediary role of the customers' perceived value (Case study: customers buying last-second traveling tour tickets)

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Abstract---The expansion of social media has led to the tourism industry's concentration on the use of Instagram pages, and many tour agencies use this method for attracting tourists. The last second is one of the favorable Instagram pages in this area. The present study tries to elaborate on the willingness to participate in social media with an emphasis on the perceived value of the customers intending to buy last-second traveling tour tickets. This study is applied research considering the study objectives. The required data have been collected based on field research. Use has also been made of questionnaires for gathering information. The study population included Instagram users of last-second traveling tours. Non-probability convenience was the method of choice for sampling. 375 individuals were selected through the use of the Cochran Formula for an unlimited the study population. In order to investigate the reliability of the questionnaire, use was made of Cronbach's alpha coefficient, which was obtained above 0.7 for all of the variables. The data analysis was carried out by means of SPSS22 and SMART PLS3. The obtained results indicated that the message's attractiveness and the message quality significantly influence the willingness to participate in social media via the perceived value of the customers intending to buy last-second traveling tour tickets. The logical attractiveness and the emotional fascination of the message significantly influence the willingness to participate in social media via the perceived value of the customers intending to buy the last-second traveling tour tickets. The messages' diversities and the interaction

quality meaningfully influence the willingness of the customers to participate in the social media through the perceived value of the customers intending to buy the last-second traveling tour tickets. However, the quality of the messages' contents was found not to have a significant effect on the perceived value of the customers intending to buy last-second traveling tour tickets on the willingness to participate in the social media.

Keywords---customers' perceived values, willingness to participate in the social media, message's attractiveness, message's quality.

Introduction

The advent of social media has provided tools for communication, exchange and participation between the customers and this assists in the creation of value. Nowadays, customers can create online brand communities and influence the image related to the brand. Using social media sites, customers can actively communicate in the online brand communities and share the stories about brands (Hajli et al., 2017, p.138). The online communities of social media have gradually presented the customers with platforms for exchange and cooperation in a sharing process. The prior studies about online communities indicated that participation in brand communities leads to the creation of brand value. In social media, the brand communities' participation takes place through sending notions and perspectives as well as by scoring and sharing experiences. Therefore, customers' participation in brand communities can negatively or positively influence the brand's fame and image (Khoddami et al., 2020, p.156). Social networks offer novel communication methods to business entities and consumers. The entities can create a general space on the internet and enable the users to communicate with one another so as to overcome the consumers' geographical limitations. Currently, brand communities have been extensively expanded in the social networks (Shirkhoda'ei et al., 2017, p.107).

Amongst the social networks, Instagram is extremely favored in Iran. Many the companies, including the travel agencies, have engaged in introducing their services through this medium. Considering the importance of the willingness for taking part in the social media, many factors influence it. Use has been made herein of the article written by Zhang and Du in 2020. The most important influencing factors highlighted therein are the customers' perceived value, message request and message quality. The customers' perceived value has been defined as the interests received in exchange for the financial and non-financial sources spent for taking advantage of an organization's services (*Smirnov, D. A., et al., 2021; Rezapour, A., et al., 2020*). Customers pay attention in their payments to the financial and non-financial costs and, in their receivables, to the non-financial dimension (Ahmadi Alvar et al., 2017, p.126).

The virtual community's participation allows the websites' users to share their conversations, experiences and expectations to communicate with one another. In the course of taking part in the online community's activities, the users can make surer online purchases in case of acquiring more information; in fact, the content

produced through the users' participation offers opportunities for iterated and successful exchanges. Such positive reiterated exchanges can be envisioned as a sort of positive electronic word-of-mouth, which is an outcome of participation by the consumers and users. Thus, the consumers' participation can corroborate the positive electronic word-of-mouth (Hajli, 2017, p.140).

Customers' participation causes the creation of common value between the brand and the customers. Common creation renders companies effectively adapted to the consumers' needs. The creation of common value is an optimum because it can help the firms highlight the customers and improve the customers' perspectives as well as their needs and wants' processes. The creation of common value leads to the customers' willingness to take innovative, coordinating, cooperative and collaborative roles. As a common distributor, customers can increase the effectiveness and efficiency of the marketing programs to a large extent. Therefore, they are of great effect on the creation of long-term communicative values (Lopez et al., 2017, p.2).

Considering the fact that the customer-company interaction is through social media and via the continuation of the messages and knowing that the previous message influences the next one, the offering of markers through posts in written format, offering more information via supplementary links, using words like the continuation of the materials, read more and referring to more videos lead to improvement in the quality of the offered information, diversity of the materials and increase in the interaction with the followers. Resultantly, individuals feel that the page they have referred to has been useful. Moreover, offering exciting images results in an increase in the visitors' enjoyment; hence the higher quality of the message, which per se contributes to the enhancement of the customers' perceived value (Lim and Benbasat, 2000).

Messages' attractiveness leads to emotional arousal in the customers in such a way that the insertion of information, if done completely and comprehensively, leads to the creation of logical attractiveness through the cost-effective use for the customers and, resultantly, increase the customers' perceived value. Emotional attractiveness through stimulating the aesthetical feelings in the customers ends in a greater binding with the customers and an increase in the perceptions of the products' values (Swani et al, 2014). The perceived value leads to an increase in the customers' awareness and acceleration of the decision-making about the use of services. It is with the increase in the customers' perception that the range of their choices is limited and they would try to follow the online pages as their daily and/or weekly interest or favourite activity. Therefore, there would be a greater possibility of participation in the online pages via sharing, offering notions and giving a like (Zhang and Du, 2020).

The last second is one of the pages dealing with the introduction of the beautiful places, spectacular attractions, trip training and introducing hotels and domiciles, as well as prices, times and places suitable for taking a trip. Considering the fact that Instagram has provided the possibility of mutual communication between the customers and companies, it seems that the posts can entice consumers' participation such as sharing, liking, offering ideas and recommending things to others in case of expressing the quality of the messages

and their required attractiveness. On the other hand, in order to remain successful in the markets, it is presently vital to understand the customers' values and their effects on the customers' behaviors. Considering the change in the customers' values in the today's markets and the existence of various customer sections based on the different consuming values, the marketers should be sensitive and attentive to the different consumer needs and the behavior of service selection in various sections (Haidarzadeh and Hasani Parsa, 2012, p.20). Considering the abovementioned materials, the present study aims at elucidating the willingness to participate in social media with an emphasis on the intermediary role of the customers' perceived value amongst the customers intending to by last-second traveling tours.

Study's Theoretical Foundations

Customers' Participation in Social Media

Customer participation is a mechanism through which the customers directly or indirectly cooperate in creating value for the companies. Direct participation includes purchases made by various customers, and indirect participation includes introducing the company to the new customers, conversations about the company or the brand on social media and offering feedback and suggestions to the companies for improving their performances. Customers can take part in the creation of various kinds of value for the companies, and, as believed by Kumar and Pansari (2016), these values can be divided into four groups, namely the value of the customers' life length, the value of the customers' referral, the value of the customers' influence and the value of the customers' knowledge that alongside one another constitute the customers' participation value.

For the first time, Rishika et al. (2013) proposed the newly emerging concept of participation in the social media and customers of the social media so as to explicate the customers' participation in the social media websites; they also asserted that the frequencies of online social media websites' visiting could be a result of the extent to which the bond between the companies and customers is strong. Afterward, Kim and Ko (2012) posited the customers' participation in social media in terms of the participatory steps and stated that the customers' transactions should be taken into consideration for understanding their participation.

Customers' participation in social media can be conceptualized as intentional participation (such as offering evaluation), unintentional participation (such as searching for information) and resulting participation (such as word-of-mouth advertisement, intentional behavior and so forth) (Kim and Park, 2013, p.1481). Customers' participation is defined as the extent of the communication, interaction, sharing and cooperation between the customers, users or channel members and a company in the course of performing a given activity. A company's success depends on its ability to develop a new product via innovation and introducing new products as well as new markets. Companies have increasingly noted that customer satisfaction is vital for reaching success (Mashhadizadeh and Sa'edi, 2020, p.156). Many of the new product development projects fail even with a lot of efforts made by the companies, and they will fall

short of meeting the customers' expectations. This entails the exploring the mutual active effects between the companies and the customers, and it has to be figured out how much the customers can take part in the process of developing new products and to what extent the companies can satisfy the customers' tendencies and wants (Mir Fakhr Al-Dini et al., 2017).

Pansari and Kumar (2017) noted the customers' participation from the perspective of the business entities and considered it as the output of the marketing activities. Based thereon, customers can, directly and indirectly, create value through their behaviors for the entities. In line with this, Kumar et al. (2016) suggested the framework of the customer participation's value which can be used for identifying and evaluating the customers who successfully create value for the business entities.

Perceived Value

Lawlak and Write (2003) defined the customers' perceived value as the value received in exchange for the financial and non-financial resources spent for taking advantage of organizations' services. Customers pay attention in their payments to the financial and non-financial costs and, in their receivables, to the nonmaterial aspects (Ahmadi Alvar et al., 2017, p.32). Paterson and Spereng (1997) defined value based on performance, quality and price. The perceived value is the result of the relationship between the quality and the advantages received in exchange for the prices paid (Soltaninejad and Nowruzi, 2016, p.2). Perceived value means the relatively good and fair comprehension of the consumable inputs to the company's service outputs. Perceived value is the fair appreciation of the financial and non-financial (for example, psychological) results after experiencing consumption (Jin et al., 2018, p.120). Perceived value is the product of the relationship between the quality and benefits that are perceived in exchange for a price. Perceived value is the gap between the received benefits and the paid money. Vale is considered as the loftiest abstract level that does not just incorporate price and benefits. The perceived value is defined by the customers in the following words: perception of the quality and social psychological insight of the benefits and money (Shamsi Gushki et al., 2013, p.126).

Perceived value refers to a level of the product quality for which a certain amount of money is paid. The perceived value is the customers' general appreciation of the net value of the services based on what has been received (benefits and advantages offered in the services) and the amount that has been paid. The perceived value can be conceptualized based on two evolved dimensions, namely economy (exchange of quality for price/sacrifice, i.e., transaction value) and psychological response (pertinent to the emotional and experimental aspects of consumption) (Leppaniemi et al., 2017, p.126). Perceived value is a function of quality and price, meaning that the customers comprehend the values of the goods and services by means of these two indices. The perceived value is appreciated by the customer actually as a unique concept consisting of quality and satisfaction. It is necessary for the customers to create value because the customers' higher level of satisfaction and giving more value to a company helps the latter reserve even higher levels of loyalty in the customers hence strengthening its competitive advantage and preserving a larger share of the

market (Mahmoudi Maymand and Harandi, 2014, p.113). The dimensions of the perceived value include the followings.

Perceived Pleasure

It includes the adoption of a joyful, happy, re-creative, amusing and cheerful approach towards a purchase that reflects the value of enjoying, amusing and emotional pleasure in the form of a pleasant experience (Zhang et al., 2017, p.231). Perceived pleasure is the ratio of higher mental and personal usefulness with the result being pleasant and cheering, whereas the usefulness is the value that is concentrated on the performing of the duties. The perceived pleasure reflects the emotional (affective) and amusing value of the purchase. Consumers' high motivation, more mental engagement, perceived freedom, pleasing happiness and avoidance of reality can all exhibit the pleasure perceived in a purchase experience (Haidarzadeh and Irani, 2011: 2). Perceived pleasure should be concentrated by the organizations for some modern consumers tend to spend their extra income for enjoying, satisfaction and reaching novel optimal consumption (Prebensen and Rosengren, 2016, p.2).

Perceived Usefulness

Perceived usefulness was first proposed along with perceived ease of use by Davis (1989) as a factor influencing the acceptance of technology. Perceived usefulness implies the individuals' beliefs about the extent to which a technology is useful. In other words, perceived usefulness means the extent to which an individual believes that s/he can enhance his or her performance by using a given technology. Perceived usefulness includes beliefs about the positive results pertaining to behavior, and it has to be comprehended in response to a threat or a risk related thereto. According to the definition by Eschol, perceived usefulness means the profit obtained as a result of using or purchasing a product in addition to the satisfaction that comes about in the end. Like the perceived risk, perceived usefulness, as well, differs from one individual to another. The perception of the use means the extent to which an individual imagines that the use of a given product causes improvement in his or her performance (Gharrehchi and Mohammadipour, 2013, p.41).

Message Strategy

Message strategy includes two primary aspects to wit message's attractiveness and message quality. Many of the authors have investigated the various kinds of message strategies as well as the strategies related to exploring the way the customers perceive and behave. The studies on marketing relationships and communications indicate that the message request design is a preliminary strategic concern. The existing literature is indicative of various sorts of message requests based on the duality of the product properties and trademark, such as logical/informational/cognitive messages versus emotions/image/feelings (Zhang and Du, 2020, p.734). Considering the structure, the message strategy is expressive of the method by which the marketer transforms his or her message into a given communication means. Marketers divide the message structures into two primary groups of informational and transitional messages. These two

primary strategies of message structure per se encompass other strategies (Madhushi et al., 2013, p.39).

Message strategy includes two primary dimensions, i.e., message attractiveness and message quality. A message's attractiveness depends on the identity and personality of the receiver thereof. The type of message with which the addressee establishes more and better communication might be different for various individuals, and an animated image connected with a text message can even sometimes extremely prolong the message's persistence in the minds of the addressees, but, anyway, this attractiveness can influence the effectiveness of the message in the addressees' minds (Gerrikagoitia et al., 2014). It is evident that the messages may have positive, negative and neutral denotations in addition to their attractiveness. Studies have shown that the way with which the notions posited in the virtual space are evaluated influences a message's effect. As an example, negative messages and devastating ideas about a product or brand can influence the addressees' minds more than the advertisement or even neutral narrated materials. Based thereon, ignoring these materials can exert an irreparable effect on the target customers' attitudes. Moreover, the number of times a message is read usually draws the attention of the addressees more than anything else, and it seems that this can per se influence the effectiveness of the message in the customers' attitudes and behaviors (Duffy, 2015, p.128).

Message quality which is also called information or data quality, has drawn a lot of attention in the literature on marketing communications during the past decade. However, there is still no overall standard for evaluating the quality of the message. Usually, it is viewed as a multidimensional concept with different attributes depending on the researcher's philosophical perspectives. The message's quality means that the customer perceives that the information content disclosed by a company on its brand's page features high quality. According to Bae and Howang (2018), a message's quality can be divided into three sets: content quality, interaction quality and exhibition quality.

Study Method

In terms of the objectives, the present study is applied research, and, in terms of the implementation method, it is non-experimental research of the descriptive-correlation type. The study population included Instagram users who wanted to enrol in last second travel tours. Considering the unlimited number of the study population, the Cochran formula was used for determining the study sample volume. The sampling was carried out using the non-probability convenience method. The minimum study sample volume required for this research was 376 individuals. To ensure that the limits of the minimum required study sample volume have been passed, a total of 407 questionnaires were administered using the convenience sampling method amongst the respondents. In the end, 405 usable questionnaires were received, and the final analysis was carried out on 390 questionnaires.

In order to collect the data, use was made of field method and questionnaire. By referring to the last-second travel tour page on Instagram and following a conversation with the administrator thereof, the questionnaire was directly

distributed amongst some of the individuals who were following the page. To do so, the questionnaire was seminally designed by Google Docs, and it was received through Google Sheets.

Table 1: reliability figures related to the questions in the questionnaire

Variable	Cronbach's alpha coefficient
Logical attractiveness	0.90
Emotional attractiveness	0.88
Message's information	0.92
Interaction	0.87
Diversity	0.73
Willingness to participate in social media	0.79
Perceived value	0.75

In order to analyze the data, use was made of structural equation modeling with the assistance of SPSS and Smart SPLS software packages.

Findings

The mean, standard deviation and variance of the study variables have been given in table (1).

Table 2: the descriptive results of the study's variables

Variable	Number	Minimum	Maximum	Mean	SD	Variance
Willingness for participation in social media	390	2.00	5.00	3.64	0.609	0.371
Perceived value	388	2.38	5.00	3.60	0.414	0.172
Message's quality	390	2.74	5.00	3.73	0.349	0.122
Message's attractiveness	390	1.00	5.00	3.97	0.621	0.387

The results of table (2) indicated that the variable "willingness for participation in the social media" has a minimum value equal to 2, a maximum value equal to 5, a mean value equal to 3.64, standard deviation (SD) equal to 0.609 and a variance value equal to 0.371. Considering the fact that the obtained mean value is above the theoretical mean (i.e., 3), the willingness to take part in social media is at an appropriate level in the target community.

Furthermore, the perceived value was found with the following statistics: minimum=2.38, maximum=5.00, mean=3.60, SD=0.414 and variance=0.172. Considering the fact that the obtained mean is higher than the theoretical mean (3), the perceived value is at an appropriate level in the target community. The message's quality was found with the following statistics: minimum=2.74, maximum=5, mean=3.73, SD=0.349 and variance=0.122. Considering the fact

that the obtained mean value is larger than the theoretical mean, i.e., 3, the message's quality is consequently at an appropriate level in the target community. The message's attractiveness was found with the following statistics: minimum=1.00, maximum=5, mean=3.97, SD=0.621 and variance=0.387. Considering the fact that the obtained mean value is larger than the theoretical mean (3), the message's attractiveness has been extremely favored by the respondents in the target community.

Table 3: Kolmogorov-Smirnov test for the study's variables

	Test statistics	Significance level	Result
Perceived value	1.12	0.16	Normal
Willingness to participate in social media	2.08	0.000	Not normal
Message's quality	1.23	0.09	Normal
Message's attractiveness	4.08	0.001	Not normal

It is observed according to the table (3) that the significance value obtained for the study variables in the Kolmogorov-Smirnov test is below 0.05 except for the message's quality and perceived value. So, the study variables do not enjoy normal distribution. Next, the goodness of fit is examined in three parts of the measurement model, structural model and general model so as to see how much the research model is in proportion to the data collected from the statistical specimens.

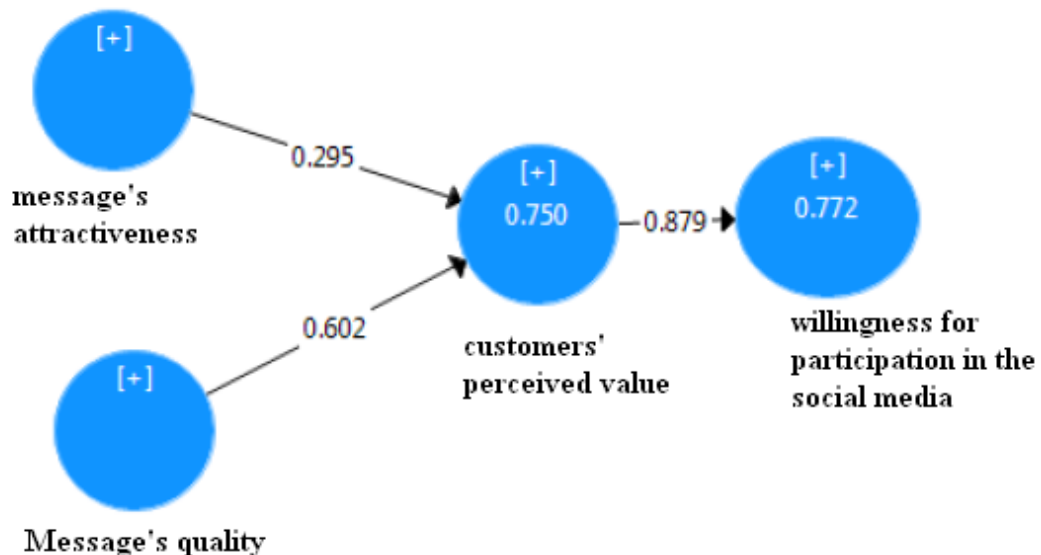


Figure (1): the study's general model in the state of standardized coefficients estimation

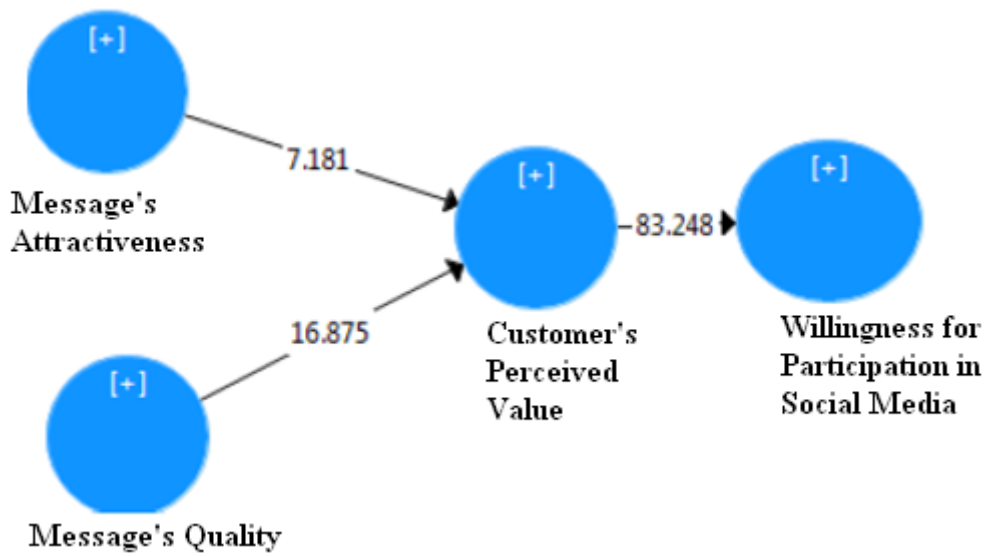


Figure (2): study's general model in the state of the t-statistic's significance coefficients

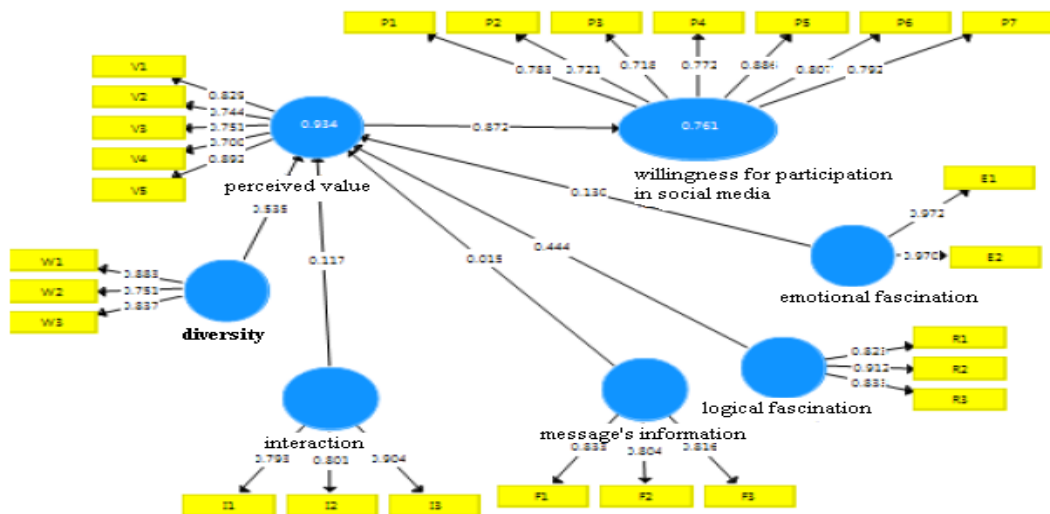


Figure (3): the study's final model in the state of standardized coefficients estimation

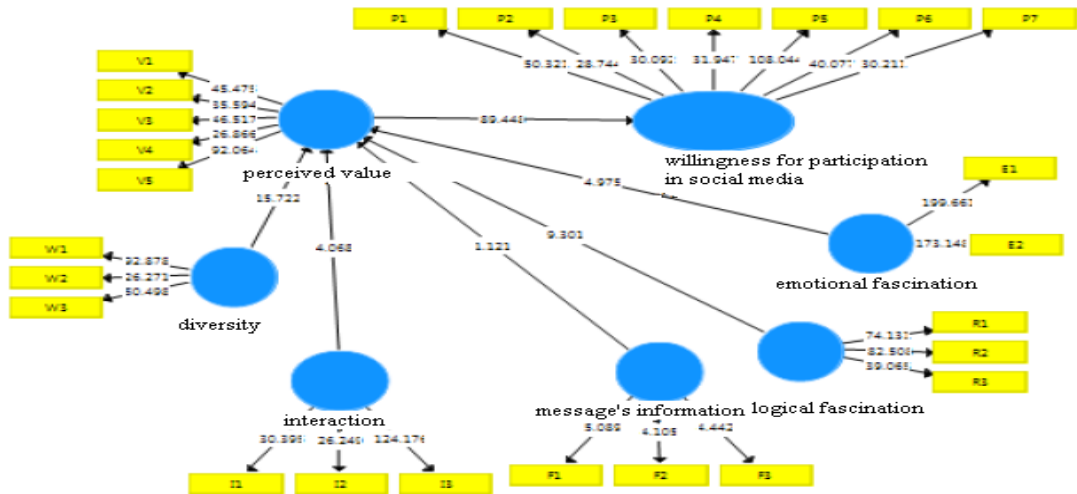


Figure (4): the study's final model in the state of the t-statistic's significance coefficients

Corresponding to the data analysis algorithm by means of the partial least squares (PLS) method, now the turn comes for the investigation of the Cronbach's alpha coefficient and combined reliability which express the variance ratios between each construct and its indices to the total construct's variance. The reliability coefficients larger than 0.7 are recognized as acceptable.

Table 4: questionnaire's reliability coefficient

Variable	Cronbach's alpha $\alpha > 0.7$	Combined reliability $CR > 0.7$
Willingness to participate in social media	0.735	0.850
Emotional attractiveness	0.93	0.97
Logical attractiveness	0.81	0.89
Interaction	0.78	0.87
Diversity	0.76	0.86
Message's information	0.75	0.85
Perceived value	0.84	0.85

In the present study and in order to examine the convergent validity, use was made of the extracted variance's mean index (AVE), which exhibits the correlation between a construct and its indices. Fornell and Larker (1981) introduced this scale for assessing the convergent validity and asserted that the critical value of this scale is 0.5, meaning that the values above 0.5 are indicative of acceptable convergent validity. The results obtained from the investigation of the convergent validity of the model's constructs have been presented in tables (4-15):

Table 5: convergent validity of the model's constructs based on AVE

Variable	AVE
Willingness to participate in social media	0.61
Emotional fascination	0.94
Logical attractiveness	0.73
Interaction	0.69
Diversity	0.68
Message's information	0.66
Perceived value	0.61

As it is observed in the table, the AVE value has been obtained equal to 0.5 for all of the model's constructs; hence the model's convergent validity, as well as the measurement model's goodness of fit, is confirmed. To show the independence of the concepts used in the study, the divergent validity was utilized as recommended in Fornell and Larker's method; the results can be seen in the table below.

Table 6: the investigation results of the model's divergent validity based on Fornell and Larker's matrix

	Willingness for participation in social media	Emotional attractiveness	Interaction	Diversity	Perceived value	Logical attractiveness	Message's information
Willingness for participation in social media	0.78						
Emotional attractiveness	0.65	0.97					
Interaction	0.70	0.45	0.83				
Diversity	0.86	0.72	0.64	0.82			
Perceived value	0.87	0.81	0.64	0.93	0.78		
Logical attractiveness	0.92	0.78	0.81	0.85	0.90	0.85	
Message's information	0.06	0.06	0.01	0.08	0.09	0.05	0.81

Based on the data analysis algorithm in the PLS method and after determining the measurement model's goodness of fit, the structural model's goodness of fit should be investigated. In this section, the R square and Q² scales are applied for estimating the structural model's goodness of fit. The obtained results are offered in the table (7).

Table 7: convergent validity of the model's constructs based on R² and Q² values

Variable	R ² amounts	Q ² amounts
Willingness to participate in social media	0.76	0.45
Emotional fascination	-	-
Interaction	-	-
Diversity	-	-
Perceived value	0.93	0.57
Logical attractiveness	-	-
Message's information	-	-

Considering the amounts obtained for Q² and the three scale values, i.e., 0.02, 0.15 and 0.30, respectively, for the weak, intermediate and strong values regarding the prediction power as specified by Hensler et al. (2009), the prediction power of the present model's variables is appropriate and acceptable hence the structural model's goodness of fit is confirmed. The general model's goodness of fit is examined now. Considering the mean of the constructs' shared amounts (first-order constructs' common values) and the R² means related to all of the model's indogenous constructs, the GOF value for the general model of the present study is equal to:

$$GOF = \sqrt{\text{Communalities} \times \overline{R^2}} = \sqrt{51 \times 0.84} = 0.891$$

Considering the three scale values introduced herein, i.e., 0.01, 0.25 and 0.36, respectively, as weak, intermediate and strong prediction power, the obtainment of 0.70 for GOF is indicative of the general model's strong goodness of fit.

Table 8: summary of the study results

Study hypothesis					t-value	Standard path coefficient	Test result	
H1	Message's attractiveness	→	Perceived value		Willingness to participate in social media	2.55	0.25	Confirmed
H2	Message's quality	→	Perceived value	→	Willingness to participate in social media	26.07	0.52	Confirmed
H3	Logical attractiveness	→	Perceived value	→	Willingness to participate in social media	38.01	0.38	Confirmed
H4	Emotional	→	Perceived	→	Willingness	11.05	0.11	Confirmed

	attractiveness		value		to participate in social media			
H5	Information's quality	→	Perceived value	→	Willingness to participate in social media	0.10	0.008	Rejected
H6	Interaction quality	→	Perceived value	→	Willingness to participation in social media	1.99	0.008	Confirmed
H7	Diversity's quality	→	Perceived value	→	Willingness for participation in social media	23.04	0.46	Confirmed

Conclusion

The present study aims at elaborating on the willingness to participate in social media with an emphasis on the intermediary role of the customer's perceived value. According to the results, it can be asserted that most of the respondents are male and most of them have BA education degrees, most of them were in an age range between 20 and 30 years, and most of them have traveled at least once in a year, and most of them visit the page every day. The variable "willingness for participation in social media" has a minimum value equal to 2, a maximum value equal to 5, a mean value equal to 3.64, a standard deviation equal to 0.609 and a variance equal to 0.371. According to the fact that the mean value is larger than the theoretical mean (i.e., 3), the willingness to participate in social media is at an appropriate level in the target community.

The message's quality was found with a minimum value of 2.74, a maximum value of 5, a mean value of 3.73, a standard deviation of 0.349 and a variance of 0.122. Considering the fact that the mean value has been found to be larger than the theoretical mean, i.e., 3, the message's quality is in an appropriate level in the target community. The variable "message's attractiveness" was found with a minimum value of 1.00m, a maximum value of 5, a mean value of 3.97, a standard deviation of 0.621 and a variance value of 0.387. Considering the fact that the obtained mean value is above the theoretical mean, i.e., 3, the message's attractiveness is found extremely optimal from the perspective of the respondents in the target community.

The results indicated that the z-statistic of the intermediary role played by the "perceived value" in the relationship between the message's attractiveness and the willingness to participate in the social media is significant and, because it is with a value of 2.55 falls beyond the specified span (-1.96 and 1.96), the intermediary role of the perceived value is consequently accepted with an impact coefficient of

0.25. This finding is consistent with the results obtained by Zhang and Du (2020), who found an impact intensity of 0.12, which is smaller than that of the present study. Additionally, the results indicated that the z-statistic of the intermediary role played by the perceived value in the relationship between the message's quality and the willingness to participate in the social media is significant and because it is beyond the span of -1.96 and 1.96, i.e., 26.07, hence the intermediary role of the perceived value is accepted with an impact intensity of 0.52.

The results indicated that the z-statistic of the intermediary role played by the perceived value in the relationship between the logical attractiveness and the willingness to participate in the social media is significant and because it falls beyond the range -1.96 and 1.96, i.e., 38.01 hence the intermediary role of the perceived value is accepted with an impact rate of 0.38. The results indicated that the z-statistic of the intermediary role played by perceived value in the relationship between the emotional attractiveness and willingness to participate in social media is 11.08, which is in a range between -1.96 and 1.96 hence the intermediary role of the perceived value is accepted with an impact intensity of 0.11.

The results indicated that the z-statistic of the intermediary role played by the perceived value in the relationship between the information quality and the willingness to participate in the social media is 0.10, which is in a range between -1.96 and 1.96 hence the intermediary role of the perceived value is rejected. The results indicated that the z-statistic of the intermediary role played by the z-statistic in the relationship between the interaction quality and the willingness for participate in the social media is 1.99, which is beyond the range between -1.96 and 1.96; hence the intermediary role of the perceived value is accepted with an impact intensity of 0.08. the results indicated that the z-statistic of the intermediary role played by the perceived value in the relationship between the diversity's quality and the willingness to participate in the social media is 1.99 and falls beyond the range between -1.96 and 1.96; hence the intermediary role of the perceived value is accepted with an impact intensity of 0.46.

Considering the confirmation of this hypothesis that the message's quality exerts a significant effect on the participation in the social media through the intermediation of the perceived value amongst the customers intending to buy the last-second travel tour tickets, it is suggested in line with the improvement of this index that information should be offered along with sufficient explanations regarding the price of the ticket, trips' length and destination's weather in the form of a diagram. On the other hand, considering the indices of the perceived value, it can be asserted that a low mean has been computed for the index "use of page" for spending time. To improve this index, it is suggested that weekly contests in the form of guessing the various places and destinations and their properties should be held on the page with several visitors competing with one another.

Considering the confirmation of the hypothesis "message's attractiveness influences the willingness for participation in the social media via the intermediary role played by the perceived value amongst the customers intending

to buy last-second travel tour tickets,” it can be stated based on the indices offered for message’s attractiveness that the index “offering special information about the last-second tours, has obtained a low mean so, in order to improve this index, it is suggested that enough information should be provided about the tour guides and the number of them and maps should be placed along with GPS locating tools for every place along with the information about the trip in film, application and paper formats. Moreover, based on the indices given for the variable “perceived value,” it can be asserted that the index “assisting the choice of the destination” has acquired a low mean; so, in order to improve this index, it is suggested that the visitors should be seminally inquired in the form of polling that which destinations they may choose based on the contingent costs and the users’ destination can be accordingly classified in every introduction based on such classes as a minimum, intermediate and maximum purchases.

Considering the confirmation of the hypothesis, “the interaction quality influences the willingness for participation in the social media via the intermediary role played by the perceived value amongst the customers intending to buy the last-second travel tour tickets,” it can be stated in line with the improvement of the index that information should be offered regarding the usefulness of the page based on its presentation of the latest tariffs in the source-destination countries” and the various places should be specified in terms of their appropriateness for certain trips such as exciting, adventurous, familial and so forth.

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