

## **Study and rank factors affecting Internet advertisements (Case Study: Tehran University, Farabi Campus, Qom)**

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**ABSTRACT:** *Nowadays the scholars and scientists examine the effect of internet on different areas of social, cultural, political and economic around the world. With the emergent of the internet businesses, the internet ads come to fore. Although in internet ads are less expensive than in comparison with total ad costs, but its growing rate indicates this fact that this field will be important in the near future in the realm of ad industry. Because of this, in this article it is attempted to extract the factors affecting ads by studied researches and then this effects are examined by a field research so that 10 main factors affecting internet ads are detected. Finally these ten factors were detected as following: product complexity, producing joy in user, preserving the status of the user, creating informative ads, creating amusement in user, ad cost, and the cooperation rate, the role of user's culture, ad complexity, and larger size of ad.*

**KEYWORDS:** *Advertisement, Internet, Effective parameters, Advertisement costs*

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### **I. INTRODUCTION**

Most people can't buy your products. Because they haven't money, time or they don't need it at all or are ignorant of it. Your market will be low if the customer hasn't enough money to buy your product. If the customer doesn't hear your voice, s/he treats you as if s/he doesn't see you.

Most people that you think they'll buy your product never hear something about that. Today's options are so wide that people are not easily exposed to public media. The busy customers ignore unwanted advertisements. Sending and broadcasting unwanted advertisements cause customer to become discontent. Gaining customer's satisfaction and increasing advertisement objectives are considered by advertisement companies and agencies. Therefore the viewer of detected Advertisement should gain the content of the advertisement in a special time and place (Mohamadian, 1388).

There are different definitions of Advertisements in many books. For example we can point to the below definitions. Ads are strategic processes that provide suitable information about goods and services to the customers and effective persuading of consumers for buying services and products (Motavali, 1372). In other definition ads are providing non-personal information that are paid with the aim of persuasion for buying goods, services or ideas of special people and by different media (Tofflinger, 1996). As noted in the above definition, advertisement is broadcasted through different media such as newspaper, magazine, radio, TV and... . Internet device has been added to advertisement devices. The growth of ads in internet in comparison with ads in traditional media has been high, as with the elapse of 40 years from advent of radio its users became 50 millions and TV gained this rate after 15 years from its emergence but internet gained this rate just after 4 years (1999,Fox). This article tries to present strategies for using internet ads in Iran.

#### **The trend of internet ads in the world**

Internet ads from the emergence (1994) until 2000 have developed a lot. The income amount of the internet ads in 1996 has been 267 million dollars and this number has risen to 8078 million dollars in 2000. But this growth has decreased between years 2001 and 2002. The growth trend has changed and then this industry has had a positive change. The income level of internet ads in 2006 was about 17 milliard dollars. The following diagram shows the growth income level of internet ads between years 2001 to 2009.

Diagram 1. Internet ads income from 2001 to 2009.

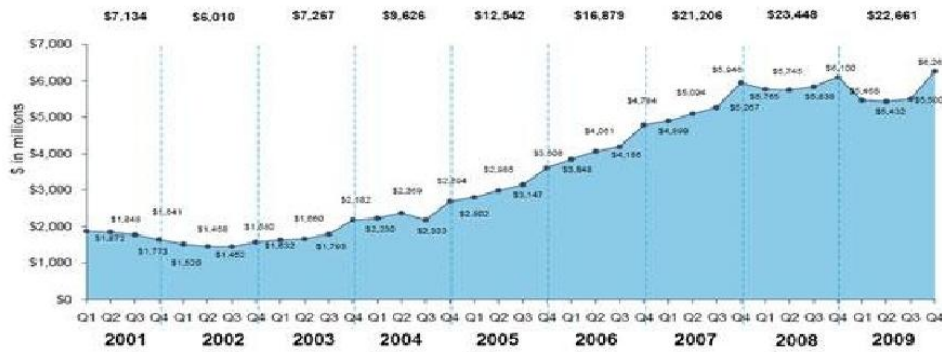


Figure 1: Internet advertisements revenues from 2001 to 2009

**Litratione**

Internet growth has brought about a virtual culture that has a special form of trends, society members and it is the method of expressing feelings for people which are suitable for people who are engaged in the process of production and marketing of web (Kamran et al, 2008). The importance of internet market with the increase of internet users is duplicated and brings about modern method in marketing named internet marketing that its most important aspect is the process of cooperation with the customer. Therefore in the area of the internet marketing it is needed to combine marketing with its traditional one. Therefore the first coherent model of marketing was presented by Nilberden that had 12 variables (Constandintez, 2002). In the year 1960 Mac categorized 12 suggested variables by Nilberden in four groups of price, product, distribution and promotion. In this combined marketing, promotion has been presented differently that internet ad is one of its main parts. The importance of this aspect is as though that many of the companies spend yearly milliard dollars for ads in different media (Boolic, 2000). Therefore it can be said that with the fast growth of internet, traditional media has been influenced and has changed the trade growth. Many of the institutes have applied internet in marketing and product sales and today web has transformed into the most important ad media. Internet in comparison with the traditional media has lower price and universal availability. Internet ads provide media as a device for disseminating information for costumers in the framework of different scenarios and bring about interaction between institute and customer. Also this media introduces objective markets and obviating customers' needs. Therefore the propagation agents seek to engage in market partition and examining customers' needs more exactly and this case increases the value of trade mark and creating better trade image from institute and improving institute-customer interaction (Wua, 2008).

The interactions used in internet especially internet ads are performed in two dimensions of human-human interaction (bilateral communications such as bilateral talk, interpersonal interaction, response role interaction and bilateral relations) (Ko 2005). On the basis of study about effectiveness of SMS ads, motivation, ad source, attractiveness and product complexity were examined (Dimitris et al, 2007). The effective parameters were introduced as following, social factors (gender, age, income, education, culture), internet experiences (web transfer speed, internet use frequency, ease with internet), normative ideas, intention for shopping, motivation for shopping, personal characteristics (creativity), experience (emotion, trend), mental cognition (risk cognition, usefulness cognition, shopping speed by web, experience) and the experience of shopping in line (shopping in line frequencies, the satisfaction level form previous shopping). The motivations for using internet based on a study in 1999 done by Rogers were grouped in four categories search, shopping, recreation and amusement. Mr. Chan Yan Yu tried to detect factors affecting the process of the pre consideration of internet ads and test the relation between them in the process of the pre consideration and effectiveness of ads. He found that there is potential relation between product and memory performance as the result of pre consideration of internet ads. The message superiority in internet ads based on the study of Blackwell and Engel (2001) depends on motivation, the feeling of change, color, size, intensity, astonishment, distinction and amusement and according to Stuart and Fars (1986) it depends on its show time. The message superiority in internet ads also depends on larger size, potent animation, motivation (Coyle and Thorson, 2000). Another characteristic of a message is its intonation. A positive message focuses on potent interest of shopping or product consumption and a negative message reminds the potential interests which are lost by not buying the product (Shiv, Edell and Payne 1997). Based on the study of Junghyun the intention of using web depends on motivation and the quality of web. Based on the findings of these research characteristics such as health, interaction, trend and information speed are among the effective quality factors in distribution of product data.

Because of the wide studies, this material is presented in the form of table 2.

Table 2: Some of the studies performed about internet ads

row	year	writer	Results
1	1985	Laurent, Kapfer	In this research the complexity of product is an essential factor for the behavior of consumer in response to the ad. When the complexity of the product is high, customers actively process more ads and spend much time about the data for product. With the

			frequency of ad also the little invisible effects can bring about big differences between various trademarks.
2	1989	Ringold	Three factors in communication in visualization in ad are recreation, status and position.
3	1996	Ducoffe	In this model informing, recreation and motivation are three variations superior from ad values which affect attitudes toward internet ads. Results showed that recreation and informing are two strategies mostly used in internet ads.
4	1996	Bertoon et al	Many studies have been done about internet and many traits have been specified. These traits are interaction, removing distances, lower launching costs, aim, universality and easy access.
5	1998	Previte	In this research the attitude of the customer to the ad has been evaluated. Findings showed that newer users having one year experience have positive attitudes than older users having 4 year experience. The result showed that users have negative attitude to the internet ads.
6	2010	Brettel et al	This research is related to the effective role of internet ads in relation to the cultural differences. National culture also affects internet ads. Culture affects on the way of processing internet ads. In this research the effect of culture on the cognition of ads in the world was examined.
7	2009	Wong et al	In this research 5 factors affecting customer's attitudes were examined: amusement, data caving, credit, economy, and deviation of the value.
8	2010	Sun et al	This research examine the difference between men's and women' attitudes to evaluation of the internet ads and examined the role of gender in these attitudes and the results showed that informing for men and amusement for women has positive effect.
9	2010	Kan Shia Lion	This research examines the effect of gender on interned ads in Taiwan. The result showed that people have pleasant attitude to more complex products with interaction and men show more pleasant attitudes to internet ads with interaction.
10	2010	Peters	This was about ad complexity and its effect on customer's attitude to internet ads and complexity of trait and design was negative and positive respectively.
11	2011	Kim et al	The traits of electronic services like availability, personification, space, and enough data were examined. This research showed differences for men's' and women's' websites in relation to the quality level of the electronic services.
12	2012	Mohamadian et al	In this research the effective factors were categorized into sis groups market, product, human force, content and motivations and ads.
13	1386	Mohamadian	The result of this research shows companies should use suitable tactics in their ad programs with regard to life curve of their product and services
14	2001	Dahlen	This research indicates that minor users are affected by motivating ads more. While the permanent users ignore the external elements and seek their own aim.
15	2001	Janiszewski and Meyvis	In this research the trademark with low popularity doent attracts the attention of the customer. So the customers that have a positive image of a trademark focus more on the message content and the customers that have a negative image of a trademark focus more on the message structure.
16	2005	Koo	Interaction between human-human in internet ads (like bilateral communications, response interaction and interpersonal interactions) and human with message (selection, manipulation, tracking, guidance, speed and reforming of content and form) are performed.
17	2007	Dimitris et al	According to this study the SMS ads and their effects, parameters affecting the purchase intention of the customer, motivation, ad source, product complexity and their attitude to the ads were considered.
18	2007	Lina et al	According to the study of line purchase, social factors (gender, age, income, education, culture) internet experiences ( speed of web transfer, frequency using of internet, ease with internet), norms, intention of purchase, purchase motivation, personal traits, in line experience (feeling, trend) mental cognition (risk cognition, interest, speed of web purchase, experience) the experience of line purchaser were introduced as effective parameters.
19	1999	Rogers	On the basis of this study usage of internet grouped in four categories search, buy, recreation and amusement
20	2011	Chan Yan Yu	He tried to detect affective factors on the process of pre consideration and their relations in this process and to test the effectiveness of the ads. He found that there is a relationship between product engagement and implicit performance of memory.
21	2001	Blackwell and Angel	On the basis of this study, the superiority of message in internet ads depends on the motivation, feeling of change, color size, intensity, amazement, and recreation
22	1986	Stewart and Furse	On the basis of this study, the superiority of message in internet ads depends on the frequency of its broadcasting
23	2000	COYLE and Thorson	On the basis of this study, the superiority of internet ads depends on the larger size, potent animation, motivation and vivation.

On the basis of the results the 75 factors affecting internet ads detected and summarized in table 3

Table 3-the effective elements extracted from table one

Row	Effective factors of internet ads
1	Ad complexity
2	Making the user happy
3	Preserving the status of the user
4	Being an informative ad
5	Amusing user
6	Ad costs
7	Level of created interaction
8	The role of user's culture
9	Ad complexity
10	Larger size of ad
11	Creating motivation
12	Preparing potent motivation
13	Frequency broadcasting of ad
14	Social factors (gender, age, income, education, culture)
15	Internet experiences (web transfer speed, frequency of using from internet, ease with working with internet)
16	Personal characteristics (creativity)
17	Experience of line purchase (line purchase frequencies, satisfaction level with previous purchases)
18	Mental cognition (risk cognition, interest, speed with web purchase, experience)
19	Credit of ad sources
20	Using internet and positive message
21	Using internet and negative message
22	Using ad and contrastive message
23	Availability of system
24	Personification
25	Private space
26	Observing symbols and signs
27	Access to enough data
28	Using suitable title
29	Making user think
30	Starting ad with an explanation
31	Using helpful words for deciding
32	Starting ad with a challenge
33	Expressing address and telephone number
34	Knowing life cycle steps of product
35	Detecting suitable web site for ad
36	Detecting good figuration for internet ads
37	Expressing lost interest from not buying the product
38	Expressing gained interest from buying the product
39	Level of visitors from desired site
40	Level of knowledge with product
41	Showing expected experience from consumption
42	Knowing methods of internet ads
43	Using encouraging expressions
44	Speed of internet network
45	Access restrictions (regulations, filtering, access level...)
46	Internet substructures
47	Paying attention to decreased wait time of user for seeing ad
48	Hardware and software technologies of users
49	Sending ad messages for people with great ideas and taking risks
50	Receiving ad from friends and internet users
51	Knowing gender differences
52	Pointing to age requirements
53	Kind of users (permanent, usual and in case)
54	Using extraordinary motivations
55	Knowing internet user's motivations
56	Pretty combinations of the colors
57	Position and location of ads
58	Focus on the country's label (if the image is positive)
59	Knowing customers
60	Knowing industry

61	Knowing business
62	Knowing product
63	Knowing access of objective group to the products
64	Knowing different aspects of milieu
65	Knowing values and norms
66	Knowing how to evaluate receiver of the product in relation to the other products
67	Level of user's skill with the computer
68	Level of user's skill with the internet
69	Level of the universality of the product (if the product is exported)
70	Brand rate of the product
71	Using synchronously from many channels
72	Point to the suitable time for ads
73	Holding contest with rewards
74	Using famous people in ads
75	Personification in ads

### Community and statistical sample

The statistical sample of this research is Tehran University (Farabi Complex) and 300 students were selected randomly and the questionnaire was sent for them by email.

### Research and data collecting method

The research method is descriptive and data collection method is by questionnaire the factors extracted from the existent literature and each of the 75 factors was tested by Likert extremes. For approving the content, the questionnaires were sent to 10 university management professors and the questionnaire was distributed in a small sample after assessing and reforming and then Brownback alpha test was applied for final examination.

Brownback alpha coefficient calculated was .783 and the credit of the questionnaire was meaningfully  $p = .001$ . After ensuring standard factors, the questionnaire was sent to 300 students that 230 questionnaires were answered and 200 questionnaires were approved. In the section of analysis the average of scores and their variance were measured and rated.

### Results and finding.

#### 1. Examining the properties of population

The first part of the questionnaire was related to population traits that the results are presented in the following table. As we can see among the 147 responders, 73.5% were male. Also more than 60% of the responders were have got B.A. degrees.

Table4- demographic characteristics of respondent.

percent	frequency	Explanation	
26/5	53	Female	<b>gender</b>
73/5	147	Male	
100	200	Total	
60/5	121	B.A	<b>Education</b>
17/5	35	M.A	
17/0	34	Phd	
100	200	Total	
35/0	70	Less than one hour	<b>Rate of internet use</b>
54/5	109	Between 1 to 4 hours	
5/0	10	Between 4 to 8 hours	
5/5	11	More than 8 hours	
100	200	Total	
23/5	47	18 to 25 years	<b>Age</b>
39/5	79	25 to 35 years	
17	34	35 to 45 years	
13	26	45 to 55 years	
7	14	Higher than 55	
100	200	Total	

Most of respondents often use internet between 1 to 4 hours a day but 35% use internet less than one hour a day. Also 63% of the respondents have the age less than 35.

## 2. Rating effective factors

As we said earlier, among the 75 factors which were superiorly rated, 10 factors are in superiority which has been presented in the following table. In the appendix 1 total rating has been presented. The most important factor is detecting suitable website for ads and after that comes the credit of ad sources. Social factors are in the third rate and other factors have been rated as following.

Table 5 - Average score and ranking the factors

Priority	S.D	Average	Factor	Eow
1	0/93	4/73	Determining the proper website to product advertising	1
2	0/85	4/63	Source credibility advertisements	2
3	1/12	4/59	Social factors (gender, age, income, education, culture)	3
4	0/91	4/56	Given principle of proper time of advertisement	4
5	0/97	4/55	Knowing the users' motivations for using the Internet	5
6	0/99	4/53	Providing dynamic animation	6
7	1/01	4/52	How much a product becomes brand.	7
8	1/04	4/51	Visitors of the site	8
9	0/98	4/49	Determining the appropriate form of Internet advertising for the product	9
9	0/94	4/49	Internet infrastructure	10

## CONCLUSION

As there are 32 million internet users in Iran and about half of Iran's population has access to internet, this shows the importance of internet ads. So it is necessary to focus on internet ads and factors affecting that. Also the results of this research show that all of the 75 factors are necessary as following:

1. Detecting suitable website for ads is the most important one. But you should note in choosing website for example if a product is not exported, it is not necessary to advertise it in the foreign sites.
2. The credit of source of ads is at the second rate. Therefore the origin and target of ads is important.
3. Social factors (gender, age, income, education, culture) are the third factor therefore the website of the users is selected on the basis of these factors.
4. Considering the time of the advertising is important for example if you are planning a vacation tour for Nourous days, you should advertise in the 11<sup>th</sup> or 12<sup>th</sup> months.
5. the fifth factor is to know the motivations of the users. For example if the motivation of the users is seeing film and clips, you should render this service in the presenting sites.
6. The 6<sup>th</sup> factor is preparing potent animations. However using active animations can be effective in encouraging the user
7. The 7<sup>th</sup> factor is the level of becoming a brand. And the level of brand can affect in designing and choosing website.
8. The level of visiting the site is important. It is important the ads shoed in a mostly viewed site.
9. Internet substructures are a main substructure factor. Advertising a product in a county is void if only 5% of the people there have access to the internet.
10. The skill level of user with the internet is the 10<sup>th</sup> factor however is intended to advertise in internet and it is required to have internet education.

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Appendix 1 superiority of factors

superirity	Deviation rate	average	factor	row
1	0/93	4/73	Detecting suitable website for advertising the product	1
2	0/85	4/63	Credit of ad sources	2
3	1/01	4/59	Social factors (gender, age, income, education, culture)	3
4	0/91	4/56	Point to the suitable time for advertising	4
5	0/97	4/55	Detecting the motivation of internet users	5
6	0/99	4/53	Preparing potent animation	6
7	1/01	4/52	Brand rate of the product	7
8	1/04	4/51	Rate of visit from the desired site	8
9	0/98	4/49	Detecting suitable design for advertising	9
9	0/94	4/49	Internet substructures	10
10	0/98	4/48	Level of users skill with the internet	11
11	0/94	4/47	Speed of internet network	12
12	0/85	4/46	The extent of web exportation of the product	13
13	0/93	4/43	Internet business(web transfer speed, frequency using from internet, ease of working with internet)	14
14	0/98	4/40	Observing the rules and symbols	15
15	1/01	4/39	Creating refresh for user	16
15	1/01	4/39	Being informative ad	17
16	0/88	4/34	Kind of internet users(usual, permanent, occasionally)	18
17	0/94	4/34	Aware of gender differences	19
17	0/85	4/34	Knowing customers	20
18	0/91	4/32	Cooperation rate	21
19	0/82	4/32	Detecting the methods of internet ads	22
20	1/01	4/30	Using suitable title	23
21	0/98	4/27	Creating motivation	24
22	0/94	4/26	Holding contest with rewards for each ad	25
23	0/85	4/24	Access to enough data	26

24	1/12	4/23	Position and location of ad	27
24	0/89	4/23	Focusing on your own country's label (in it has positive image)	28
25	1/03	4/22	Using motivating and encouraging expressions	29
26	0/94	4/21	The role of user's culture	30
27	1/01	4/18	The level of users' knowledge with the product	31
28	1/01	4/17	Level of user's skill with computer	32
29	0/93	4/16	Knowing life cycle steps of the product	33
30	0/93	4/15	Access restrictions (regulations, filtering,access levels,...)	34
30	1/01	4/15	Beautiful combinations of colors	35
31	0/85	4/13	Amusement of user	36
31	1/03	4/13	Knowing business	37
32	1/03	4/12	Using many channels synchronously	38
33	1/01	4/11	Knowing industry	39
33	0/94	4/11	Knowing values and norms	40
34	0/94	4/09	Knowing product	41
35	1/03	4/04	Preserving the statues of the user	42
35	0/93	4/04	Larger size of ad	43
35	0/87	4/04	Showing expected experience from consumption	44
36	1/14	3/98	The frequency of showing ad	45
36	0/94	3/98	Availability of system	46
36	1/14	3/98	Receiving ad from friends and users	47
36	0/93	3/98	Paying attention to age requirements	48
37	1/03	3/97	Making user think	49
38	1/04	3/89	Personal characteristics (creativity)	50
39	0/85	3/88	Using ads and positive message	51
39	0/94	3/88	Using famous people in ads	52
40	0/94	3/82	Ad complexity	53
41	0/93	3/78	Expressing lost interests from not choosing the product	54
41	1/01	3/78	Expressing gained interests from choosing the product	55
42	0/91	3/77	Using comparative ads and messages	56
43	0/98	3/76	The level of software and hardware technologies of users	57
44	1/04	3/69	Ad complexity	58
45	1/01	3/61	Personification in ads	59
46	0/94	3/56	Making exclusive	60
46	0/94	3/56	Starting ad with an explanation	61
46	1/01	3/56	Expressing address and phone number	62
47	0/93	3/52	Using helpful words for deciding	63
48	1/01	3/50	Starting ad with a challenge	64
49	0/99	3/45	Sending ad to persons with ideas and daring to risk	65
50	0/94	3/43	Knowing how to evaluate the receiver of product in relation to the other products	66
51	1/01	3/37	The experience of line buying( times of line purchase, the level of satisfaction from previous line purchases)	67
52	0/84	3/35	Ad costs	68
53	1/03	3/34	Mental appreciation (appreciation of risk, interest, seed with web purchase, experience)	69
53	0/93	3/34	Point to decreasing wait time of user for seeing ad	70
54	0/84	3/23	Using negative ads and messages	71
54	1/01	3/23	Private space	72
54	0/84	3/23	Using extraordinary motivations	73
54	0/91	3/23	Knowing different aspects of ad	74
55	0/85	3/13	Knowing objective group's access to the ads	75