

Design and explication of the role-playing pattern of the phenomenon of guilty pleasure in the audience of social media advertising (Mixed method approach)

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Abstract

This research was conducted to design and explain the role-playing pattern of the phenomenon of the pleasure of sin in online social media advertising. This research is applied in terms of objective, exploratory in terms of approach, and mixed (qualitative-quantitative) in terms of data analysis methodology. In the qualitative phase of the research and in order to design a model based on the grounded theory methodology, a group of experts, including university professors, senior managers, and experienced consultants in the fields of psychology and social media-based marketing were selected and subjected to in-depth interviews. In this phase, the theoretical sampling method was used, and this process continued until theoretical saturation was reached by the researcher, resulting in a total of 11 interviews being conducted. In the quantitative phase, the online social media audience (specifically Instagram users) in Tabriz city was considered as the population, and among them, 400 individuals were selected as the sample using a convenience random sampling method. In the qualitative phase of the research, due to the use of the grounded theory method, the main data collection tool was semi-structured, in-depth interviews with experts. In the quantitative phase of the research, the main data collection tool was a structured questionnaire developed by the researcher consisting of 16 items, designed based on the initial conceptual model, research literature, and data obtained from interviews. In the quantitative phase of the research, SPSS and LISREL software were used for descriptive and inferential analysis. Ultimately, the research results led to the design of the role-playing model of the pleasure of sin phenomenon in online social media advertising, which was confirmed after quantitative testing.

Keywords: social media marketing, the phenomenon of pleasure of sin, Instagram, effectiveness of digital advertising
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1 Introduction

The changes in today's world of technology have created various challenges for organizations and led to intense competition in the business world. One of these challenges is the widespread use of social media platforms such as

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Instagram, Telegram, LinkedIn, WhatsApp, etc., through smartphones, making information available anytime and anywhere, enabling better communication between customers and companies. Over the past decade, social media has attracted significant attention and has been established as a major channel for communication and the dissemination of information. In these circumstances, successful organizations are those that utilize management tools and innovative technologies to their advantage, leveraging the opportunities created to foster greater customer commitment and repeat consumption, thereby providing added economic value to shareholders [6]. In this regard, it is worth mentioning that the increasing proliferation of social media has led to widespread use and impact on various aspects of human life. Among these, marketing strategies have also been influenced by this social phenomenon [12, 29]. One of the modern marketing tools is social network marketing. Social network marketing refers to the process of attracting the attention of the public to a particular individual, topic, or brand. Social media marketing activities typically focus on two main axes: (1) generating content that can capture the attention of social media audiences, and (2) producing content that not only captures attention but also encourages audiences to share it [16].

One of the most prevalent types of advertisements is commercial advertising, which is based on the process of attracting audiences in commercial advertising by informing them through social media, assisting them in making purchasing decisions, and consuming advertised products. This creates healthy competition among advertisers and facilitates economic turnover [11]. In Iran, social media marketing has become very prevalent. The activities of small to medium-sized Iranian companies on various social media platforms are due to the large number of these companies, the global expansion of social media usage, and the remarkable reception of Iranian audiences to social media [1].

Studies show that the effectiveness of advertisements presented on social networks can directly influence customers' attitudes towards the brand and their attitude towards the advertisement, and as a result of this influence, customers' purchasing intentions will also be affected [10, 23]. For this reason, businesses make every effort to ensure that their advertisements on social networks have the greatest impact on their audience, and in this process, they also greatly benefit from psychological sciences. In this regard, researchers in the field of psychology have extensively examined the feeling of guilt. Guilt is a moral emotion, or more precisely, a self-conscious moral emotion. Typically, guilt arises from a focus on wrongdoing and is mixed with shame. The concept of sinful pleasure is widely used in advertising. The utilization of women in advertisements, consuming childlike snacks, dancing, mixed gatherings of boys and girls, the use of suggestive elements, employing upbeat music, wearing brightly colored clothes for adults, and more, all represent aspects of utilizing this concept [18]. Guilt is associated with feelings of remorse, tension, and anxiety about being guilty and punished for a crime, or failing to fulfil a duty or conscience. Despite recognizing that there are various types of guilt and it is experienced in different circumstances, guilt remains a universal feeling [28].

In modern marketing advertising, the phenomenon of guilty pleasure (hidden pleasure) has received attention and scrutiny. Numerous studies have shown that advertisements can evoke feelings of guilt as a distinct emotion [22]. In fact, sinful pleasures are those that people should not openly enjoy, but they derive pleasure from them in their minds and secretly [7, 19].

Studies on guilt primarily focus on the appealing aspects of guilt in relation to the misuse of alcoholic beverages and tobacco [21], inclination towards charitable donations, green behaviors, and fulfilling social responsibilities [3], or the development of social investment [5].

In this area of study, it has been demonstrated that the use of the sinful pleasure phenomenon is highly prevalent in advertising luxury goods [17]. While the use of the sinful pleasure phenomenon can serve as a stimulus for purchasing, it also entails risks. This is because individuals may experience negative mental reactions after being persuaded towards advertisements for products or services that stimulate hidden pleasure, potentially reducing their loyalty to the brand and product [24].

With a close look at the research conducted in the field of marketing and social media-based advertising in the country, we face a clear gap in the studies regarding the phenomenon of guilty pleasure. So far, none of the domestic research has comprehensively and coherently addressed the role-playing of the sinful pleasure phenomenon in social media advertising. Therefore, we are currently dealing with an opaque and ambiguous space in this regard. Therefore, the present research aims to answer the following main question through designing a scientific and systematic methodology: "What is the pattern of formation and role-playing of the phenomenon of guilty pleasure in the audience of social media advertising, particularly on Instagram?" Transparently, this study intends to clarify how the phenomenon of guilty pleasure shapes the audience within the space of online advertising on the popular social media platform, Instagram, and how this phenomenon affects the effectiveness of the advertising process.

2 Research background

Arabshahi and Karavi [2] published an article titled 'Investigating the impact of social media marketing on the intention of electronic verbal advertising with the mediating role of customer engagement (case study: Instagram users).' The results of this study indicated that social media marketing and customer engagement have a significant and positive impact on electronic verbal advertising. Additionally, the significant effect of social media marketing on customer engagement was also reported. According to the findings, social media marketing also had a significant effect on electronic verbal advertising with the mediating role of customer engagement on Instagram. Ghorbani Dinani and Mohammadi Hasanlouie [12] published an article titled 'The Impact of Social Media Usage in Industrial Marketing on Competitive Advantage and Adaptive Sales.' The results of this study showed that various factors, such as learning orientation, attitude towards social media usage, and skill in using social media, influence the use of social media. On the other hand, the use of social media also affects customer adaptive behavior and enhances the overall competitive advantage. Karimi and Karbasian [16] published an article titled 'The Impact of Social Media Marketing Activities on Brand Valuation and Customer Response (Case Study: Aviation Industry).' The results and findings of this study indicate that social media marketing activities significantly affect brand awareness and brand image. However, brand awareness did not have any impact on electronic word-of-mouth marketing in the aviation industry. Additionally, brand image did not have a significant effect on electronic word-of-mouth marketing and commitment. Salavatiyan et al. [25] published an article titled 'Factors Affecting the Marketing of Iranian Cinema Films Through Social Media.' In this article, the Delphi method was used in three rounds to identify the influential factors on the marketing of Iranian cinema films through social media. 18 experts in the fields of communications, media economics, and marketing were members of the Delphi panel. Ultimately, technical factors including 'security of social media,' and 'graphic quality of social media,' content factors including 'film quality,' 'attractiveness of uploaded teasers or announcements,' 'posting attractive dialogues,' 'comments from those who have seen the film,' 'critics' and cinema professionals' comments,' and 'presence of cinema stars,' process factors including 'correct selection of social media,' 'popularity of social media,' 'word-of-mouth marketing,' 'formation of film interest groups,' 'interaction and communication with users,' 'creation of a social page during film production,' 'understanding the audience,' 'broadcasting behind-the-scenes and film gossip,' and 'advertising by fans,' and message management-related factors including 'publication of appropriate and accurate information' reached a consensus among the experts. Hamidi and Fazeli [13] published an article titled 'Investigating the Factors Affecting Customer Acceptance of Advertisements in Social Media Marketing.' The evaluation results of the reviewed articles in this study indicated that word-of-mouth advertising is the most influential factor in customer acceptance of advertisements in social media marketing. By utilizing this investigation and its findings, suggestions can be made to improve relationships between sellers and customers. Akhavan Kharrazian et al. [1] published an article titled 'Identification and Ranking of Social Media Functions in Small and Medium-Sized Enterprises from the Perspective of Iranian Stakeholders.' The results of the factor analysis identified sales functions and advertising effectiveness, branding, cost, improvement of employee communications, organizational effectiveness, and knowledge management. Subsequently, using the ANP method and expert opinion from the field of social media, the superiority of functions over each other was recognized. Sales and advertising effectiveness, with a weight of 0.349, had the highest value, while organizational effectiveness and knowledge management, with a weight of 0.07, had the lowest value. Shafiei Nikabadi and Zarei [27] published an article titled 'The Effectiveness of Social Media Advertising.' According to the findings of this research, the entertainment value of advertisements, the feelings of annoyance and irritation, and the informativeness of advertisements influence users' attitudes toward advertising. Furthermore, users' attitudes toward advertising also affect the acceptance of advertisements as a fundamental factor in the effectiveness of advertising. Ferdowsi and Azarpeyma [9] published an article titled 'The Impact of Electronic Word-of-Mouth Advertising on Purchase Intention Through Trust and Company Image Among Social Media Users.' The findings of this research indicate that electronic word-of-mouth advertising has a significant and positive impact on customers' purchase intentions. It was also established that the company image influences the relationship between factors affecting electronic word-of-mouth advertising and purchase intention. Meghdadi Kasaei [20] published a research titled 'Investigating the Impact of Social Media Marketing on the Effectiveness of Advertising and Attracting Health Tourists' as a Master's thesis. The research results indicate that dimensions of social media marketing such as networking and increasing website traffic, attracting attention, engaging users' thoughts and emotions, cost-effectiveness of user-generated content, encouraging user participation and collaboration, utilizing platforms like websites and online networks, establishing credibility and strengthening user identity are placed in the interpretive structural modeling at the lowest level, namely the third level. This implies a significant influence on other dimensions, including the effectiveness of advertising (convincing individuals to travel through advertising), brand/product recall through advertising, informing/raising awareness through advertising, and attracting health tourists. However, interactive two-way conversations and receiving feedback are only one dimension of social media marketing, which is placed at level one, meaning it has high dependence on other dimensions. Due

to its interactive nature, it is highly susceptible and heavily reliant on other dimensions, and it also has significant penetration and influence on other dimensions. An important point in this regard is that any change in these dimensions can lead to changes in other dimensions of the variables under study. Overall, the answer to all three main research questions is positive, meaning social media marketing has a significant impact on both the effectiveness of advertising and attracting health tourists. Based on the results of this study, it is appropriate for the responsible institutions for the management and development of health tourism in Gilan province and the country as a whole to prioritize support, strategies, policies, programs, and the necessary financial, human, hardware, and software resources to bring about a transformation from traditional mass media-based marketing (one-way communication system) to modern social media-based marketing. The prominent feature of which is interactive two-way conversations and feedback reception (two-way communication system (several to several)), should be the cornerstone of communication, advertising, and marketing plans for health tourism. Seydan and Khoon Siavash [26] published an article entitled 'A Review of Factors Influencing Electronic Word-of-Mouth Marketing on Social Networks.' The results of this study indicated that factors such as brand value, customer perception value, positive customer experiences, competitors' activities, and message content can have a significant impact on electronic word-of-mouth marketing on social networks. Emadi [8] published a research study titled 'Investigating the Function of Social Networks on Online Purchase Intention with the Mediation of Brand Awareness and Willingness to Use Online Social Networks (Mobile Phone and Laptop Products)' as a master's thesis. The results of this research indicate the positive impact of social networks on purchase intention, the characteristics of social networks on willingness to use them, the willingness to use social networks on brand awareness, and the lack of positive influence of willingness to use social networks on purchase intention and brand awareness. Elder et al. [7] published an article titled 'Guilty displeasures: How imagined guilt dampens consumer enjoyment'. The results of this study showed that consumers' adherence to guilty approaches in food advertising (such as overeating, consuming high-calorie foods, etc.) can create a sense of guilt in them and diminish their enjoyment in future consumption. Florenthal [10] published an article titled 'Young consumers' motivational drivers of brand engagement behavior on social media sites.' The results of this research indicated that in the realm of social networks, young consumers, influenced by factors such as brand power, membership in peer groups, self-presentation in the presence of others, etc., strive to establish interactive behaviors with brands. Lyons et al. [19] published an article titled 'Guilt-free pleasures: how premium and luxury influence regret.' According to the findings of this research, the phenomenon of guilty pleasure in luxury advertisements has strong effects, while on the contrary, luxury can also bring feelings of guilt and regret along with it. Soscia et al. [28] published an article titled 'Advertising guilt-laden vacations: The cross-cultural efficacy of a guilt decreasing appeal.' The results of this study showed that different cultures require different strategies regarding how to utilize the phenomenon of guilty pleasure in the field of tourism and holiday advertising. Hussain et al. [15] published an article titled 'Consumers' online information adoption behavior: Motives and antecedents of electronic word of mouth communications.' The results of this study showed that electronic word-of-mouth advertising influences the credibility of advertisements on the quality of discussion and opinion expression, as well as perceived risk. Additionally, the quality of discussion and opinion expression affects the perceived usefulness of information, ultimately influencing consumers' acceptance of information. Lancellotti and Thomas [18] conducted a study titled 'Men hate it, women love it: Guilty pleasure advertising messages.' The results of this research indicated that in the effectiveness of sinful advertising messages, gender plays a significant role in shaping the mental imagery of the audience and the outcomes derived from it. Toler [29] published a research study titled 'Structural Equation Modeling of Advertising Involvement, Consumer Attitude, and Engagement for Video Advertising in a Social Networking Site' as a doctoral dissertation. The results of this research indicated that the effectiveness of advertising presented on social networks can directly influence customers' attitudes towards the brand and their perception of the advertisement, and as a result of this influence, customers' purchase intentions will also be affected. Ki et al. [17] conducted a study titled 'Pleasure and guilt: how do they interplay in luxury consumption?.' The results of this research showed that in the consumption of luxury goods, the feeling of pleasure has a positive correlation with conspicuous consumption and purchase intention, while the feeling of guilt has a positive correlation with conspicuous consumption and a negative correlation with purchase intention. Hussain et al. [14] published a paper titled 'eWOM source credibility, perceived risk and food product customer's information adoption.' The results of this study indicated that specialized expertise, trustworthiness, realism, homogeneity influence perceived risk. Additionally, these researchers demonstrated that perceived risk also affects the quality of discussion and opinion expression, as well as the usefulness of information, and these two variables can themselves influence the acceptance of information by consumers in word-of-mouth advertising. Prayag and Soscia [22] conducted a study titled 'Guilt-Decreasing Marketing Appeals: The Efficacy of Vacation Advertising on Chinese Tourists.' The results of this research indicate that guilt can be reduced without compromising the benefits of the guilty pleasure phenomenon. The more successful advertising is predicted to be in reducing feelings of guilt, the more successful it is in improving attitudes towards advertising in the vacation domain. Can and Kaya [4] published a paper titled 'Social networking sites addiction and the effect of attitude towards social network advertising.' The research findings indicate that users'

psychological habit and dependency on social networking sites, along with their perception of the ease of use of such networks, significantly influence users' attitudes toward advertising presented on social media platforms. Saintives and Lunardo [24] conducted a study titled 'How guilt affects consumption intention: the role of rumination, emotional support and shame.' The results of this research showed that feelings of guilt can significantly impact consumption intentions, and in this process, variables such as cognitive dissonance, emotional support, and shame play a mediating role.

3 Research methodology

The present research is a mixed-method study, as it utilized a qualitative approach during the conceptual model design phase and a quantitative approach during the model elucidation phase. Additionally, this study is an applied-exploratory investigation, aiming to present a new model in the domain of the role-playing of the guilty pleasure phenomenon in online social media advertising. This model can be useful in designing and implementing more effective advertisements on online social media platforms. It is worth noting that this research was conducted in two main phases:

- Phase 1: Designing the Role-playing Model of the Guilty Pleasure Phenomenon in Online Social Media Advertising. (Qualitative Approach: Grounded Theory)
- Fitting and explaining the Role-playing Model of the Guilty Pleasure Phenomenon in Online Social Media Advertising. (Quantitative Approach: Structural Equation Modeling)

3.1 Research statistical sample and population

In the qualitative phase of the research, a group of experts including university professors, senior managers, and experienced consultants in the fields of psychology and social media-based marketing were considered as the population. Desired characteristics for expertise included: proficiency in social media-based marketing, psychology, consumer behavior, and the guilty pleasure phenomenon in marketing. Theoretical sampling method was used in this phase, where the sample size depends on theoretical saturation. The sampling process continued until theoretical saturation was reached, and a total of 11 interviews were conducted.

In the quantitative phase of the research and for model fitting, a large population was required. Therefore, in this phase, online social media users in the city of Tabriz were considered as the population, which was unlimited in number. In this phase, based on the Morgan table, the minimum required sample size was determined to be 384 individuals. It should be noted that in this study, for the final selection of the statistical samples, the convenient sampling method was used considering the researcher's appropriate access to the population. Ultimately, 400 individuals were selected as the statistical sample.

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{E^2} \quad (3.1)$$

where, n= minimum required sample size, Z= Z-score corresponding to the desired confidence level, P= estimated proportion of the population that has a particular characteristic (if unknown, 0.5 is often used for maximum variability), and E= margin of error (the acceptable amount of error allowed in the estimate).

3.2 Data collection tool

In the qualitative phase of the research, the main data collection tool was semi-structured, in-depth interviews with experts. In the quantitative phase of the research, the main data collection tool was a structured questionnaire designed with 16 items based on the initial conceptual model. It is worth mentioning that in this questionnaire, responses were designed on a five-point Likert scale spectrum of "agreement level".

3.3 Data analysis method

In the qualitative phase of the research, the method of thematic analysis and open and axial coding was used to analyze the interviews and achieve the conceptual model of the study. In the quantitative phase of the research, for data analysis and hypothesis testing, statistical software such as SPSS and smart-PLS were utilized, employing descriptive and inferential statistics including structural equation modeling (SEM).

The general mathematical representation of a structural equation in SEM can be written as follows:

$$\eta = \Lambda\xi + \epsilon \quad (3.2)$$

where, η represents the vector of observed variables (manifest variables), Λ represents the matrix of path coefficients (factor loadings) that relate the latent variables (factors) to the observed variables, ξ represents the vector of latent variables, and ϵ represents the vector of error terms (residuals) associated with the observed variables.

4 Data analysis

4.1 Qualitative phase (pattern design)

The first stage of analysis was dedicated to identifying and extracting initial concepts from the content of the interviews. Based on this, after each interview, the researcher extracted and coded the concepts present in the interview text through repeated examination. In total, 11 interviews were conducted, resulting in the extraction of 130 initial concepts, which were then reviewed, collated, and redundant concepts were eliminated, leaving 32 final concepts identified. In the next stage, efforts were made to categorize broader classifications called "themes" based on a deep understanding of the identified concepts and distinguishing their similarities and differences, and aligning and categorizing them into broader themes. The outcome of this process was the identification of 13 main themes, along with their corresponding concepts, which can be seen in Table 1.

Table 1: The identified themes along with their corresponding concepts

| Raw | Themes | Initial concepts |
|-----|--|--|
| 1 | The dual feeling of internal excitement and external embarrassment from observing the content of the advertising message | It is very common for advertising content to simultaneously evoke internal excitement and external embarrassment, and most people have experienced it Experiencing multiple emotions while viewing advertising messages on Instagram is enjoyable for some individuals |
| 2 | The susceptibility to advertising content on Instagram | The apparent difference in individuals' reactions to Instagram advertisements is not a reason for their lack of susceptibility. Instagram ad viewers may perceive the advertisement as insignificant for various reasons, yet mentally engage with it intensely |
| 3 | The contradiction of the advertising message content with health and safety standards | Some products or services advertised on Instagram are contradictory to our physical health Some products or services advertised on Instagram contradict our mental and emotional well-being Viewing advertising content for products or services that contradict health and safety standards can be shameful |
| 4 | Loyalty to the brand of the advertising content owner | Sometimes, Instagram advertisement audiences become heavily dependent and loyal to certain advertisements and brands that deviate from the usual societal standards An individual may appear indifferent to Instagram advertisements of a brand outwardly, but mentally and internally, they might feel deeply attached to it |
| 5 | Job position of the audience | The individual's occupational status will always influence their behaviors It is very common for individuals to avoid showing their true feelings in certain situations and positions due to their occupational status, pretending so as not to damage their professional position |
| 6 | Decision to deny interest in advertising content on Instagram | For various reasons, the audience of the advertising message decides to not show interest outwardly and simply pass by the advertisement The type of audience's outward reaction to the advertising content on Instagram is a complex mental process |
| 7 | Sharing advertising content virally with friends | We all share posts with close friends that we wouldn't necessarily send to family members or formal friends The fact that an individual pretends to be indifferent to the advertising content on Instagram doesn't mean they won't share it with a few close friends in private One of the significant consequences of encountering sinful pleasure in online advertising is its persuasive power to encourage sharing it with close individuals |

| | | |
|----|---|--|
| 8 | The conflict between the content of the advertising message and cultural-social standards | <p>In some Instagram advertisements, there is a kind of shirking of certain social responsibilities</p> <hr/> <p>In some Instagram advertisements, images, music, or behaviors are observed that are not in line with the general norms of our society</p> <hr/> <p>The advertising content of many non-Iranian brands does not fully align with our cultural and social standards</p> |
| 9 | Personal characteristics of the audience | <p>Introverted individuals tend to have a greater inclination to conceal rather than reveal certain inner feelings</p> <hr/> <p>It seems that curious and non-curious personalities have different effects on covert behaviors</p> <hr/> <p>Cautious and conservative individuals are encouraged to not express many of their inner feelings and beliefs</p> |
| 10 | Decision to buy goods | <p>In many cases, these covert attentions to advertising content gradually reinforce the decision to purchase in the audience</p> <hr/> <p>Consumer behavior is very complex, and many of their purchasing decisions begin precisely with advertisements they initially seem to have ignored</p> |
| 11 | The conflict of advertising content with religious and ethical standards | <p>Many advertising contents on Instagram are in conflict with the religious and spiritual teachings of the audience</p> <hr/> <p>It is natural for advertising content related to foreign products to have a different perspective from our religious and belief standards</p> <hr/> <p>Some audience members, when they perceive conflicts between Instagram advertising content and prevailing religious and spiritual beliefs in society, outwardly appear indifferent to that advertising content</p> |
| 12 | Private attention to advertising content on Instagram | <p>Research has shown that a significant percentage of the audience's deep attention to advertising content in virtual spaces is entirely internal</p> <hr/> <p>The attention and perception of advertising content should not necessarily be public and obvious; the audience might be entirely engaged with the advertising content mentally without any visible signs</p> |
| 13 | Social position of the audience | <p>If an individual holds a family-centered position, they typically conceal many of their emotions regarding advertising content to prevent undermining their status in the family's mind</p> <hr/> <p>Surely, someone recognized as a role model in society cannot overtly react to every advertising contents</p> <hr/> <p>Experience has shown that the more prominent a person is among their friends, acquaintances, and colleagues, the more scrutinized they will be, and they will always try to display more rational behaviors and emotions</p> |

In the third stage of the analysis, the main step was the primary positioning of the identified concepts on the paradigm model. Figure 1 illustrates the outcome of this process.

Based on the illustrated model, the research hypotheses were formulated as follows:

1. The causal factors have a significant impact on the main theme.
2. The main theme has a significant effect on mental strategic factors.
3. Background factors have a significant effect on mental strategic factors.
4. Intervening factors have a significant effect on mental strategic factors.
5. Mental strategic factors have a significant effect on behavioral consequences.

4.2 Quantitative phase (testing hypotheses and fitting the proposed model)

To assess the fit of structural models, several criteria are used. The first criterion, to measure the relationship between constructs in the model, is the criterion of significant t-values, where the values should be greater than (± 1.96) to confirm the validity of the relationship between constructs and research hypotheses at a 95% confidence level (Figure 3). It is worth mentioning that the intensity of the relationship between constructs can be observed in Figure 2.

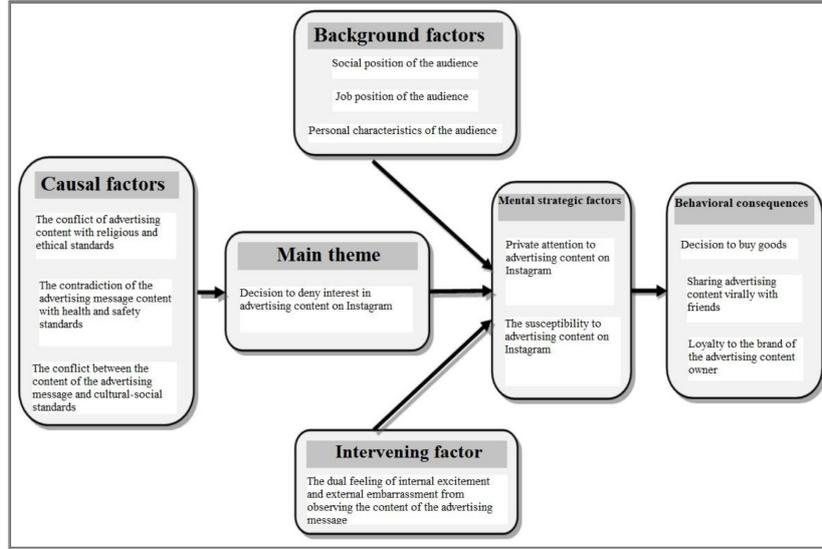


Figure 1: Proposed research model

The general formula for calculating a t-value for a path coefficient is:

$$t = \frac{\text{Path coefficient}}{\text{Standard error of the path coefficient}} \quad (4.1)$$

Once the t-value is calculated, it can be compared to critical values from the t-distribution to determine if the path coefficient is statistically significant. In the given text, it mentions that t-values should be greater than (± 1.96) to confirm the validity of the relationship between constructs and research hypotheses at a 95% confidence level. So, the mathematical expression of the criterion mentioned in the text can be written as:

$$|t| > 1.96 \quad (4.2)$$

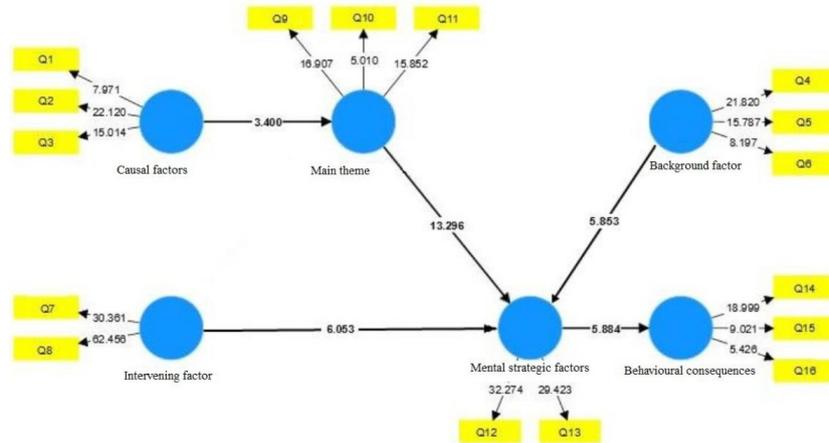


Figure 2: The fitted model of research in meaningful mode

Based on the output of the software in Table 2, the normed chi-square (χ^2/df) is equal to 1.77, the root mean square error of approximation (RMSEA) is 0.069, the goodness-of-fit index (GFI) is 0.976, the adjusted goodness-of-fit index (AGFI) is 0.920, the root mean square residual (RMR) is 0.034, the normed fit index (NFI) is 0.970, the non-normed fit index (NNFI) is 0.950, the comparative fit index (CFI) is 0.928, and finally, the incremental fit index (IFI) is 0.930, all indicating a perfect fit of the research model.

$$RMSEA = \sqrt{\frac{\chi^2 - df}{(N - 1).df}} \quad (4.3)$$

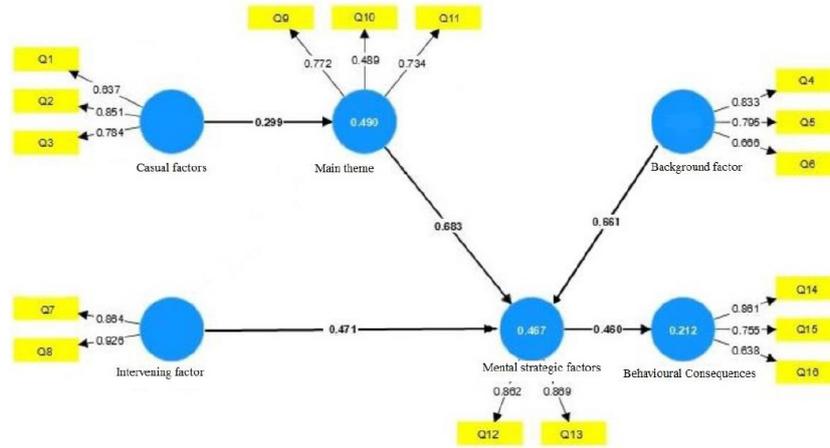


Figure 3: The fitted model of research in standard mode

$$GFI = \sqrt{(\text{Average } R^2 \times \text{Average Community})} \quad (4.4)$$

$$AGFI = \frac{GFI - \frac{df}{df_{total}}}{1 - \frac{df}{df_{total}}} \quad (4.5)$$

$$RMR = \sqrt{\frac{\sum_{i,j} (S_{i,j} - \bar{S}_{i,j})^2}{N(N-1)}} \quad (4.6)$$

$$NFI = \frac{\chi_{null}^2 - \chi_{model}^2}{\chi_{null}^2} \quad (4.7)$$

$$NNFI = \frac{\chi_{null}^2 - \chi_{model}^2}{\chi_{null}^2 - p} \quad (4.8)$$

$$TLI = 1 - \frac{RMR_{model}}{RMR_{null}} \quad (4.9)$$

$$CFI = \frac{(TLI_{model})^2}{(TLI_{model})^2 + (1 - TLI_{independence})} \quad (4.10)$$

$$IFI = \frac{(TLI_{model} - TLI_{baseline})}{(1 - TLI_{baseline})} \quad (4.11)$$

Table 2: Fit indices of the research conceptual model

| Fit index | The desired value | The value of the model | Result |
|---|-------------------|------------------------|--------|
| χ^2/df | < 3.00 | 1.77 | Fitted |
| RMSEA (Root Mean Square Error of Approximation) | < 0.08 | 0.069 | Fitted |
| GFI (Goodness of Fit Index) | > 0.90 | 0.97 | Fitted |
| AGFI (Adjusted Goodness of Fit Index) | > 0.90 | 0.92 | Fitted |
| RMR (Root Mean square Residual) | < 0.05 | 0.034 | Fitted |
| NFI (Normed Fit Index) | > 0.90 | 0.97 | Fitted |
| NNFI (Non-Normed Fit Index) | > 0.90 | 0.95 | Fitted |
| CFI (Comparative Fit Index) | > 0.90 | 0.92 | Fitted |
| IFI (Incremental Fit Index) | > 0.90 | 0.93 | Fitted |

The significant coefficients of the paths in the model indicate whether the research hypotheses are significant or not. If the significance coefficient (T-Value) of the path between two variables is greater than 1.96 or less than -1.96, it indicates the significance of the influence of those two variables at a confidence level of 95%, and the hypothesis is confirmed. Table 3 summarizes the significant coefficients and the results of the proposed hypotheses.

Table 3: The results of the research hypotheses test

| Hypotheses | Standard coefficient (extracted from Figure 2) | Significance coefficient (T-Value) (derived from Figure 3) | Result |
|---|--|--|-----------|
| The causal factors have a significant impact on the main theme | 0.299 | 3.40 | Confirmed |
| The main theme has a significant effect on mental strategic factors | 0.683 | 13.296 | Confirmed |
| Background factors have a significant effect on mental strategic factors | 0.661 | 5.853 | Confirmed |
| Intervening factors have a significant effect on mental strategic factors | 0.471 | 6.053 | Confirmed |
| Mental strategic factors have a significant effect on behavioral consequences | 0.460 | 5.884 | Confirmed |

5 Discussion, conclusion and suggestion

Based on the results of the research, it became apparent that the formation of hidden enjoyment in the process of Instagram advertising is influenced by three important underlying variables, namely the conflict of advertising message content with religious-ethical standards, the conflict of advertising message content with health and safety standards, and the conflict of advertising message content with cultural-social standards. These three factors lead the audience of Instagram advertising to decide to outwardly deny their interest in the advertising message content. Additionally, the research results indicated that this decision to deny interest, along with three background factors (including: the social position of the audience, the occupational position of the audience, and the personality traits of the audience) and an intervening factor comprising the dual sense of inner excitement and external embarrassment from observing advertising message content, facilitate the formation of two mental strategies in the audience. These two mental strategies are covert attention to Instagram advertising message content and susceptibility to Instagram advertising message content. According to the research results, the formation of these two mental strategies in the audience of advertising messages on Instagram can lead to three important consequences: the decision to purchase a product, viral sharing of advertising message content with friends, and brand loyalty to the advertiser. Based on this, it can be concluded that the phenomenon of hidden enjoyment in Instagram advertising can ultimately lead to positive outcomes. These findings are consistent with the results of research conducted by Arabshahi and Karaavi [2], Karimi and Karbasian [16], Hamidi and Fazeli [13], Elder et al. [7], Lyons et al. [19], Soscia et al. [28], Prayag and Soscia [22], and Saintives and Lunardo [24].

Based on the results obtained from the qualitative and quantitative phases of the research, and towards enhancing the effectiveness of social media advertising, the following recommendations are proposed to stakeholders in the field of social media advertising content production (especially on Instagram).

- The research model explicitly covers the gap in studies regarding how the phenomenon of guilty pleasure forms, operates, and its consequences, and models it systematically. Based on the overall structure of this model, it is recommended to marketing managers and consultants to thoroughly explore each box (main variables) of the model in their business and market and try to identify and list examples of each variable and sub-variable in their field of work. In this way, they will face a more transparent space in the subsequent stages and during decision-making regarding advertising content, and as a result, the effectiveness of their advertising will improve.
- The research model showed that three factors, including conflict of advertising content with religious-ethical standards, conflict of advertising content with health and safety standards, and conflict of advertising content with cultural-social standards, can lead to denial of interest in advertising content on Instagram. Therefore, it is recommended to social media advertising practitioners to ensure that if the advertising content they produce does not fully align with religious-ethical, health and safety, and cultural-social standards, they should not expect to receive clear and explicit feedback from the audience. They may face audience denial behaviors towards advertising content, and this behavior should not be considered as indifference to the content of the message.
- Furthermore, considering the influence of background factors including the social status, occupational position, and personality traits of the audience on the cognitive strategies, it is recommended for social media advertising practitioners to carefully consider the social status, occupational position, and personality traits of the target audience in producing their online content. Because according to the research results, it became clear that the

mismatch between advertising content and these mentioned characteristics can lead the audience into the phase of covert attention and make managing audience behavior more challenging.

- Furthermore, considering the demonstrated effectiveness of evoking both intrinsic enthusiasm and external embarrassment upon viewing advertising content in audiences on cognitive strategies, it is suggested that social media advertising practitioners pay attention to their content production on Instagram. If their content simultaneously triggers both feelings of intrinsic enthusiasm and external embarrassment, audience behavior will tend towards covert attention to the message content and susceptibility to its influence. Therefore, their evaluation of the effectiveness of message content should be much more sophisticated based on this premise.
- Finally, considering the demonstrated impact of cognitive strategies on behavioral outcomes, including the decision to purchase a product, viral sharing of advertising content with friends, and loyalty to the brand associated with the advertising content, it is suggested that social media advertising practitioners on Instagram pay attention to producing their advertising content. Success in this field does not solely rely on producing content that blatantly grabs the audience's attention and is openly talked about by everyone. Rather, another approach is the intelligent and ethical utilization of the pleasure of sin (covert attention) when encountering advertising content.

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