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**AN EMPIRICAL PERSPECTIVE FOR IMPACT OF “SOCIAL MEDIA MARKETING” IN
INFLUENCING “CONSUMER PURCHASE INTENTION”**

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Abstract

Successful strategies of promotion and marketing help in achieving customer development, long term success and profitability for the company. The current markets become even more competitive with the help of changing market, innovative technological advancements and globalisation. These things have rapidly transformed the entire business arena. Different platforms such as Twitter, Facebook, YouTube, etc are trying to push the marketing enterprises towards the new direction with the help of social media. It has penetrated deep into the lives of millions of people across the world which also attracts the attention of the marketers. Studies have been done for determining the way it would influence the purchasing intentions of consumers. The results of these studies show that social media and trust influence the purchasing intentions of the consumers significantly. They also show that SMM or Social Media Marketing have a bigger impact as compared to trust in the purchasing intentions with the help of social media websites. Thus, improving the quality of the websites helps in improving the trust of the customers. A sample of 371 respondents was surveyed to know different factors that help the social media marketing in influencing consumer purchase intention. It was concluded that Quick and effective, Trust and reliability, Building product awareness, Promotions, deals, and discounts, and Reviews and experiences are the factors that helps the social media marketing in influencing consumer purchase intention and there is a significant impact of these factors on social media marketing in influencing consumer purchase intention.

Keywords: social media marketing, SMM, brand equity

抽象的

成功的促销和营销策略有助于实现客户开发、长期成功和公司盈利。在不断变化的市场、创新技术进步和全球化的帮助下，当前的市场变得更具竞争力。这些事情迅速改变了整个商业领域。Twitter、Facebook、YouTube等不同平台正试图借助社交媒体将营销企业推向新的方向，它已经深入全球数百万人的生活，也引起了营销人员的关注。已经进行了研究以确定它会影响消费者购买意图的方式。这些研究的结果表明，社交媒体和信任显着影响消费者的购买意愿。他们还表明，与借助社交媒体网站对购买意图的信任相比，SMM 或社交媒体营销具有更大的影响。因此，提高网站质量有助于提高客户的信任度。对 371 名受访者的样本进行了调查，以了解有助于社交媒体营销影响消费者购买意愿的不同因素。得出的结论是，快速有效、信任和可靠性、建立产品意识、促销、交易和折扣以及评论和体验是帮助社交媒体

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营销影响消费者购买意愿的因素，并且这些因素有显著影响社交媒体营销在影响消费者购买意愿方面的研究。

关键词：社交媒体营销，SMM，品牌资产

Introduction

The huge popularity of SMM or Social Media Marketing amongst the consumers and the businesses, has helped in transforming the conventional means of doing business as well as marketing. More and more consumers are engaging into social media marketing and using different platforms like twitter, YouTube, Instagram, etc and they are spending more amount of time on these platforms. As a result, the communication is also increasing with the help of social media. The consumers are gaining the power of influencing the direction of process of branding. The growing popularity along with a shift of the power have become the cornerstone for businesses which operate in social media platforms. Social media platforms help in reshaping the lifestyle of individuals as well as businesses for conducting activities in digital arena (**Appel et al., 2020**).

Increasing the participation and presence of the customers and the consumers in the social media poses challenges as well as opportunities for the businesses since the consumers mainly base their decision for purchase on interaction with their peer. The buying behaviour as well as brand loyalty are the most important things which attract the attention of the researchers. Regarding social media, some of the previous studies have assessed different dimensions that give remarkable opportunities to the marketers for reaching out to the customers or for building trust in the brand. However, from the viewpoint of branding, researches which study the result of SMM is exploratory.

Therefore, it can be said that social media has become the hub of market intelligence since the

marketers have started understanding the buying behaviour of the consumers. It has also helped in gaining insights into why the consumers feel in a particular way about some brands. Such opportunities help the marketers in creating communication with the consumers, fine tuning the messages of marketing and maintaining the presence of the brand online.

Some studies also assess the importance of online communities, online advertisement, etc which influence the brandloyalty of the consumers and also their intentions for purchasing.

It has been seen that social media marketing is an extremely powerful tool which can influence the buyer's decision for buying a particular product or service (**Dedeoğlu et al., 2020**).

Literature Review

Online media applications like Facebook, WhatsApp, Twitter, YouTube, and Instagram, which are driven by client passed on content. These applications are essentially persuading on a very basic level convincing in customer's buying and selling practices. According to arranged specialists, online media unquestionably sway a brand's standing. The report passed on those affiliations not taking an interest in electronic media as a piece of their web moving methodology are messing up an opportunity to show up at clients (**Pappas, 2016**).

Gainfully, online media are essentially commonly considered by current business as promising stages to lead the limited restricted time rehearses as to sensibly reasonably visit with the dispatched clients. Moved customers.

Facebook's compensation created utilizing remuneration conveyed using 7.87 billion out of 2013 to 70.7 billion US dollars in 2018. That year, the social union aggregated an overall improvement association assembled a general progression of 18.49 billion US dollars, arranging first among online media relationship in an unquestionably immense marvelously huge timeframe range (**Faryabi, Fesaghandis, & Saed, 2015**).

A huge part colossal piece of Facebook pay is gone happened through publicizing - the shift towards electronic business and web based advancing web progressing has never been more clear than in 2016. In 2017, around 98% of Facebook's general compensation was conveyed using passed on utilizing publicizing, which is a show of the shift from standard media lifting to modernized intuitive instinctual media progressing by affiliations. Such making interest could be gotten back to the central level fundamental level of interfacing with quality and sense existing in electronic media stages. Studies applied intrigue, significance plan, importance, customization, and saw peril in regards to peril with respect to the four SMMA parts in her survey review on security affiliations (**Hajli, 2015**).

The beginning time of SMMA is called e-advancing. In a review, five sections Relate, Attract, Engage, Retain, and Learn were proposed as the crucial components which can incite achievement in bleeding edge progressing. Thoroughly, they suggested that associations should attract customers and endeavour to interface with their benefit and interest. Additionally, associations should hold customers and discover concerning their tendencies. At last, associations should suggest back to customers to give the sort of modified association that tends to

the veritable 'regard bubble' of automated publicizing (**Binwani & Ho, 2019**).

However, the system proposed by focuses on isn't wonderful, it has kept on being utilized as a theoretical establishment in late assessments. A couple of evaluations have referenced SMMA Characteristics into redirection, affiliation, amazing quality, customization, and e-Wom, the five fragments in their survey in the extravagance configuration brand (**Pirson, Martin & Parmar, 2017**).

Studies have made and supported five saw SMMA scales into information, esteem, personalization, notoriety, and relaxed. A few reports proposed that the utilization of electronic media sorts out as propelling directions has loosened up recently, constrained by the capacity to appear at an extensive number of clients with brand-related substance and to draw in them in discussions (**Hajli et al., 2017**).

Web-based media are the distinctive web-based stage and networks that empower social association where clients can trade their perspectives, experience and perceptions. Web-based media come in various structure like Facebook, weblogs, wikis, LinkedIn, Twitter, web recording and others. Web-based media offers huge freedoms for firms to draw in purchasers exclusively (**Schivinski & Dabrowski, 2016**).

Online media is a commitment stage that empower trust assembling that is imperative to the development of brand value. Web-based media has been viewed as a genuine system that adds to the association's showcasing objectives and methodologies in regard of client correspondence, client relationship the executives (CRM) and client inclusion (**Hasbullah et al., 2016**).

Verbal exchange is the shocking asset for influence individuals and besides can influence their purchasing conduct. This can be displayed by centres around conveyed that Word of Mouth has been displayed to acknowledge immense part for clients' purchasing choices (**Shen et al., 2016**).

A few assessments portray al couple of evaluations depict online Word of Mouth as being: Any certain or converse statement chat explanation made by potential, authentic valid, or past customers about the thing or alliance union which is made open to a giant monster number of people and foundations through the web. While as customers are logically using legitimately utilizing the Internet and online media gadgets like Facebook, Twitter, Blog, Flickr, and so on (**Iacobucci & Hoeffler, 2016**).

As per reports a continually growing number of purchasers use Web 2.0 mechanical gatherings like web-based conversation get-togethers, client concentrate on protests, weblogs, and social affiliation locale to trade thing data. Online Word of Mouth can permit the chance to customers to investigate other clients' use sentiments and encounters comparatively as structure liabilities without help from some other person. Discussion are online associations acclimated to a particular interest and are usually allocated into express point regions (**Wang & Yu, 2017**).

For the item data, they can post their viewpoint whether they fulfilled after they burn-through the item. Inside every space, clients can begin discussion strings about various themes, and these strings can proceed for quite a long time, permitting rookies to peruse the past correspondence inside the gathering and gain from more extensive information base. Online promotion works promptly given the way that the day that one starts is that very day that results

show. There is basically neither holding up period nor long start up process (**Irfan et al., 2017**).

At the point when a business visionary is ready to get everything going, he/she can without a very remarkable stretch dispatch a productive business headway on different channels. Steadfastness is a middle component of brand esteem. Studies describe brand steadfastness as the association that a customer has to a brand. Researchers depict different levels of relentless. Social steadfastness is associated with purchaser lead in the business community that can be shown by number of reiterated purchases or commitment to rebuy the brand as a fundamental choice (**Aji, Nadhila & Sanny, 2020**).

Scholarly trustworthiness which suggests that a brand comes up first in a long time's mind, when the need to make a purchase decision arises, that is the clients' most ideal choice. While purchase assumption implied the passionate judgment by the customers that is reflected after wide appraisal to buy things or organizations. There are a couple of suggestions from the declaration, which is: customer enthusiasm to contemplate buying, buying objective later on, decision repurchase. Other than that, purchase points insinuate the degree of perceptual conviction of a customer to purchase a particular thing (or organization) publicizing transforms into an extremely huge viewpoint for conveying brand loyalties (**Irfan et al., 2018**).

The web permits the chance to the e-publicist to fabricate bargains by benefitting by brand ally of various associations by advancing and making relations on other adherent erratic destinations. The volume of pay use for such web advancement is growing every year. As online organizations continue to fill in media market,

the examination shows that web-based brand organizations can manufacture brand devotion. The course of brand dedication creation incorporates a couple of elements among which are brand association and neighbourhood(Ashley & Tuten,2015). Neighbourhood 'commitment to the neighbourhood about additional association with the brand around which the neighbourhood loped and finally prompts repurchase objective and positive casual. Another variable, unmistakable evidence with the neighbourhood, seen to be a precursor of neighbourhood and further in a roundabout way influences brand association through mental sensation of brand neighbourhood(Irfan et al., 2019)

Specialists in their overview discussed that with the lengthy social event progression splitting of the Internet, World Wide Web is winding up being progressively a standard promotion stage. The Web is offering business notice world with more rich media instruments, natural associations, and in general reaches(Bilgin, 2018).

With an ultimate objective to research the components that impact online notification amleness, this paper investigates the factors that sway online promotion and from now on the purchasing assumption among Jordanian school undergraduates. These disclosures can help business with getting what has an effect more for a young country of client in an agrarian country setting. Consequently, business can cultivate more fruitful online notification campaigns (Karimi & Naghibi, 2015).

As per reports, it is prudent to illuminate buyers about the items or administrations presented via online media and to fabricate solid associations with clients. Shoppers become more drawn in with the brand, the more they know about it. The outcome likewise proposes an inescapable

connection between friendly brand commitment and buy goal. In this manner, the organizations ought to consider making dynamic commitment with the clients to give a passionate connection the brand and increment buy expectation (Kujur & Singh, 2017).

Particularly in the midst of pandemic, the vulnerability in physical business can be stayed away from by zeroing in on the speculation of online media promoting business systems. Second, restorative brands ought to persistently contribute their endeavours to further develop brand value since brand value fundamentally impacts buy aim. Brand value is viewed as an upper hand to the firm. In this manner, advertisers ought to break down showcasing action for a brand and acquaint the general impact it has on brand information (Lien et al., 2015).

Objective

1. To know the factors that helps the “social media marketing” in influencing “consumer purchase intention.”
2. To know the impact of “social media marketing” in influencing “consumer purchase intention.”

Hypothesis of the study

Ha There is no significant impact of social media marketing in influencing consumer purchase intention.

H0 There is a significant impact of social media marketing in influencing consumer purchase intention.

Research methodology

Survey method was used to conduct present study in which sample of 371 respondents were surveyed through a questionnaire. Consumers of

different occupational sectors were considered to know different factors that help the “social media marketing” in influencing consumer purchase intention. The nature of the study is empirical and data was collected through “random sampling.” “Factor analysis” was applied through IBM SPSS Statistics 20 software to reach to end results.

Findings

Table 1 is demonstrating respondent's general profile in which it is found that total 371 people were surveyed to conduct the study in which 57.4% are male and 42.6% are female. Among them 29.4% are from the age group 18-26 yrs, 32.6% belongs to age group 26-36 yrs and rest 38.0% of the total respondents are above 36 years of age. 19.7% of the respondents are salaried, 18.1% are from the business sector, 21.8% are students, 26.7% are housewife, and 13.8% are in some other occupational sector. It is found from the table that there are different types of online shoppers and among them 27.8% general use Amazon for their shopping, 23.4% are using Myntra, 24.5% go for flipkart and rest 24.3% are using some other online platforms for their shopping.

Table 1 Respondent's general profile

Variable	No. of respondents	Percentage
Gender		
Male	213	57.4
Female	158	42.6
Total	371	100
Age		
18-26 yrs	109	29.4
26-36 yrs	121	32.6
Above 36 yrs	141	38.0
Total	371	100
Occupation		

Salaried	73	19.7
Business	67	18.1
Students	81	21.8
Housewife	99	26.7
Others	51	13.8
Total	371	100
Type of shoppers		
Amazon	103	27.8
Myntra	87	23.4
Flipkart	91	24.5
Others	90	24.3
Total	371	100

Table 2 “KMO and Bartlett's Test”

“Kaiser-Meyer-Olkin Measure of Sampling Adequacy”	.842
“Bartlett's Test of Sphericity”	4404.928
“df”	120
“Sig.”	.000

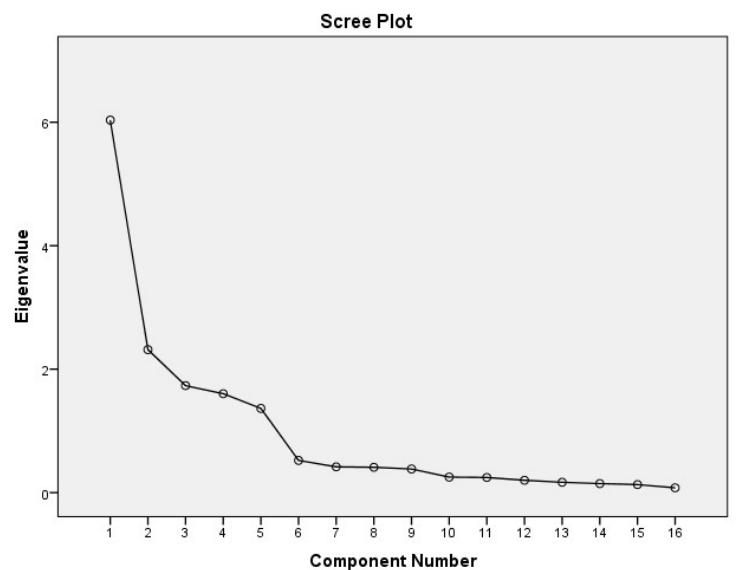
The KMO value in the table is shown as 0.842 which is more than the 0.6 hence it confirms the validity of the factor analysis.

Table 3 “Total Variance Explained”

Component	“Initial Eigen values”			“Rotation Sums of Squared Loadings”		
	To tal	% of Vari ance	Cumu lative %	To tal	% of Vari ance	Cumu lative %
1	6. 03 5	37.7 17	37.717	3. 51 1	21.9 43	21.943
2	2. 31 6	14.4 78	52.195	3. 10 3	19.3 95	41.338

3	1. 73 3	10.8 30	63.025	2. 39 5	14.9 66	56.305
4	1. 60 3	10.0 17	73.042	2. 28 1	14.2 54	70.559
5	1. 36 4	8.52 5	81.566	1. 76 1	11.0 07	81.566
6	.5 21	3.25 9	84.825			
7	.4 17	2.60 9	87.434			
8	.4 10	2.56 1	89.994			
9	.3 83	2.39 1	92.385			
10	.2 51	1.56 9	93.954			
11	.2 46	1.53 7	95.490			
12	.2 00	1.25 1	96.741			
13	.1 67	1.04 7	97.788			
14	.1 46	.912	98.700			
15	.1 30	.813	99.514			
16	.0 78	.486	100.00 0			

It is found from the table 3 that the five factors are explaining 81% variance in which Factor 1-5 is explaining 21.943%, 19.395% , 14.966% , 14.254%, 11.007% of variance respectively.



“Figure 1 Scree plot”

The above fig. of Scree plot is showing that there is a steep fall in the line till fifth factor till the Eigen value of 1.

Table 4 “Factors, Factor Loading, and Reliability”

“SL . No. ”	“Factor Names”	“Factor Loadings ”	“Factor Reliability ”
1.	Quick and effective		.954
1.	Social media marketing is very quick to reach to a large number of users		.905
2.	Social media marketing is more effective as compared to		.896

	“traditional marketing methods”				
3.	“Social media marketing” is more effective due to direct modes of interaction and communication	.866			
4.	Social media marketing engages their users with different brands	.853			
2.	Trust and reliability		.899		
1.	Social media helps in making trust through direct interaction with consumer and marketers	.917			
2.	People are able to rely on any brand by interacting with different users on social media	.890			
3.	Social media helps in making Trust	.888			
	through e-WOM				
4.	Social media marketing helps in handling user's query in better way		.697		
3.	Building product awareness				.866
1.	Social media is helpful in increasing the brand awareness		.905		
2.	Social media encourage people to build up their engaged communities		.900		
3.	Social media use different digital platforms to build up their brand awareness		.744		
4.	Promotions, deals, and discounts				.828
1.	Social media promotes the sale and services easily		.850		
2.	Deals are offered using different		.841		

	social media platforms		
3.	Heavy discounts are offered through online codes	.816	
5.	Reviews and experiences		.727
1.	Reviews are helpful in making purchase decisions	.868	
2.	Product experiences shared by the users influences consumer's purchase intentions	.865	
DV	Overall impact of "social media marketing" on "consumer purchase intention"		

There are five factors with total 16 statements. The 1st factor "**Quick and effective**" is constituted by 4 variables namely "Social media marketing" is very quick to reach to a large number of users, "Social media marketing" is more effective as compared to "traditional marketing methods," "Social media marketing" is more effective due to direct modes of interaction and communication, and Social media marketing engages their users with

different brands. Second Factor has four variables namely Social media helps in making trust through direct interaction with consumer and marketers, People are able to rely on any brand by interacting with different users on social media, Social media helps in making Trust through e-WOM, and Social media marketing helps in handling user's query in better way. The factor has been named as "**Trust and Reliability.**" Third Factor is constituted by 3 variables namely Social media is helpful in increasing the brand awareness, Social media encourage people to build up their engaged communities, and Social media use different digital platforms to build up their brand awareness. The factor has been named as "**Building Product Awareness.**" Fourth Factor is constituted by 3 variable Social media promotes the sale and services easily, Deals are offered using different social media platforms, and Heavy discounts are offered through online codes. The factor has been named as "**Promotions, deals, and discounts**" and the fifth Factor has two variables such as Reviews are helpful in making purchase decisions, and Product experiences shared by the users' influences consumer's purchase intentions. The factor has been named as "**Reviews and experiences.**"

Reliability

The reliability of all factors that measures that "Overall impact of social media marketing on consumer purchase intention." The values of reliability for 5 factors were found 0.954, 0.899, 0.866, 0.828, and 0.727 from factor one to five respectively.

"Table 5 Reliability Statistics"

“Cronbach’s Alpha”	“Number of Items”
.875	16

It is found from the table that the value of reliability for 5 factors that includes total 16 numbers of items is 0.875. The criteria minimum value of “Cronbach’s” Alpha (>0.7) was fulfilled.

Conclusion

Discoveries of studies uncover the degree to which online media results markers help in contributing towards brand value. Furthermore, discoveries additionally show that the organizations should target online media organizations and exercises results and assemble customized techniques which might help in expanding the brand value. Results might help the organizations in understanding that online media exercises favour the brands more and hence perhaps utilized productively for dealing with the web-based media advertising by thinking about the bearing and substance of effect that web-based media networks have. Web-based media promoting is viewed as a significant hotspot for information which influences the dynamic force of the customers. The organizations might utilize the web-based media networks alongside other online applications for giving the clients refreshed data. The study concludes that Quick and effective, Trust and reliability, Building product awareness, Promotions, deals, and discounts, and Reviews and experiences are the factors that helps the “social media marketing” in influencing “consumer purchase intention.” It is also found that there is a “significant impact” of these factors on “social media marketing” in influencing consumer purchase intention.

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