

# Role of Social Media Marketing on Consumer Purchase Intention

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## ABSTRACT

*The social media is a potential platform for connecting people's with other known and unknown individuals, organizations, marketers and consumers. The extent to which social media allows to interact affect the consumer's response. Though the interactions may be of direct or indirect in nature; direct interactions can create relatively more social behaviors like sharing photographs, like the pictures and then comment on social media. However, the strategies followed in indirect interactions are more passionate and it comprises of less social behaviors. It can include, following of the pages of eminent personality, pages of organizations, and advertisements of a product. The process of following a social media pages can even connect consumers without scheduling a direct conversation with them. Recently, trending content has also been a mode to interact with current happenings. In this paper, it has been proposed that social media can have impact on marketing strategies by feeling of connectedness with consumers, interactions on social media pages to influence brand through e-WOM, and consumer perception towards social interactions. The paper depicts about the impact of cognitive social identity on consumers purchase intentions which is mediated by affective social identity.*

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## 1. Introduction

Social Media is a Web 2.0 internet based applications. The technology used for social network i.e. web 2.0 is simple and flexible in nature. It provides an assistance to develop other social networking sites, blogging sites, messengers and other services. The aim of the social media is to connect an individual with other individuals or groups and then create their own social networks among them. The theme of social media is to create user generated content (UGC) which links the profile of the users with others. Social media has left back the World Wide Web and internet with the advancement of information technologies. It helps to get in contact with their social networks through internet. Various forms of social media are social networks like Facebook, Twitter, Instagram, Myspace, blogs and forums, social gaming, bookmarks, Online chat etc. Services offered in social media are sharing text messages, photos, and videos. Hence, this acts as an interactive platform for business organizations and social activities. The social media helps to make relations with unknowns like researchers, policy makers, lawyers, academicians, businessman, entrepreneurs and by connecting with their profiles, user tries to get more information about them and integrate our personal lives with them to be a part of society. The social media creates affinity with their social relations and the user wants to be in touch with them. The renowned personalities have a big number of followers which directly influence to transform followers' thought. Marketers are becoming aware of the consumer's choice with brand and tries to build a strong relationship with them. Consumers perceives brand identity through social media by using a branded item, chatting about the concerned brand, sharing photographs highlighting brand and convincing others to use it at least once.

## 2. Social Media Marketing

Social Media Marketing is an effective tool to attract the attention of consumers towards a specific products and services through social media. Marketing Practitioners,

researchers and organizations have an eye on social media marketing to play a magic game in building relationship with their customers. Consumers can share their views about products through various sources in which online blogs and forums plays a vital role in exchanging the opinions (Mayzlin, 2006). These opinion becomes as an influential factor for buying decision of other users (Dellarocas 2003). The users have more faith on opinions shared by their social relations on social sites and they can easily accept their opinions and share with other users connected on social networking sites like Facebook, Twitter, WhatsApp, Instagram etc. (Golbeck 2005).

Social media marketing is a marketing tool which uses social networking websites to share content through the social network to extend the customer reach and build the brand of the product or organizations. The social media is changing the consumer behaviour in buying products and making relationships with the brand (Henning-Thurau et al, 2010). Nowadays, Social Media is not only confined to individuals for their personal communication but organizations and business entities are also moving ahead to join social media for marketing communications. They can use it for advertisement and a tool for communications. It can cover a mass or say, its followers to connect easily in a short time and with cheap source of marketing tool. It is being developed as an integrated marketing communication by the organizations. It seems like that the organizations who are not active in social media platforms as a part of their marketing tool, can lose a business strategy in reaching to their customers.

## 3. Social Identity Theory

Social Identity theory was first developed by Social Psychologist Henry Tajfel and John Turner in 1970s. It states that an individual wants to maintain a group behavior by following the standing of the group. An individual behavior may differ due to influence of their group behavior. When a person realizes that he is a part of a group, they are called as Ingroup; while those who are not identified as a member, are called as outgroup. The processes which creates a group are social

categorization, social identification and social comparison. Social Identity Theory (Ashforth, B. E., & Mael, F. 1989) defined as whole or partly joining a group as a member. Perception of an individual acts as an identification of that individual or their belongingness. The social identity theory also states that social group is a collection of individuals who wants to view themselves as a member of the same social category like gender, race, nationality and occupation. There is no requirement of leadership in group identification. However, favoritism within the group may exist based on activity, interactions, and interdependency. Several studies had been conducted in past based on social media and its attributes like e-WOM, attitude, purchase behavior, use behavior (Madrigal, n.d.), purchase intention. The level of affection over cognition varies due to influence of several parameters. It is necessary to understand the situations which can affect the consumers towards different types of social group identity. The main objective of the paper is to assess the impact of various factors about perception of consumer purchase intention through social media marketing. Some factors which can be reviewed regarding social media marketing are product category, demographics, and its effectiveness.

#### 4. Literature regarding Social Media Identity

It is assumed that social media is a mode of online interactions and connects the feelings with other people. (Sheldon, Abad, and Hinsch, 2011). However, Social media is used to search information. It is termed as active behavior of the user to become 'MORE Social'. But, social media does not mean to interact with others directly, there are individuals who uses social media network for their self work and only gather information for their personal work. They are termed as 'LESS Social' (Kiesler, Siegel, and McGuire 1984). Another type of social media behavior is moderate social behavior. It is used as a promotional tool for the product or an organization (Papacharissi & Mendelson, 2011). Thus, the behavior of an individual would have a different level of relation with social media. The components of social media identity helps to develop identity with social groups, which are basically – (i) cognitive social identity, (ii) affective social identity and (iii) evaluative social media identity.

#### 5. Determinants of Social Media Identity

Cognitive dimension of social identity refers to an individual's awareness of membership and involves a self-categorization process. The self-categorization process a person applies to identify groups might result in multiple group memberships and social identities. The consumer research has been created through focus on cognitive perspectives of consumer decision making which can give value to an item for their own welfare. Intrinsic factors can help in directing to the purchase intention of the consumer. Evaluative aspect of membership is represented by awareness of group member. Group self-esteem is the attribute in evaluative social identity. Emotion is the major component of affective social identity. People having positive affection are considered to have positive emotion about their affiliating group. "Predisposition to

respond in a favourable or unfavourable manner to a particular to a particular advertising stimulus during a particular exposure occasion". This statement reveals the affective component and was given by Lutz (1985). Several studies had been accompanied about impact of emotion in purchase intention.

#### 6. Literature regarding Consumer Purchase Intention

Social factors can influence purchase intention of the consumer. Their purchase intention can vary according to the culture of the group, behavior of the members of the group. The attitude of members differs with change in situation of the group. However, the impact on purchase intention can depend on openness, agreeableness and conscientious. The purchase intention can also be influenced by self-identity which can be direct and indirect in nature. It can be independent from other behavioural factors while it can be indirectly affected by beliefs and attitude (Stefano Puntoni, 2001). The relation between self-identity and consumer purchase intention acts as dichotomous in nature. Purchase intention seems like attitudinal parameter for making purchase decision. The behavior of a consumer should be forecasted well so that the company can build a strong brand for their product. Social media marketing attracts old customers and cross shopper, they fulfill desire of their purchase intention (Kim & Ko, 2010). The companies are developing itself as a marketplace communities where brand communities extends richness of the social context. The way of extending the social context is dynamic in nature rather than static form. It can also facilitate customer experiences as a rich conceptualization of loyalty and integrates it as a brand community (McAlexander, Schouten, & Koenig, 2002). Social media has made satisfaction level upgraded at initial level due to enjoyment, easy handling, confidence level and trust. Easy information search attracts consumers towards social media; availability of much information doesn't mean that consumers are not satisfied for final purchase decision. But. They will visit to the nearby traditional stores for purchasing. It means that social media is influencing the customers towards their purchase intention (Voramontri & Klieb, 2018). Purchase decision is made with the passage of all stages of social media identity i.e. Cognitive, affective and elaborative identity. (Hutter, Hautz, & Fu, 2013).

#### 7. Conclusion

In summing up of the literature studied, marketers are shifting towards customers for developing marketing mix through social media. Consumer use and purchase behavior change in response to the new tools like social media. Fundamental user base is contributed by use behaviour and firm revenue is generated by purchase behaviour. The study has attempted to examine the various effects of cognitive, affective, and evaluative dimensions on use and purchase behaviours. It has resulted that, use behaviour is effected by affective dimension and purchase behaviour is dependent on cognitive and evaluative dimensions. However, evaluative identity can be dominant over the cognitive parameter (Wang, T. 2017).

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