

Consumer Purchase Intention Research Based on Social Media Marketing

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Abstract

Based on Social Media Marketing(SMM) environment, this paper discusses the characteristics of consumer purchase intention on Social Media Marketing environment , analyses the main factors of Social Media Marketing affecting consumer purchase intention, that is, the external factors and internal factors perception. By SOR and TAM model combines social media marketing and consumer purchase intention establishes influencing factors model of social media marketing based on consumer purchase intention, and it is verified according to the actual survey. The results show that social media marketing stimulate external factors and then influence the consumer's inner perception factors ,at last, it will affect consumers' purchase intention. Finally, according to the characteristics of the consumer purchase intention based on social media marketing provide decisions and supports for the development of the electronic commerce to provide the reference for the enterprises.

Keywords: social media social media marketing purchase intention marketing strategy

1. Introduction

The innovation of the Internet and mobile technology has given rise to social media, and social media have created a new era of marketing^[1]. Research institutions netpop recently released a study showed that 92% (nearly 224 million) Chinese mainland netizens use some form of social media, as more and more Chinese consumers begin to refer to the opinions of others before making a purchase decision, social media marketing will play a more important role in the the success of the product marketing^[2]. From the perspective of enterprise, it is necessary to analysis consumer purchase intention based on social media marketing, and provide the necessary decision-making and support for the development of e-commerce.

Domestic and foreign scholars had did a lot of research on network consumers purchase intention influence factors to . Such as Fisllbein and Ajzen put forward the theory of rational behavior (TRA), set up relationship theory model of relevant attitude, intention and behavior^[3]. Chen and Dunbinsky established consumer perceived value model under the network environment, they think that consumer perceived value and purchase intention is determined by four factors: perceived value, product price, product quality and the experience value^[4]. Venkatesh, and Morris aimed at problem of "affecting users' cognitive factors ", and put forward Integrated Technology Acceptance Model (UTAUT), established the relational model among the behavior intention and performance expectations, pay expectations and social influence^[5].

Domestic scholar Liu Yan think consumers take the initiative to find and take the initiative to provide consumer information is becoming a common behavior in social media, "dialogue" communication form is becoming an important way of social media marketing communication, enterprises should actively participate in the process of social media topic guide and relationship construction ^[6]. Chen Yang in the research of social commerce user recommendation for consumer purchase intention also put forward the Internet word of mouth is based on the network medium, to make information spread more quickly, and analyses the characteristics of online word-of-mouth ^[7]. Xin-yue Chen and others studied the consumer purchase decision model based on customer value, he think that the customer perceived value is influenced by customer's own personal factors such as psychological, physiological and environmental factors such as social, political and cultural, particularly closely related to personal growing and learning experience ^[8]. Fu Ying studied consumer behavior behind weibo, one of social media, and weibo marketing strategy, to break free from the shackles of the traditional marketing model ^[9].

Most of these studies are patchy and scattered; Only a kind of social media like micro blogging marketing, single Angle; Qualitatively general study of consumer behavior, which persuasive and credibility is not high ,can't systemly set a variable from the macroscopic with quantitative analysis; In terms of the results, considerable research doesn't really apply to the enterprise not to mention the economic benefits, resulting the lack of guidance, an operator is unable to make effective marketing strategy to influence consumer purchase behavior. Through analysing the characteristics of consumers purchase intention and the main factors affecting consumer purchase intention based on social media marketing, this research builds consumer purchase intention model of social media marketing environment, and carry on the empirical analysis to provide necessary decision support for the development of electronic commerce.

2. Social Media Marketing

Social Media, is network and technology which used to create hot news by Internet users, then communicate and disseminate information each other. Social media marketing (SMM), also known as community marketing, is a kind of Internet marketing model, it points to achieve marketing objectives by participating in various Social media networks. Social media marketing tools generality includes BBS, micro blogging, blog, SNS, pictures, videos and so on. The social media in the network marketing is mainly refers to the comprehensive site with characteristics of the network, its main characteristic is that content is mostly provided voluntarily by the user(UGC), and the user and the site does not exist a direct employment relationship ^[10].

3. Analysis of Consumer Purchase Intention Characteristics Based on Social Media Marketing

E-commerce in social media era is built on O2O model of Internet and mobile technology , its marketing activity is not the traditional face-to-face sales, but a personalized innovative marketing model with the use of social media platforms . E-commerce based on social media, consumers purchase intention characteristics are the following:

3.1 Purchase Demand Personalization

At present,social media marketing users is mainly young and highly educated users, they have their own independent views and ideas. The specific requirements for products and services of the network consumers are more and more unique and personalized. They especially like unique products, in order to show their personality and distinctive taste. According to iresearch investigation, analysis of social media marketing allows enterprise to analysis consumer purchase intention according to the social media marketing's impact factors , so as to provide consumers with the corresponding goods and services. Therefore, social media marketing promotes the personalized marketing of E-commerce, in order to better satisfy the individual needs of consumers.

3.2 Purchase Requirement Convenience and Pleasure

Consumers choose social media marketing to purchase goods, because online shopping can save the time they go to the mall shopping and check-out queues; And reduce their fitness consumption to the entity shop shopping . All in all, social media marketing simplifies the shopping link, saves time and energy and reduces the trouble in the process of shopping. Using social media shopping in addition to finish the actual shopping demand, users also want to collecte and compare many products information while shopping , and get all kinds of purchase pleasure

4. Analysis of Main Factors Affecting Consumer Purchase Intention Based on Social Media Marketing

Based on the technology acceptance model (TAM), relevant scholars studied the consumer purchase intention.

The premise of Consumers' risk judgment is the perceived value. Businesses using social media marketing efforts to increase the value perception of consumers, while improving social media attention to trigger consumer interest in the product, and then buy the products. With relevant scholars research and the characteristics of consumer purchase intention based on social media marketing, factors affecting consumer purchase intention based on social media marketing are the following:

4.1 Social Media marketing's Impact Factors

- (1) Placement. Implantable advertising mostly mobilize social media celebrities to publish or forwarding essay and the information related to the specific products, relying on celebrity to implement soft advertising. This way of marketing will greatly stimulate consumer interest, thus affecting its inner awareness.
- (2) Marketing activities. Event marketing is highly welcome in E-commerce. The fans are indispensable for social media marketing enterprise to create value, and in order to win fans, the most effective way is to planning activities. All kinds of activities, such as Group-buying, seconds kill and draw, emerge endlessly. most products will be on price incentives, causing consumer interest in forwarding , and thus enhance consumers inherent perception.
- (3) Experiential marketing. Using experience marketing in social media marketing platform provides a new mode of marketing for enterprise. Customer experience (feeling) is as the core, it thinks that customers buy not only products and services, but also a process of psychological experience, so that they get an unprecedented experience, and affect consumers' perceived value ^[10].
- (4) Interaction. Social media marketing interactive platforms not only active clients for the enterprise, but also rapidly response to questions from the consumer, which greatly promote the activity and loyalty of consumers. Consumers are easily attracted by this close business, and generate goodwill for the merchant's products, thus greatly enhance the inner perception.

4.2 Perception Factors

- (1) Perceived value. Before buying products, consumers use social media to search commodity information, to make a trade-off between the perceived benefits and perceived cost, thus forming the overall evaluation of product, this evaluation will directly affect their purchase intention.
- (2) Perceived risk. In social media marketing environment, because the trading main body is opaque ,transaction object is perceptual, and cash flow, logistics, value stream is not synchronous metastatic, it's difficult for consumers to judge all kinds of information ,then consumer perceived risk is more complex using social media shopping , which directly affects consumers purchase intention .

5. The Consumer Purchase Intention Model Based on Social Media Marketing

5.1 The Construction of a Theoretical Model

In the field of consumer behavior, TAM model analysis behavior mainly from the angle of the consumers to accept a new technology. The model shows system use is determined by the behavioral intention; behavioral intention is determined by willing-to-use attitude and perceived usefulness ^[11]. SOR model is to explain how the external environment influences personal inner perception and behavior state, namely the factors - perception - consumer behavior ^[12]. Figure 1 shows the theoretical framework of research, the framework model integrates social media marketing and consumer purchase intention based on TAM and SOR, explains how the social media marketing affect consumer purchase intention, namely, social media marketing impact factors through intermediary factors (consumer internal factors) influence consumers purchase intention, , it reflects the trend of the social media marketing on consumer purchase intention to a certain extent.

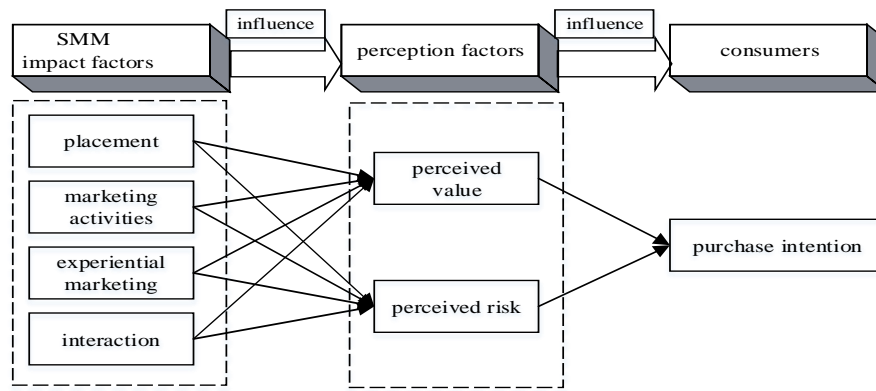


Figure 1: The Consumer Purchase Intention Model Based on Social Media Marketing

From the above analysis of the consumer purchase intention model based on social media marketing put forward the following hypothesis:

- H1: social media marketing’s placement positive affects consumer perceived value
- H2: social media marketing’s placement negative affects consumer perceived value
- H3: social media marketing’s activities positive affects consumers' perceived value
- H4: social media marketing’s activities negative affects consumers' perceived risk
- H5: social media marketing’s experience positive affects consumers' perceived value
- H6: social media marketing’s experience negative affects consumers' perceived risk
- H7: social media marketing’s interaction positive affects consumers' perceived value
- H8: social media marketing’s interaction negative affects consumers' perceived risk
- H9: consumers' perceived value positive affects consumer purchase intention
- H10: consumer perceived risk negative affects consumer purchase intention

5.2 The Model Validation

through issuing 300 questionnaire survey to social media marketing platform users including college students and urban white-collar workers, a total of 283 questionnaires were taken back, 161 college students and 122 urban white-collar workers. After review, there are four people never shopping by social media platforms , two people’s questionnaire answers are the same, they are eliminated, ultimately, there are 177 valid questionnaires. Sample size meets the basic requirements for structural equation model analysis.

5.2.1 The Reliability and Validity Test

By software SPSS17.0 , reliability analysis is by Cronbach's Alpha coefficient. Seen from table 2 ,questionnaire overall Cronbach's Alpha value is 0.873, the subscales of Cronbach's Alpha coefficients were greater than 0.5, the subject questionnaire has good internal consistency and the design is reasonable.

Table 1: The reliability and Validity Analysis

	index	α	KMO
External influence factor	placement	0.811	0.733
	marketing activities	0.873	0.868
	experiential marketing	0.767	0.678
	interaction	0.802	0.813
inherent perception	perceived value	0.895	0.722
	perceived risk	0.885	0.773
purchase intention	behavioral intention	0.854	0.749

This article uses the scale, vast majority from the past maturity scale and published literature and through the interviews and a pretest, wrong expression item is revised , so the questionnaire has good content validity. In terms of construct validity, this article adopts the factor analysis function of SPSS, analysis every variable index including the independent variables , to determine whether the indicators describe the variable.

Analysis of the structure of the display, KMO value of each variable was greater than 0.5, indicating that the sample data is suitable for factor analysis. In addition, significance level of Bartlett sphere test statistics is 0.000, less than 0.001, the specification data has good correlation, and is suitable for factor analysis^[13-14].

5.2.2 Model Test

This article uses the AMOS17.0 software to do correlation and regression analysis, the hypothesis model test results are shown in table 2. Generally absolute value of free parameters T value should be greater than 1.96, it said the significance level reached 0.05, otherwise not considered in the model fitting.

Table2: The Structural Analysis of Model Validation

hypothesis	coefficient	T value	conclusion
H1:placement perceived value	0.912	4.779	support
H2:placement perceived risk	-0.419	-2.908	support
H3:marketing activities perceived value	0.985	4.866	support
H4:marketing activities perceived risk	-0.521	-3.879	support
H5:experiential marketing perceived value	0.736	4.633	support
H6:experiential marketing perceived risk	-0.724	-2.032	support
H7:interaction perceived value	0.528	4.584	support
H8:interaction perceived risk	-0.641	-3.048	support
H9:perceived value purchase intention	0.870	3.770	support
H10:perceived risk purchase intention	-0.743	4.532	support

6. E-Commerce Marketing Strategy Based on Social Media Marketing

6.1 Pay Attention to the Marketing Features

Enterprises can select the appropriate marketing methods according to the characteristics of the social media, such as implantable video advertising, event marketing, brand promotion or product promotion information publicity. Think what the customers want and product what consumers really need to meet the customers' personalized shopping needs, so as to improve the shopping pleasure and satisfaction^[15].

6.2 pay attention to the interactive marketing

Enterprise cannot consider own thought as decision-making standard, but according to the customer preferences. It's necessary to create interesting content, interact with users, listen to user needs and respond. Share useful information, provide one-stop customer service, provide incentive discount activity, so as to improve customer loyalty^[16].

6.3 Use of Data Mining, to Establish Marketing Database

Make full use of huge data on social media, includes not only the people here, there are also interactive data, such as participation in the vote, participation in the test, the sharing of information and so on, this information can be analyzed and tell the traditional enterprise which user may be a potential target user group and what are the characteristics of these groups. Thus advertising and product marketing have more accurate object. At the same time, establish a relationship with users through the present, the group, games, voting, test and so on. Listen to the views and feedback of users, so that not only to promote and sell their products, but to establish the real relationship between enterprises and consumers, such links can bring long-term advantages for enterprise^[17].

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