Social Media Attributes and Social Media Engagement on Purchase Intention: Concept Paper

Mr.V. Kumaradeepan

PhD Student, Management and Science University (MSU), Malaysia

Prof. Dr.S.M.Ferdous Azam
Management and Science University (MSU), Malaysia

Prof. Dr.Jacquline Tham
Management and Science University (MSU). Malaysia

Abstract

Social media plays a major role in the current business environment. There are considerable studies on social media that have been conducted globally. The objective of the research is to draw a conceptual model of the Social media factors affecting on Purchase intentions. Critical literature review has been done explore the conceptual model. Many theories of previous studies have discussed and findings of the previous research has summarized under empirical review. Number of dimensions of social media marketing affect the purchase intention found and concluded as four dimensions which as mostly influencing factors of social media Entertainment, Trendiness, Interaction and Electronic Word of Mouth were derived from the literature and categorized subset of the dimensions as media attributes and media engagement. Found

Keywords: Social media, Media attributes, media engagement and Purchase Intention

1.0 Introduction

The use of marketing tools has changed dramatically as a result of social media marketing, going from traditional marketing to equipment-based promotion (Gould et al, 2017). Social media has a direct impact on consumers' intention to buy and attitude toward buying. Consequently, businesses need social media to compete and survive (Alalwan, 2017). The impact of social media on the process of purchasing behaviour is biggest (Voramontri & Klieb., 2018). The process of promoting a brand on social media is known as social media marketing. Additionally, social media marketing aims to produce content that will grab users' attention and persuade them to share it with their readers (Pop et al., 2022).

The emergence of the social media is no doubt a massive advancement in the modern tech driven era. With the advancement of the internet this has become one much more accessible. In the past ten years, social networking sites have exploded in popularity thanks to the internet and the rapidly developing information and communication technologies (Hamouda, 2018). With the appearance of social media there are number of ways in which consumers get affected. There are many ways that consumers are impacted by the rise of social media. For example, tourism is one field where heavily dependent on social media influence (Pop et al., 2022). Consumers are more likely to trust information shared online by opinion leaders

(Metzger et al., 2010). Source credibility influences persuasion and information evaluation. In influencer marketing literature, the ideas of trust and source credibility are extensively discussed (Ye et al., 2021). Because this topic is so popular, define influencers as "an active and empowered social media user who is listened to and seen as a trusted source by other social media users (Deborah et al. 2019)."

2.0 Social media marketing
2.1 Media Attributes
2.1.1 Entertainment

Online shopping is something that customers find amusing and enjoyable. Enjoyment plays a role in increased willingness and, ultimately, customer loyalty in an online shopping environment (Buzeta et al., 2020). By producing witty, touching, and educational social media content, marketers may draw in and amuse their target audience (Azar et al., 2016).According to Abbas et al. (2020), entertainment is a key value factor that encourages frequent use of social networking platforms. Study examines the effects of social influence, trust, and entertainment value on 353 Pakistanis.

Jayasuriya et al., (2018) Entertainment, interactivity, trendiness, personalisation, and word of mouth are the Social Media Marketing strategies with Consumer Based Buying Equity that are most frequently tested. Even yet, it has been noted that e-WoM and entertainment are significant forces. The five major elements of perceived SMM activities such as entertainment, interaction, trendiness, personalisation, and word of mouth were shown to have a direct positive effect on consumer buying equity (Zollo et al. 2017).

According to Firat (2019), irritation had a negative impact on YouTube advertising value, whereas informativeness, entertainment, and trendiness had a favourable impact. Additionally, YouTube advertising value had a favourable impact on consumers' intentions to make purchases. Jayasuriya et al. (2018) Researchers examined the effects of various social media marketing (SMM) activities on brand equity. Entertainment, interactivity, trendiness, personalization, and word-of-mouth are the factors that are most frequently correlated with SMM activities and consumer purchasing behaviour.

The social media marketing efforts of entertainment and e-WoM have been found to be very effective on the Facebook platform. Positive correlation between consumer purchasing behaviour and social media marketing. Consumer buying intentions are influenced by six elements, including electronic word of mouth, engagement, amusement, reward, trust, and satisfaction, according to Renu et al. (2020). Through social media, these qualities all influence consumer purchasing intentions positively, with contentment having the least impact and trust having the most. Compared to mass media marketing, social networks enable marketers to interact and provide consumer support in a more personal way. By offering incentives, entertainment, customer evaluations, and enjoyment on social media, advertisers may use it to better understand how people make purchases.

Using a sample size of 182 individuals, the purchase intentions of residents of Mogadishu, Somalia, and the informativeness, entertainment, credibility, and overall perceived value of social media advertising were found to be significantly correlated in the study Influence of Social Media Advertising Values on Consumers Purchasing Intention in Somalia. Warsame et al. (2021).

2.1.2 Trendiness

Entertainment, engagement, trendiness, customization, and word-of-mouth (WOM) were the categories used by Kim & Ko (2012) to categorise social media characteristics. These characteristics were then applied to luxury companies. Sano (2015) used the four social media components of engagement, trendiness, customization, and perceived risk. The most recent information and popular conversational themes may be found on social media (Becker et al., 2011), and these platforms are especially important for product searches. Consumers are more likely to use social media as a source of information because they believe it to be more trustworthy than corporate-sponsored contact through conventional advertising activities.

Four sub-motivations are addressed by trending information on social media: surveillance, awareness, pre-purchase knowledge, and inspiration. Monitoring and keeping track of one's social environment is the process of surveillance. In order to understand more about a product or brand, consumers can learn about it by utilising the knowledge and experience of other customers. Pre-purchase details are reading product reviews or threads on brand communities to make knowledgeable purchasing judgements. Finally, inspiration describes the process through which clients obtain fresh ideas from brand-related information, which serves as a source of inspiration. For instance, shoppers can receive outfit inspiration from images of other people's apparel. Given the aforementioned, trendiness is defined in this study as the diffusion of the most recent and fashionable knowledge about luxury brands.

2.2 Media Engagement
2.2.1 Interaction

According to Sohail and Al-Jabri (2017), luxury firms can frequently use social media to boost customer connection by utilising PR, celebrities, and influencers. The effectiveness of social media and its impact on the marketing of luxury brands have been the subject of an expanding amount of research on social media advertisements and marketing in general. The use of social media and its impact on customer attitudes towards social media marketing have both been investigated. Show that user behaviour has a key role in determining how people use social media in social media marketing.

In a social trade, confidence and familiarity, according to Yin et al. (2019), will somewhat offset the effect of perceived risk on later purchase intentions. Building trust among users is aided by intimacy, and in different cultures, both of these factors' favourable effects on purchasing intention will have different results. Furthermore, research has demonstrated that cultural factors have a significant impact on how users connect with one another. High levels of uncertainty reduce perceived risks, but they can also help people become more confident about the future.

The most recent marketing tool that enables companies and customers to communicate online at any time is social networking (Boateng and Okoe, 2015). Customers can generate and disseminate content more easily, thanks to social networking, which also promotes interactive brand contact. Jibril et al.'s (2019) research backs up the idea that social media platforms' ability to influence consumers is mostly a function of the brand's reputation and level of engagement. This advertising and marketing trend is also closely related to the volume of content created by social media platforms, which has the potential to influence consumer purchase intention.

In their study on the impact of social media advertisements on consumer purchase intentions, Raunaq Dash and Piyushkant (2020) used interaction, entertainment, credibility, and

informativeness as independent variables and purchase intention as the dependent variable. They tested 91 respondents using a structured questionnaire, and they discovered that some aspects of social media advertisements had a greater influence on the respondents' purchase intentions. When it came to the commercials that appeared in their feeds, consumers preferred some characteristics over others. Additionally, they claimed that the most potent influence on consumers' purchasing decisions comes from the information contained in social media advertisements. Even when there is little information available, the entertainment component of a social media campaign can affect consumer behaviour.

2.2.2 Electronic Word of Mouth (e-WOM)

Alalwan et al. (2017) It was found that there are several marketing strategies that companies might use on social media platforms. (For example, branding, customer relationship management, marketing, and e-WOM). Kamboj et al. (2018), the marketing of social media has garnered a lot of interest from academics and practitioners in terms of advertisements. Other users are made aware of a product or service's features, advantages, and services through e-WOM, as well as its vendors. This communication takes place directly between customers or businesses; no other channel is needed Berger, (2014)

Park (2021) An analysis of the factors that influence social media word-of-mouth in terms of luxury brand purchase intention. WOM on social media positively affects consumers' intentions to purchase luxury goods. While personal and functional value have a significant impact on social media WOM, perceived quality has a significant impact on functional and social worth. A fully mediated impact between e-WOM and purchase intention to exist between firm-created and user-generated social media communication Poturak and Softic (2019).

Internet word-of-mouth may offer marketers clear opportunities, according to Evans and Erkan's (2014) research. Social networks have experienced unprecedented growth, strength, and popularity, making e-WOM in social networks a particularly intriguing research topic. Furthermore, it is unknown what effect e-WOM through social media has on consumers' intention to buy. On the other side, consumers who value a brand serve as brand ambassadors, posting positive reviews and ratings for the company and promoting it to others (Loureiro et al., 2017).

Hennig-Thurau et al (2004) conducted research into Researchers found that the primary factors influencing e-WOM behaviour include consumers' desire for social connection, desire for financial incentives, care for other customers, and capacity to increase their own self-worth. They conducted their research using a sample of 2000 German users of Web-based opinion platforms. Dulek and Aydin's (2020) research indicates that while social media marketing positively affects e-WOM, brand loyalty, and purchase intent, it does not directly increase purchase intent. On the other hand, it indirectly boosts purchase intent because it positively affects brand loyalty. The data shows that social media marketing is essential for businesses.

In their study on the Influence of Social Media User Interactions on Brand Awareness and Purchase Intention, Siswaningsih and Halim (2018) found that anger has a positive effect on brand page commitment. Anger positively affects brand page commitment. Then, word-of-mouth influences purchase intention, whereas annoyance has no impact and brand loyalty and awareness improve it. Word-of-mouth advertising has a stronger influence on customers' purchasing decisions Gutiérrez Flórez et al. (2017). E-WOM, online communities, and online advertising are successful in marketing brands through business websites and social media platforms Balakrishnan et al. (2014).

Siswaningsiha and Halim (2018) Engagement with a brand page is influenced favourably by irritation. Brand awareness benefits from brand page commitment, while brand awareness is unaffected by irritation. Word-of-mouth has a favourable impact on brand page commitment and brand recognition, while annoyance has no impact. Purchase intention is positively impacted by dedication to a brand page, displeasure with that page, brand recognition, and word-of-mouth.

The impact of social media on marketing, electronic word-of-mouth, customer relationship management, company brands, and performance was discovered by Alalwan et al. (2017). According to Gutiérrez Flórez et al. (2017), businesses looking to advertise their goods on social media should search for tactics that combine openness about information with the encouragement of user-to-user conversation, since this will have a greater influence on customers' purchasing decisions.

According to Kudeshia and Kumar (2017), consumer electronics brand attitudes and purchase intentions are highly influenced by favourable e-WOM generated by users on the social networking site Facebook. So et al. (2017) discovered that the three elements of consumer brand identification work in concert to generate favourable word-of-mouth advertising and the considerable advantages of making customers' travel experiences socially visible to those around them.

Thao and Hoa (2018) found that the utilitarian and hedonistic motivations for using social media had a positive impact on social e-WOM and positively influenced consumers' trust and attitude towards brands of goods and services on social network sites, and that both of these factors had positive effects on consumers' intention to buy. Loureiro et al, (2017). Participation and online brand experience (OBE) are significant factors that influence online brand engagement. Between online brand engagement and e-WOM, brand love plays a key mediating role.

2.3 Purchase intention

Suprapto et al. (2020), who studied the topic of impact, came to the conclusion that Instagram advertising and purchase intention were not significantly changed. However, Instagram advertising may have an impact on a customer's purchasing intention. This is because Instagram advertising has a big impact on how customers perceive products. Customer impression thus takes precedence over other variables in this study.

According to Shareef et al. (2017), social media advertising could assist marketers in achieving a range of marketing objectives, including raising consumer awareness, improving customer comprehension, changing customers' attitudes, and persuading them to make purchases. The critical role of intrinsic and extrinsic motivation in consumer responses to social media advertisements is evident after a closer examination of the primary body of literature.

According to Grizane and Jurgelane (2017), social media is an online collaboration and exchange platform that focuses on text, pictures, and videos. It varies from traditional media in that it offers a forum for social conversation (Kian et al., 2017). A fundamental assessment of a person's willingness to engage in a specific online purchasing behaviour is provided by their buying intentions.

Grizane and Jurgelane (2017) described social media as an exchange and collaboration via the World Wide Web that is centred on text, picture, and video. This type of media differs from

traditional media in that it offers a forum for social conversation (Kian et al., 2017). The person's purchasing intentions serve as a fundamental assessment of their willingness to engage in a specific online purchasing behaviour. Due to frequent purchasing decisions and a myriad of options available, consumers must deal with information overload acquire intention (Laksamana 2018) is the probability that a consumer will acquire a good or service in the near future. One of the most popular HOE models for buying decisions is the focus, interest, desire, and action (AIDA) model Hutter et al. (2013).

Siswaningsih & Halim (2018), is a gauge of how much a client participates in a particular activity. Since purchase intention is an implicit promise to acquire the brand, it is crucial in determining a brand's success (Kudeshia & Kumar, 2017). Since purpose comes before action, it is equally important to consider it when making purchases. Tariq et al. (2013), brand attitude, loyalty, consistency, awareness, and qualities are a few aspects that affect purchase intention. The author is aware of no studies that demonstrate the influence of brand desire on purchasing intent. The proposed association has thereby filled a gap in the literature created by the current investigation.

Voramontri & Klieb (2018) discovered that social media had the biggest impact on the first and second stages of the buying behaviour process (information quest and alternative search), but it had little to no influence on the final decision or post-purchase evaluation. Users of social media like and value the decision-making process compared to those who chose to obtain information from another source. Consumers of social media are joyful and upbeat while making decisions, and the wealth of information has not had a detrimental impact on brand loyalty. Even in the digital age, individuals still like to shop in actual businesses and use traditional methods of payment.

According to Tsai & Men (2017), the social feature is the most important distinction between social trade and traditional e-commerce. It is also a crucial element in the investigation of users of social trade's purchasing intentions. In the interim, it is important to keep in mind that the network community will display different types and features in distinct cultural contexts. Thao and Hoa (2018) looked at the effect of social media on consumers' plans to buy through social networking sites. The reasons people use social media were found out. According to Bismo et al. (2019), a case study conducted in Indonesia with 100 respondents revealed that social media and email marketing, as well as digital marketing, had a significant and positive impact on customer involvement and purchase intention.

Reiter et al. (2017), based on a study they conducted on how social media affects consumers' intent to buy: The instrument is a valid and reliable measure when used in a social media context, according to instrument validation and study results. Waheed and Jianhua's (2018) study, every aspect of e-marketing—including Internet M, email marketing, intranet marketing, extranet marketing, and mobile marketing—was thoroughly analysed and correlated to tendencies in prospective buyers' exploratory behaviour.

The trustworthiness of media influencers had a negligible effect on attitude and purchasing intention, according to Lim et al. (2017). According to Harshini (2015), customer behaviour in relation to internet marketing is significantly but inconsistently influenced by reactions. Future studies investigating the features of social media advertisements that affect customer purchase intention might take inspiration from this study. According to Abzari et al. (2014), social media can affect customers' decisions to buy a company's product, and managers should encourage customers to discuss the company's goods and services among themselves.

Jarrah, 2018, The Application of Social Media as a Marketing Tool for Better Purchase Adaptation and Intention to Enhance Competitive Advantage By enabling users to post comments with their needs and feedback and then solve those needs by choosing the right businesses, Facebook, Twitter, Instagram, and other social media platforms offer a variety of competitive advantages. Businesses may interact with customers on social media and engage them by fostering a sense of trust in their messaging, which encourages them to make online purchases. According to Sharma and Sharma (2019), consumer buying intentions on social media are positively impacted by consumer confidence. Although trust seems to affect customer demand for online purchases in some studies, there is a dearth of research proving a link between consumer purchasing intention and social network confidence.

According to Gautam and Sharma (2017), customer relationships and SMM have a significant and positive influence on customers' propensity to make a purchase. Almohaimmeed (2019) The intention of customers to make purchases is significantly impacted by social media marketing. According to Yin et al. (2019), trust and intimacy have a limited but significant influence on how subsequent purchase intention in social commerce is impacted by perceived risk. Building trust among users is facilitated by their closeness, and both of their favourable effects on purchase intention would manifest differently in other cultures.

According to Bismo et al. (2019), digital marketing has a notable and advantageous impact on consumers' engagement and purchase intent. Social media and email marketing have demonstrated how customers' engagement and purchase intentions were impacted by digital marketing. Sharma & Sharma (2019) Satisfaction and desire to use serve as two key precursors to actual usage. In addition, satisfaction mediates the relationship between service quality, information quality, and trust with intention to use mobile banking and contrasts with that of system quality.

Brand loyalty significantly influences customers' intentions to make purchases, according to Almohaimmeed (2019). Based on these findings, it was determined that businesses should pay more attention to the social media marketing antecedents since they have a direct impact on the use of social media marketing, brand loyalty, and customer purchase intention. According to Md Abdul et al. (2020), brand awareness does not significantly mediate the relationship between interaction and consumers' purchase intentions, but brand image does.

According to Gautam and Sharma (2017), customer relationships have a moderating effect on SMM and relationships including buy intentions. Pandey & Srivastava (2016). In their investigation of the antecedents of consumer purchase intention, it was discovered that customer brand loyalty was one of the most crucial aspects of buy intention.
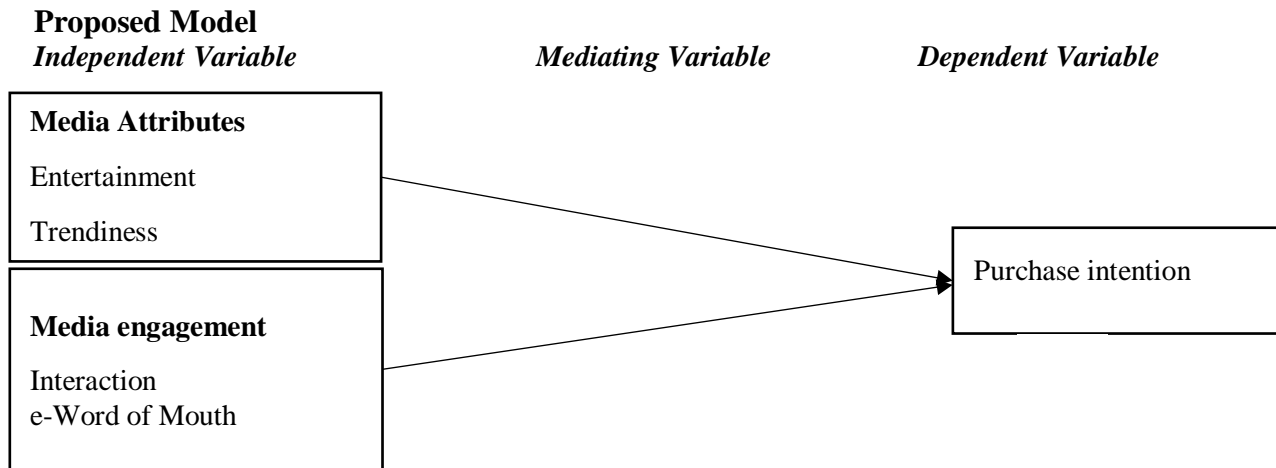
Proposed Model
Independent Variable   *Mediating Variable*   *Dependent Variable*

Figure I: Proposed model of the Study

3. Conclusion

The research Paper reviewed the empirical literature on social media factors influencing on purchase intention and found that there was significant influence on Entertainment, Trendiness, interaction and electronic word of mouth as factors of Social media marketing influence on purchase intention. Entertainment and trendiness has categorized as media attributes and interaction and electronic word of mouth categorized as media engagement of social media marketing.

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