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## Social media marketing and post purchase behavior: A concept Paper

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### ABSTRACT

The aim of the research is to explore the impact of social media marketing on post-purchase behavior. The current modern era, social media marketing is very popular in all over the world. Number of research articles derived from internet sources on social media and consumer purchase behavior. Critical literature review has done to explore the connection between social media and consumer post purchase behavior. Interaction or Engagement Opportunities, Consistency, Differentiation, or Customization, Quality content Word of mouth are factors of social media marketing. Committed customers, Repeat purchase, Increase use, brand switching and discontinued use were the dimensions of consumer post purchase behavior. Also found Trust has mediating variable between social media and consumer purchase behavior.

**Keywords:** *social media marketing, Social Media, post purchase behavior and Conceptual Paper*

### 1.0 INTRODUCTION

Consumer behaviour research makes the assumption that customers are active participants in the marketplace. Role theory's point of view presupposes that customers take on distinct roles in the marketplace. Consumers take on these roles in the decision-making process, starting with the information provider and moving on to the user, payer, and disposer. Consumer behaviour is defined as "the decision-making process and physical activity, which individuals engage in when evaluating, acquiring, using, or disposing of goods and services" (Qazzafi. 2019).

Consumer behaviour is defined as "the actions and decision processes of people who purchase goods and services for personal consumption" (Jamjoom.2021). Different consuming scenarios, the roles also change. For instance, a mother may influence a child's decision to buy something while still serving as the family's disposal point for other items. With the advent of technology, the shopping experience as a whole has drastically changed the marketing and consumer purchase behavior scenarios today. Most of the consumptions are conducted through the physically before the time. But In foreign countries before two or three decades, they start the virtual purchasing. However, Nowadays the Asian and developing countries also adopt the virtual purchasing. For that, The COVID -19 conform to the business people, their way of business is virtual plat form and also it is essential for the upcoming time line.(Liu, 2021).

According to Bala&Verma (2018) Social media marketing (SMM) is a type of Internet marketing that makes use of social networking websites as a marketing tool. In order to boost



brand visibility and increase customer reach, SMM aims to create content that users will share on social media. Companies now have a new way to interact with and influence consumer purchasing behaviour thanks to social media marketing.

Social media sites are used in social media marketing to increase online presence and market goods and services (Al-Mohammadi and Gazzaz, 2020). Websites for social and business networking, as well as for exchanging information and ideas, are social media. Podcasts, wikis, blogs, online films, photo and news sharing, message boards, and posts on social networking sites are all examples of social media marketing tools that are used to reach a sizable or specific audience.

The social media marketing is most popular among the youngers specially students. The students most interest on the fashionable items. They are more attract by the online products and they enthusiastic to by the social media marketing product after the purchasing they get the experience and they decide to continue to purchase or reject the product or that marketers(Guan, 2022). In this scenario we choose the university students for the study. Through this study we can conform how their experience in the post purchase.

## **2.0 LITERATURE REVIEW**

### **2.1 Consumer post purchase behaviour**

Consumer behaviour is the study of how individuals or groups make decisions about what to buy in order to meet their needs. How a person reacts to a certain concept or situation is referred to as their "consumer behaviour." Consumer behaviour is described as "Processes involving the choice, purchase, use or disposal of products, services, ideas or experiences in order to meet needs and wants" (Solomon et al. 2010).

The buying behaviour typically takes many different forms, with consumer decisions that might change depending on a wide range of variables, including: incomes, demography, social, and cultural aspects (Mansoor and Jalal, 2011). In addition to these fundamental internal elements that are thought to affect buying behaviour, there are a number of other aspects that are imitated by the external circumstances in the environment around the customer. It is important to note that the consumer's behaviour is a combination of their buying awareness and outside motivators that cause them to alter their behaviour. This is why the majority of economies in the world have the same issue: external influences on internal community factors.

It's critical for marketers to understand consumers as individuals or as groups who use, consume, or discard goods and services, as well as how they share their experiences to meet their requirements or satisfy their goals(Srivastava and Barmola, 2010). Shopping trends and shopping habits are not the same thing. Patterns reveal a predictable brain structure, whereas habits develop as tendencies towards an action and become spontaneous with time.

### **2.2 Purchase intention**

Blöse et al., (2020) A customer's willingness to purchase a specific good or service is referred to as their purchase intention. Purchase intent is a dependent variable that is influenced by a number of internal and external variables. Purchase intentions are a gauge of a respondent's mindset regarding making a purchase or using a service. The sum of one's cognitive, affective,



and behavioural tendencies towards using, adopting, or using a product, service, idea, or particular behaviour. Though the idea is straightforward, the reality is more nuanced than the idea suggests. The question of whether someone intends to purchase a product cannot be answered with a simple yes or no. Attention, Interest, Desire, and Action (HOE) is one of the most useful method AIDA (Hutter et al., 2013).

When a customer is prepared and intends to conduct business online, this is referred to as having an online buy intention. When a buyer is willing to browse, choose, and buy things online, this phrase is utilized. According to Barger et al. (2016), social media influences consumer product selection. It is playing a crucial part in influencing consumer preferences. During the pandemic season, these factors intensify.

All consumers have various demands in their daily lives, and these needs influence how they make judgements about what to buy. This aim is identical, which leads to the consumer purchase decision process. Depending on the consumer's perception of a particular product, their evaluation and comparison of it, and their choice and purchase among the various product types, these decisions may be complicated. Ha and Nguyen (2019) have provided one of the standard models of the consumer decision-making process. He claims that there are five steps in the decision-making process for consumers: problem/need awareness, information search, alternative evaluation, buy choice, and post-purchase evaluation.

Consumer decision-making involves the solution of problems. It begins with an unmet demand and concludes with the purchase of an appropriate product. From the perspective of marketing, it is crucial because it informs them on how to create and offer great items. After the purchase consumer behaviour is differ based on the consumer experience. We can found the clear view of the Consumer post purchase behaviour. The consumer post purchase behaviour is the critical part to the marketers whether they do the business via physical or online or social media. Because influencing post-purchase behavior leads to repeat purchases. Satisfied customers *buy more*. Dissatisfied customers *buy less* & sometimes post negative feedback about products or brand(Stankevich. 2017)

Recurring purchases, favourable reviews, and customer evangelists are post-purchase behaviours we want. However, it also has undesirable behaviours. Refunds for goods, unfavourable reviews, and one-time purchases. The definition of post-buy behaviour is the way a person feels, thinks, and behaves after making a purchase. Thoughts and sentiments are still important, even though our attention is on promoting repeat purchases. According to a generalisation, when someone feels well, they consider why. When customers are happy, we may remind them to behave well and support the businesses. (HansemarkandAlbinsson,2004).When the sale is complete, post-purchase behaviour starts and lasts until the return window has passed. At this point, the client is either satisfied or unsatisfied. Additionally, it is a crucial time for companies to create loyal clients(Alcañiz. 2005)

It also provides you with an opportunity to position your company as a reliable advisor and friend. Putting money into your customers after you've received their money shows them that you care about their satisfaction. Although it also has a favourable impact on your bottom line, this level of engagement affects their post-purchase behaviour. Customers are willing to spend



up to 13% extra, per a PWC survey, in exchange for superior customer service (Mariia et al. 2020). One in three consumers claim that after only one negative experience, they will stop supporting a business they adore.

### **2.3 Social Media Marketing**

Businesses of all sizes may effectively contact prospects and consumers via social media marketing. If you aren't on social media sites like Facebook, Instagram, LinkedIn, and so forth, people use these sites to find, learn about, follow, and purchase from brands. Excellent social media marketing can help your company achieve extraordinary success by fostering committed brand advocates and even generating leads and revenue. Social media is described as "a group of internet-based applications that build on ideological and technological foundations of web 2.0, and allow the creation and exchange of user generated content" (Kaplan and Haenlein, 2010).

According to Kumaradeepan (2022), there was a significant impact of social media use on customer satisfaction. One of the most well-known phrases and media is "social media marketing," which has assisted many small and large enterprises in exhibiting their goods in front of 3.48 billion consumers. Everyone is aware of social media's size in the high-tech world of today. Moreover, the researcher Mohammadian and Mohammadreza.(2012) describe that social media refers to practises, behaviours, and activities among communities of individuals who come together online to share knowledge, opinions, and information via conversational media. Conversational media are Web-based tools that allow users to quickly produce and share material in the form of text, images, videos, and audio. Herawati et al.(2022) describe this as well. Using the social Web's tools, such as blogging, microblogging, social networking, social bookmarking, and content sharing, social media marketing is any form of direct or indirect marketing used to increase awareness, recognition, recall, and action for a brand, company, product, person, or other entity.

Facebook , Whatsapp, Messenger , Instagram combined together have over billion users each and we need to be mindful these numbers are without China (Gawer. 2022). The FB family of apps have it over a billion active users and we note both social media platforms have a combine audience of 3.5 billion while both messaging apps have combine audience of 2.9 bio. Business and start up need to consider engagement and customer services leveraging capabilities of messenger and whatsapp while continuing to leverage the advertising platforms on FB to target audiences in multiple ways using relevant content based on insights (Chaffey and Smith. 2022).

### **2.4 Social media marketing purchase**

Nowadays, substantial percentages of purchases are conducted online, and in 2020 this percentage increased significantly as a result of the COVID-19 pandemic crisis (NezamovaandOlentsova. 2022). Online retail is predicted to expand rapidly as more people become connected to the internet and as tech businesses find new methods to incorporate the online world into buying. Since most internet time is spent on social media, it seems sense that many consumer purchasing decisions are also made there. GlobalWebIndex reports that 71%



of social media users are more inclined to buy goods and services after seeing recommendations on social media, and 54% of social media users use social media to research products. (Goel and Diwan. 2012)

Wang. (2012) When it comes to customers on social media, the reduced customer journey is the first thing you notice. In the past, after learning about a product and repeatedly viewing an advertisement for it on television, consumers could go shopping the following week and ultimately purchase the item. Now, the procedure may take a few minutes. A purchase is more likely to be made the same day for 29% of social media users, according to a Deloitte survey. In other words, people don't need to wait to shop once they've seen a product; they can just click the link and buy it. Additionally, according to the same survey, social media influences on consumers are four times more likely to spend more on purchase.

In addition to being shorter, the client journey has become more difficult. Product research is now easier for people to access because to social media (Hamilton et al. 2021) For instance, if a customer sees a product on Instagram, they may immediately look up the hash tag to read other reviews and determine whether or not to purchase the item. Customers take more time to study and check more sources for reviews as a result. Customers who had negative customer encounters reported doing so 62% of the time. The importance of monitoring your online reputation and looking for feedback on social media is so enormous. In keeping with my next point, keep in mind that every social media review is significant.

Social proof is undoubtedly not a novel idea; after all, because we are a social species, (Goel and Diwan 2022). The issue is that dozens, if not hundreds, of individuals can now hear these proposals and oppositions. Your social media followers see it every time you tweet or post about this fantastic cafe or the shampoo that transformed your hair, and they could be inspired to give it a try as well. Negative viewpoints and rants are no different. According to a 2013 Forbes study, social media messages from friends have an 81% impact on consumers' purchases.

Furthermore, customers proactively request advice on social media (which, regrettably, brands sometimes ignore). Only 9% of brand conversations, according to a study by Fontaine. 2020, involve consumer queries, yet depending on the business, there may be more than 100 people seeking tips in a single month on social media. As was already established, social proof mostly affects your peers and acquaintances. But more and more users of social media follow influencers in addition to their friends.

Purwanto. (2020) Social media users who have a strong, devoted following that frequently has similar interests are known as influencers. People who trust them are more likely to notice their opinions, therefore that makes sense. The Influencer Marketing Hub found that nearly 50% of Twitter users have made purchases as a direct result of an influencer's Tweet. Due to the fact that they are frequently authorities on a narrowly focused subject, micro-influencers are particularly efficient at influencing their audience and are therefore a natural source of recommendations for this subject. Finding social media influencers that are active in your industry, such as Facebook group administrators, Instagram bloggers, vloggers, or TikTokers, is a terrific approach to expand your audience if you're selling a niche product. Gen Z and



millennials are more susceptible to being persuaded, with 84% of millennials indicating that user-generated content from people they don't know has some influence on their purchasing decisions. (Goel and Diwan. 2022)

## **2.5 Social media marketing, purchases intention, decision and behaviour of customers empirical review.**

The influence of social media marketing on consumers' clothes purchasing decisions. Their findings demonstrated that aspects including product comfort, affordability, incentives, and discounts influence consumer decision-making while purchasing clothing on social media sites. The researcher explains Islam et al.'s (2021) theories by noting that they maintained that the rise of social media takes on a different dimension as a result of smartphones. The use of smart devices could enable billions of people to communicate on social media sites like Facebook, Twitter, Wechat, and Instagram. Social media has a significant impact on young people's purchasing decisions. (Kumradeepan. 2022).

Through social media, brands can have a two-way conversation with customers who help create the identity or image of the company (Lim et al., 2012) and who represent online platforms that encourage collaboration, communication, and content sharing (Colella et al., 2019) on the Internet. The broad definition of social media, on the other hand, frequently encompasses other tool categories, such as blogs, microblogs, online evaluations, social bookmarking, forums, and other social media platforms that frequently mix some of these tools (Alalwan et al., 2017; Amatulli et al., 2017). Consumers must deal with information overload since they must make purchases on a daily basis and because there are so many options available. Purchase intention is defined as the possibility of consumer in purchasing product or service in the near future (Vallerand. 1992).

Kumaradeepan et al. (2023) Entertainment, interaction, trust, electronic word-of-mouth, and online engagement were identified as significant influences on brand loyalty. A sample of 249 consumer purchases from a university was used to analyze the type of product bought and the price of the item. This is how most individuals utilize social media as a source of information when making a buy choice. Based on suggestions made by their contacts or acquaintances on social media, consumers are buying either cheap or expensive goods (Forbes, 2013). According to research on the interaction between social media and consumer decision-making, social media has an impact on consumers' views towards advertising, brands, and purchasing intentions. Although it might have a mediating effect, it won't inevitably influence consumers' decision-making.

Social media can create brand attitudes that influence consumer purchasing decisions. The consumer may choose a product or brand based on its positive reputation. The attitude towards a company and the consumer's decision-making are both impacted when a consumer's buddy posts or recommends goods or services on social media. However, social media advertising from for-profit sources has been shown to have an impact on consumers' brand sentiments and purchase intentions (Xu et al. 2012). It helps marketers develop their marketing strategy based on that knowledge. For their marketing campaigns, many marketers use social media. It is a simple method of reaching out to customers, and it is also a cheap approach to advertise their



products or services. Social media platforms also give users access to all available information and reviews.

The Impact of Social Media on Purchase Behaviour in Zimbabwe's Mobile Telephony Industry (Makudza et al., 2020). The study's findings suggest that social media significantly influences consumer purchasing intentions. While firm-generated material was found to be inversely associated to buy intention, consumer purchasing behaviour is mostly driven by word-of-mouth on social media. While a little correlation was found between the social media platform and consumer purchase intention, user-generated social media communication was associated with purchase behaviour. According to the findings, social media is a useful tool but needs to be modified to reduce the production of content that distorts desirable customer behaviour. According to Kumaradeepan (2021), social media influence, visibility, and participation have a favorable effect on brand preference.

The Singles' Day promotion's buying behaviour drivers and post-purchase evaluation factors, according to Wang et al. Additionally, it looks at how advertising and peer pressure influence customers' purchasing decisions and post-purchase assessments. A preliminary investigation of the perception of risk before and after a purchase and its mitigation (Mitchell and Boustani 1994). The findings indicated that there were differences between the two states in terms of risk perceptions and the efficacy of risk-reducing strategies. Through customer engagement, social network marketing (SNM) has an impact on consumer purchase behaviour (Barhemmati and Ahmad, 2015). This research aims to analyse the projected linkages between social network marketing activities, customer engagement, and consumer buying behaviour as well as how SNM will affect consumers' final purchasing decisions among those who frequently use social networking websites.

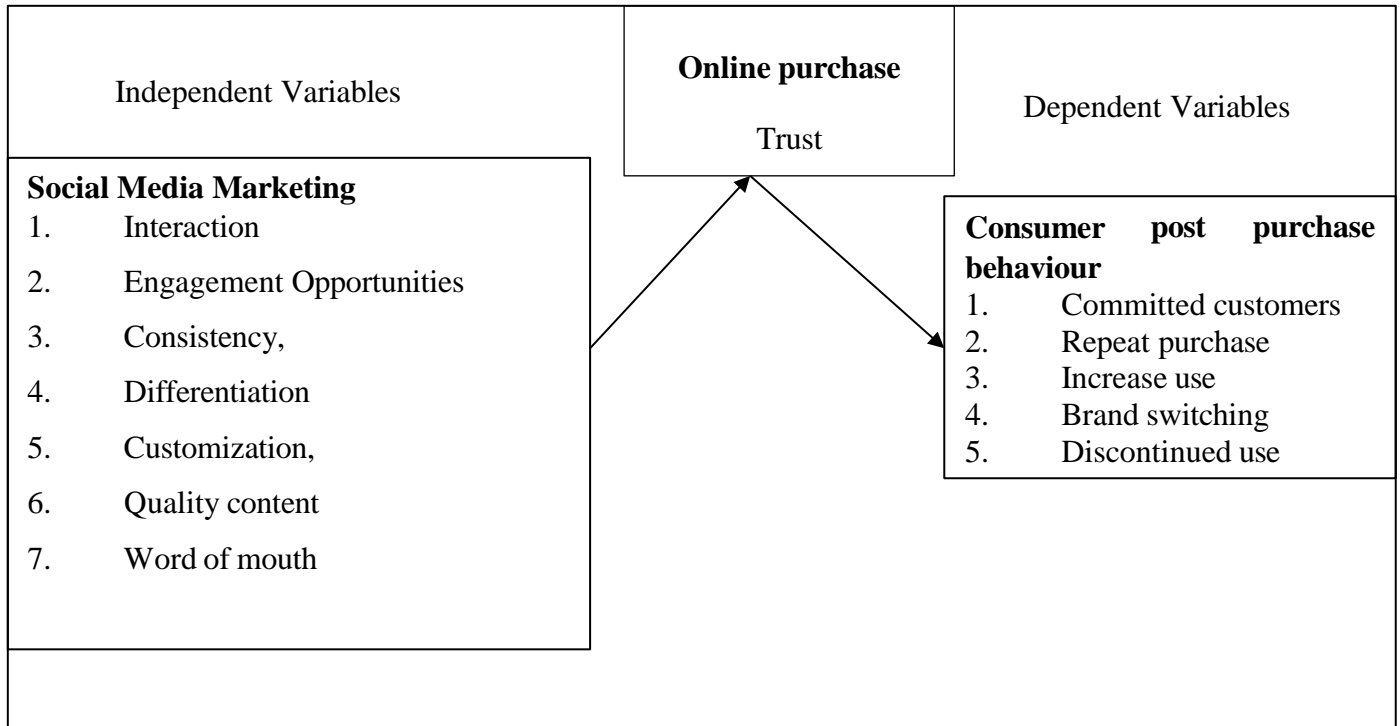
Helal et al. (2018) published Social Identity Matters: Social Media and Brand Perceptions in the Fashion Apparel and Accessories Industries. The main platform for routine communication and the growth of brand-customer bonds that strengthen social identities is social media. The present chapter explores how brand perceptions in the fashion apparel and accessory industries are impacted by the expanding social media platforms, drawing on social identity theory. According to Shuang et al. 2021, "Social Media Marketing Activities, Brand Equity, and Loyalty Towards Fashion Accessories Among Chinese Youth," The study investigated how social media marketing initiatives (SMMA), such as personalization, entertainment, interactivity, trendiness, and word-of-mouth, mediated the effects of brand equity and brand loyalty towards fashion accessories among Chinese youth.

In order to build relationships with customers, Kumaradeepan (2020) examined the effects of social media advertising on consumer purchasing patterns. The study, "E-satisfaction and Post-Purchase Behaviour of Online Travel Product Shopping," by Ting et al. (2013) examines how antecedent factors influence e-satisfaction and post-purchase behaviour. The empirical findings show that online risk and service quality have an indirect impact on post-purchase behaviour through influencing customers' e-satisfaction. Additionally, product participation modifies post-purchase behaviour related to e-satisfaction.

### **3.0 METHODOLOGY**



### 3.1 Research Model



### CONCLUSION

Based on the critical literature review social media has significant impact on consumer purchase behavior. Dimensions of the social media used in the previous studies are Interaction, Engagement Opportunities, Consistency, Differentiation, Customization, Quality content and Word of mouth. Also dimensions of post purchase behavior used in previous studies are committed customers, Repeat purchase, Increase use, brand switching and discontinued use. Also found Trust has mediating variable between social media and consumer purchase behavior.

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