

**EFFECTIVE FACTORS IN SOCIAL MEDIA ON YOUNG CONSUMERS' PURCHASE INTENTION  
AND PURCHASING FROM THESE MEDIA**

**(CASE STUDY: YOUNG CONSUMERS IN ISFAHAN)**

(Recibido el 11-07-2017. Aprobado el 22-09-2017)

**Maryam Ghafari**

*Yazd University, MA Student in Business Management, Department of Management, Yazd, IRAN.*

*\*Correspondence Author: Email: Ghafarii.maryam@gmail.com*

**Abstract.** The objective of the research is to study the effective factors in social media on Iranian young consumers' purchase intention and purchasing from these media. The research is an applied research in terms of the objective and a survey research in terms of the method of data collection. A standard questionnaire has been used to measure variables. The sample included 400 Iranian youths using social media whom have been selected using non-probability available sampling method. Data have been analyzed using descriptive statistics and inferential statistics. It has been used confirmatory factor analysis and structural equations modeling to test hypotheses. Results showed that awareness cognitive, knowledge cognitive, trust, and brand equity significantly affect Iranian young consumers' purchasing intention and purchasing in the social media. The effect of purchasing intention on the purchasing was also confirmed.

**Keywords:** Awareness Cognitive, Knowledge Cognitive, Trust, Brand Equity, Purchasing, Purchase Intention

## 1. INTRODUCTION

Today, the social media has changed the way people communicate and collaborate; and communication with others and marketers has identified its ability to communicate with customers (Henning-Tharau et al., 2010).

Marketers have gradually turned to innovative and on-mobile social networks whose main advertising target focuses on teenagers and youth who are highly eager to entertain programs and software. Consumers use a free and useful word of mouth method to interact and disseminate information to their friends that can be considered as the future of social media marketing (Yaakop et al., 2013).

Internet social networks are the base or set of databases, which provide an opportunity for users to be able to share their interests, thoughts, and activities with others and others can share these thoughts and activities with them. A social network is a set of web-based services, which allows individuals to create their own public or private descriptions, or communicate with other members of the network, to share their resources with them, and to use other public descriptions to find new connections (Boyd & Ellison, 2007). In general, it can be said that social networks are sites, which provide users with feature of sharing through a simple site such as a search engine by adding features such as chat, email, and other features. Social networks are the place, where hundreds of millions of Internet users gather, interact, and exchange information, regardless of frontiers, languages, gender, and culture. In fact, social networks are designed to enhance and strengthen social interactions in cyberspace. In general, communication is facilitated through information on people profiles such as user photos, personal information, and interests (all of which provide information about individual identities). Users can see other profiles and communicate with each other through various applications such as email and chat (Pempek et al., 2009).

Okazaki and Taylor (2013) argue that social media is of importance as an efficient tool at a very limited time having a very high ability. In addition, several international empirical researches have been conducted on z-type promotional activities in the social media marketing (Peters & Meyer, 2013).

Hoffman and Novak (2012) suggested that an appropriate theoretical framework of social media is required for organizations to implement accurate

marketing and strategy considering public access to mobile phones and social networks.

Peters et al. (2013) goes a step further and states that a more comprehensive approach is required to assess various factors of social media so that we can achieve the decisions of informed marketing communications to discover the gap between theory and practice regarding the impact of marketing on the social media and the role of communication in young consumers' attitude. Therefore, the research has been conducted to study the impact of young consumers' attitude in social media as well as the impact of trust and brand equity on young consumers' purchase intention and purchasing from social media.

Rodney Graeme Duffett (2017) in his research entitled "the impact of marketing communications social media on young consumers' attitude" showed that marketing communications of social media have a positive effect on awareness cognitive, knowledge cognitive, and behavior cognitive components among young consumers, but on a weak scale, which is compatible with the purchase model. The research also plays an important role in attitudinal researches in developing countries, in which there is a lack of research on the marketing communications of social media.

Therefore, the first and second hypotheses of the research are made as follows:

Hypothesis 1: Youth's awareness cognitive toward social media affects their purchase intention from these networks.

Hypothesis 2: Youth's knowledge cognitive toward social media affects their purchase intention from these networks.

## 2. TRUST

In each era of business history, trust has been an essential prerequisite for conducting transactions and establishing long-term relationships with customers (Chumpitaz and Paparoidamis, 2007). Lack of trust makes blog users feel that there is no control over the risk of using virtual space for interaction (Wang et al., 2016). Trust significantly affect the attitude and purchase intention (Kim & Park, 2013) and provokes a positive attitude towards dealing with the provider so it creates expectations for satisfactory transactions while reducing uncertainty (Yan et al., 2015).

Due to the unique characteristics of the virtual purchasing environment such as the non-physical presence of the product and the lack of face-to-face interaction between the buyer and the seller, consumers feel more uncertainty; and this increases the risk of making online purchases decisions (Teymouri et al., 2016). Therefore, the third hypothesis of research is made as follows:

Hypothesis 3: Trust in social media affects their environment in order to prevent failures (Dayton & Cornfield, 2009; Henning-Thurau et al., 2010; One North & Will Amen, 2011). Among these failures is a severe reaction, which can reduce stock prices, hurt reputation, generate litigation costs, and even lower revenue (Butler, 2011). Unlike static websites in Web 0.1, the interactive nature of social media created in the Web 2.0 area has ultimately changed consumer relationships with brands in these environments; even allow them to be active players in creating brand issues (Gensler et al., 2013).

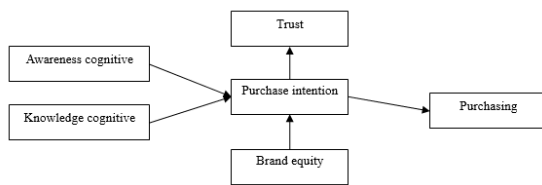


Figure 1: Conceptual framework of the research

Therefore, the fourth hypothesis of research is made as follows:

Hypothesis 4: Brand equity in social media affects their purchase intention from these networks.

Cronbach's Alpha of all variable is more than 0.7. Statistical population of the research included Iranian 15-29 years old youths who were members of social network such as Telegram, Instagram, Twitter, and Facebook. Among them, 400 youths completed the electronic questionnaire of the research. In the research, sampling method is the available non-probabilistic sampling.

purchase intention from these networks.

The social media offers marketers a tool for direct interaction including an ideal environment for: Creating brand communities (Scarpi, 2010), making and strengthening relationships, and obtaining a better understanding of customers through netnographical researches (Kozinets, 2002). Nevertheless, social media needs marketers to have a good understanding of this

Questionnaire has been used to measure variables. The variables of the research are shown in the figure 1 as a conceptual framework, which was adapted from the Duffett (2017), Kosarizadeh & Hamdi (2015), Hajli (2013).

### 3. RESEARCH METHODOLOGY

The type of research is an applied research in terms of the objective and a descriptive-survey research in terms of characteristics of the subject and the time of data collection. Field approach has been used to collect data. Questionnaire has been used as the tool of data collection. The questionnaire was personally distributed among the respondents. To obtain required validity in the use of questionnaire and standard questionnaire, it has been submitted to the guidance professor and related experts to obtain face and content validity of the above mentioned questionnaire. After the involvement of their reformed comments, final questionnaire has been developed and submitted to the youths of Isfahan City. Its validity was also tested by confirmatory factor analysis. In addition, it has been used the Cronbach's Alpha to measure reliability of the questionnaire. Questionnaire is of high reliability because the amount of

### 4. ANALYSIS OF THE FINDINGS

It has been used AMOS24 software to test hypotheses. Figure 2 shows the final model of the research with standard coefficients. For the validity and fitting of the model, indicators have been used in accordance with Table 1.

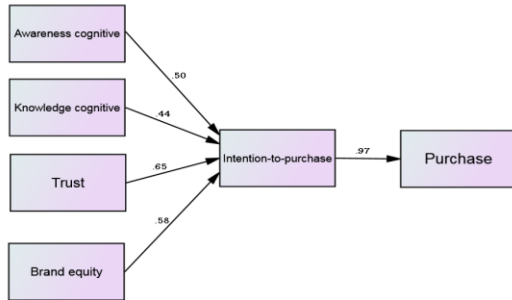


Figure 2: Finalized model of the research with standardized coefficients

Table 2: Impact factors of the final model

| Coefficient of determination | Standard coefficient | Sig. | t value | Standard error | Nonstandard coefficient |                     |                      |
|------------------------------|----------------------|------|---------|----------------|-------------------------|---------------------|----------------------|
| 0.253                        | 0.503                | ***  | 7.31    | 0.095          | 0.694                   | Awareness cognitive | → Purchase intention |
| 0.187                        | 0.452                | ***  | 16.69   | 0.035          | 0.584                   | Knowledge cognitive | → Purchase intention |
| 0.428                        | 0.654                | ***  | 10.57   | 0.063          | 0.666                   | Trust               | → Purchase intention |
| 0.339                        | 0.582                | ***  | 17.97   | 0.034          | 0.611                   | Brand equity        | → Purchase intention |
| 0.945                        | 0.972                | ***  | 15.21   | 0.020          | 1.08                    | Purchase intention  | → Purchase           |

As shown in table 2, since  $p=0.000<0.05$  and the t value is higher than the critical value of 2.54 in all the hypotheses, null hypotheses of the research are rejected and all the research hypotheses are confirmed. Therefore, it can be said with 99% probability that awareness cognitive, knowledge cognitive, brand trust, and brand equity significantly affect young consumers' purchase media as well as the impact of trust and brand equity on young consumers' purchase intention and purchasing from social media. Results showed that awareness cognitive, knowledge cognitive, trust, and brand equity significantly affect young consumers' purchasing intention and purchasing in the social media. In addition, the effect of purchase intention on purchasing was also confirmed. As shown in table 2, awareness cognitive, knowledge cognitive, trust, and brand equity explain and predict 25.3%, 18.7%, 42.8%, 33.9%, respectively, of purchase intention from social media. Purchase intention also explains and predicts 94.5% of the purchasing. That is, 94.5% of the purchase intention leads to the purchasing.

The results of this study are consistent with the results of many researchers (including Duffett, 2017; Kosarizadeh & Hamdi, 2015; Hajli, 2013).

Table 1: Fit indices of overall model

| Index type | Description                            | Standard rate | Model fitness | Result |
|------------|--|---------------|---------------|--------|
| NFI        | Bonferroni-Bonnet normalized fit index | 0.90<         | 0.969         | Good   |
| RFI        | Relative fit index                     | 0.90<         | 0.907         | Good   |
| IFI        | Incremental fit index                  | 0.90<         | 0.982         | Good   |
| TLI        | Tucker-Lewis fit index                 | 0.90<         | 0.945         | Good   |
| CFI        | Comparative fit index                  | 0.90<         | 0.989         | Good   |
| GFI        | Goodness of fit index                  | 0.90<         | 0.989         | Good   |
| RMSEA      | Root Mean Squares Estimated Error      | 0.8>          | 0.079         | Good   |

As shown in table 1, all comparative fit indices of the developed model except for the RFI and TLI index (with a slight difference) are above 0.9, indicating that the model is acceptable. The RMSEA index is less than 0.8, which reflects the good fit of the proposed model. In general, the model has a good and proper fit according to all indices

intention and purchasing in social media. The effect of purchase intention on purchase was confirmed with 99% probability.

## 5. DISCUSSION AND CONCLUSION

Our today's world has faced with a new and fast-paced phenomenon in the cyberspace called "Social Media." Social media, applications, platforms, and online media present to facilitate interaction, collaboration, and content sharing. Social media has transferred power from companies to individuals and communities or, in other words, to creative users that have led to a very successful and/or catastrophic impacts on well-known brands. The research has been conducted to study the impact of young consumers' attitude in social

Therefore, social media marketers can increase youths' purchase intention from their goods and services by changing youths' awareness cognitive and knowledge cognitive toward their goods and service through positive and word of mouth advertising. In addition, they can increase trust by increasing the youth's trust through offering a variety of guarantees or physical and virtual accessibility; and increase purchase intention by creating a strong brand.

## REFERENCES

- Boyd, D. M, Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), article 11.
- Boyd, D. M., & Ellison, N. B. (2007). "Social network sites: definition, history, and

- scholarship.” *Journal of Computer-Mediated Communication*, 13(1): 210-230.
- Butler, Kelley M. (2011). “Twitter Mishaps Can Cost You \$28,571 per Character,” retrieved November 25, 2011, from <http://ebn.benefitnews.com/news/negative>.
- Chumpitaz Caceres, R. & Paparoidamis, N. G. (2007). Service quality, relationship satisfaction, trust, commitment and business-to-business loyalty. *European journal of marketing*, 41(7/8), 836-867.
- European Business Review*, Vol. 25 No. 4, pp. 382-390.
- Gensler, Sonja, Franziska Völckner, Yuping Liu-Thompkins, and Caroline Wiertz (2013). “Managing Brands in the Social Media Environment.” *Journal of Interactive Marketing*, 27, 4, 242–56.
- Hennig-Thurau, Thorsten, Edward C. Malthouse, Christian Frieger, Sonja Gensler, Lara Lobschat, Arvind Rangaswamy, and Bernd Skiera (2010). “The Impact of New Media on Customer Relationships.” *Journal of Service Research*, 13, 3, 311–30.
- Hoffman, D.L. and Novak, T.P. (2012). “Toward a deeper understanding of social media.” *Journal of Interactive Marketing*, Vol. 26 No. 2, pp. 69-70.
- Hoffman, D.L. and Novak, T.P. (2012). “Toward a deeper understanding of social media.” *Journal of Interactive Marketing*, Vol. 26 No. 2, pp. 69-70.
- Kim, S. & Park, H. (2013). Effects of various characteristics of social commerce (s-commerce) on consumers’ trust and trust performance. *International Journal of Information Management*, 33(2), 318-332.
- Kozinets, Robert V. (2002). “The Field Behind the Screen: Using Netnography for Marketing Research in Online Communities.” *Journal of Marketing Research*, 39, 1, 61–72.
- Kozinets, Robert V. (2002). “The Field Behind the Screen: Using Netnography for Marketing Research in Online Communities.” *Journal of Marketing Research*, 39, 1, 61–72.
- Okazaki, S. and Taylor, R.T. (2013). “Social media and international advertising: theoretical challenges and future directions.” *International Marketing Review*, Vol. 30 No. 1, pp. 56-71.
- Pempek, T., & et al. (2009). “College students’ social networking experiences on Facebook.” *Journal of Applied Developmental Psychology*, 30: 227–238
- Peters, K., Chen, Y., Kaplan, A.M. Ognibeni, B. and Pauwels, K. (2013). “Social media metrics – a framework and guidelines for managing social media.” *Journal of Interactive Marketing*, Vol. 27 No. 4, pp. 281-298.
- Petzer, D.J. and De Meyer, C.F. (2013). “Trials and tribulations: Marketing in modern South Africa.” *European Business Review*, Vol. 25 No. 4, pp. 382-390.
- Petzer, D.J. and De Meyer, C.F. (2013). “Trials and tribulations: Marketing in modern South Africa.”
- Pombo, A. (2015). “Youth marketers, Here's why traditional advertising doesn't cut it anymore.” Available at: <http://www.bizcommunity.com/Article/196/347/127714.html#more> (accessed 20 July 2016).
- Rodney Graeme Duffett , (2017). "Influence of social media marketing communications on young consumers' attitudes." *Young Consumers*, Vol. 18, Iss 1.
- Scarpi, Daniele (2010). “Does Size Matter? An Examination of Small and Large Web-Based Brand Communities.” *Journal of Interactive Marketing*, 24, 1, 14–21.
- Teymouri, H., Chegini, M., & Sadahi, H. (2016). Studying the factors affecting the process of forming E-customer loyalty in Iranian electronic stores. *Business Management Journal*, No.2, pp.281-300.
- Wang, Y., Min, Q. & Han, S. (2016). Understanding the effects of trust and risk on individual behavior toward social media platforms: A meta-analysis of the empirical evidence. *Computers in Human Behavior*, 56, 34-44.
- Yaakop, A., Anuar, M.M. and Omar, K. (2013). “Like It or not: Issue of credibility in Facebook advertising.” *Asian Social Science*, Vol. 9 No. 3, pp. 154-163.

Yan, S. R., Zheng, X. L., Wang, Y., Song, W. W. & Zhang, W. Y. (2015). A graphbased comprehensive reputation model: Exploiting the social context of opinions to enhance trust in social commerce. *Information Sciences*, 318, 51- 72.