

## **The Influence of Social Media Platforms on Consumers' Purchase Intention**

**Josephine Alice Mary<sup>1</sup> & Dr.R.Kanthiah Alias Deepak<sup>2</sup>**

<sup>1</sup>Doctoral Research Scholar (Part-Time)

Department of Commerce and Research Centre

Sarah Tucker College (Autonomous)

Affiliated to Manonmaniam Sundaranar University

Tirunelveli, Tamilnadu

**Email:** [joealicema@gmail.com](mailto:joealicema@gmail.com); **Mobile no:** 9655817676

<sup>2</sup>Assistant Professor, Department of Business Administration

G.Venkataswamy Naidu College, Kovilpatti

Affiliated to Manonmaniam Sundaranar University

Tirunelveli, Tamilnadu

**Email:** [deepakrammba@gmail.com](mailto:deepakrammba@gmail.com); **Mobile no:** 9791092737

### **ABSTRACT**

*Social media continues to gain popularity, and businesses need to take advantage of it to market their products. With the advent of social media sites, people are able to communicate easily regardless of geographical distance. The emergence of social media led the firm to rethink its marketing strategies. Until a few decades ago, print and television were the primary sources of medium for communication. It is widely recognized that social media is a powerful tool for interacting with customers. Consumer buying behavior is heavily influenced by the purchase intention of the customer and intent to purchase can be affected by psychological, societal, emotional, logical, moral, and economic factors. Social media provides firms with ample opportunities to reach prospects and establish brand awareness. Posts, comments, likes, and giveaways can help marketers attract new customers and build relationships. If audiences are online, they can access the content in a matter of seconds on the social media platform. Marketers can use social media platforms to drive traffic to their websites. This research aims to identify the various factors that influence consumers' purchase intentions in relation to social media. The findings of this study will help marketers to realign their social media marketing strategies that work for their business.*

**Keywords:** - purchase intention, marketers, social media

## **INTRODUCTION**

In recent years, social media have become a popular medium of communication between people. With the advent of social media, the consumer decision-making process has changed significantly. Social media sites such as Facebook, Instagram, WhatsApp, YouTube, and so forth, are used by businesses to market their products. (Jiang & Yin, 2021) identify that consumer product feedback, celebrity traffic, social media influencer traffic, and brand promotion lead to a positive impact on consumers' purchase intentions.

Social media platforms are built around profiles, friends, comments, likes, and followers. Purchase intention is an important factor in understanding consumer buying behavior. A number of factors influence consumer purchase intent on social media based on previous research conducted by the researcher. Factors such as E-WOM, Promotion tools, Informativeness, and Excitement are taken into consideration. Barefoot and Szabo (2010) define social media marketing as the use of social media channels to promote a company and its products. Marketing strategies for businesses are increasingly reliant on social media. In today's data-driven environment, consumers expect a lot from marketers. It is equally significant for marketing firms to understand the purchase intentions of their customers. The study findings will provide marketers with insights into the factors that influence consumer purchase intentions via social media.

## **LITERATURE REVIEW**

(Shi et al., 2021) explains that the relationship between brand credibility, celebrity endorsements, subjective norms, and trust toward purchase intentions is significant. (Rosara & Luthfia, 2020) observes that a digital marketer needs to rely on multiple social media platforms to increase customer purchase intentions.

(Sriram et al., 2021) found that elements such as attention-grabbing details, celebrity endorsement, and emotional appeal have an impact on purchase intentions. Social media is being used by Indonesian companies as a way to interact with their customers (Permatasari & Kuswadi, 2017) (Sharma et al., 2017) observe that social media purchases require trust and security, and further examine how security and trust impact purchase intention in relation to social media. Consumers' purchase intentions can be positively or negatively affected by E-WOM, leading to them buying or not buying a product (Sa'ait, N., Kanyan, A. & Nazrin, 2016). The quality of the website and communication features are key factors for the purchase intention of the customer when purchasing on a social commerce website (Cassandra et al., 2018)

<b>Demographic Profile of the Respondents</b>			
<b>Variables</b>	<b>Category</b>	<b>Frequency</b>	<b>Percent</b>
Gender	Male	28	56
	Female	22	44
	<b>Total</b>	<b>50</b>	<b>100</b>
Marital Status	Married	14	28
	Single	36	72
	<b>Total</b>	<b>50</b>	<b>100</b>
Age	Below 30 years	36	72
	31-40	8	16
	41-50	3	6
	Above 50	3	6
	<b>Total</b>	<b>50</b>	<b>100</b>
Occupation	Professional	8	16
	Self Employed	1	2
	Salaried	11	22
	Retired	1	2
	Student	29	58
	<b>Total</b>	<b>50</b>	<b>100</b>

#### **OBJECTIVES OF THE STUDY**

- To identify the various social media platforms widely used by consumers.
- To identify factors that influence consumer purchase intentions through social media
- To study the demographic profile of the respondent

#### **ANALYSIS & INTERPRETATION**

**Table 1: Demographic profile of the Respondents**

#### **INTERPRETATION**

The above table indicates that the majority of respondents are male ((56%), unmarried (72%), below 30 years old (72%), and students (58%). Marketing firms can frame strategies to attract this demographic.

**Table 2 :Social Media Platforms that influence purchase intention**

Social Media Platforms	Frequency	Percent
Facebook	9	18
Youtube	16	32
Instagram	19	38
Twitter	1	2
Whatsapp	5	10

**INTERPRETATION**

As depicted in the above table, Instagram is the social media platform that influences purchase intention the most (38%), followed by Youtube (32%).

**DETERMINANTS OF PURCHASE INTENTION**

To test whether there is a significant relationship between various factors (excitement, Informativeness, Promotion & EWOM) and Purchase Intention

Ho: Null Hypothesis: There is no significant relationship between various factors (excitement, Informativeness, Promotion & EWOM) and Purchase Intention

H1: Alternative Hypothesis: There is a significant relationship between various factors (excitement, Informativeness, Promotion & EWOM) and Purchase Intention

Table 3: Regression model summary

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F value
1	.798	.637	.604	.4708	19.713*

Table 3.1: Regression Table

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.155	.467		.331	.742
	Excitement	.043	.122	.044	.353	.726
	Informativeness	.326	.145	.308	2.252	.029
	Promotion	.064	.106	.064	.607	.547
	Ewom	.701	.157	.560	4,451	.000
a. Dependent Variable: Purchase Intention						

### INTERPRETATION

Multiple regression analysis is carried out to examine the influence of four determinant factors (excitement, Informativeness, Promotion & EWOM) on purchase intention. ANOVA test results indicated that overall, the model is a fit. Out of four independent variables Informativeness (.308,  $p < 0.05$ ) and EWOM (.560,  $p < 0.05$ ) significantly influence purchase intention. Out of the two significantly influencing variables, EWOM has the highest influence on participant's purchase intention

### RESULTS AND DISCUSSIONS

As a result of the study, we concluded that Informativeness and Electronic Word of Mouth significantly influenced purchase intention out of four factors (Excitement, Informativeness, Promotion, & EWOM). So, marketers should concentrate more on Informativeness and E- WOM (Likes, Comments, post) to attract their target audience. Further, the study indicates that Instagram is the social media platform that influences purchase intention the most. As for the demographic profile of the respondents, the majority of them are male ((56%), unmarried (72%), below 30 years old (72%), and students (58%). Marketing firms can frame strategies to attract this demographic.

## CONCLUSION

Customers' purchasing decisions are impacted by advertisements, blogs, and promotions they view on Facebook, Twitter, Instagram, and other social media platform (Bianca Arceo & Jessica Buenaventura, 2018). From the study, we arrived at the conclusion that E- WOM and Informativeness influence consumer purchase intention among other factors. To attract more customers, the business must find a way to spread favourable word of mouth. Since Instagram is a popular social media platform, businesses should focus the majority of their advertising budget there. This study's findings will aid marketers in realigning their social media marketing plans.

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