The Relationship between Social Media Marketing and Purchase Intention: An Empirical Study on Consumer Electronic Goods at Kakinada City

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Abstract

The new technology can be used by customers worldwide to achieve marketing success. Customers are drawn to the product by marketers. This study aims to recognize the relationships between users and customers of social media platforms. SM Marketing and purchase intention. SM is incredibly useful for facilitating effective communication between clients and businesses. I have asked direct questions regarding users' locations using SM platforms such as LinkedIn, Facebook, Twitter, and WhatsApp. For collecting the data, use primary and secondary data from various social media responders. 198 SM users were surveyed using a convenience sampling technique that I employed. The Kakinada Smart City serves as the researcher's sample region. SM and purchase intention have been linked in numerous studies. Creating conversions is simpler than obtaining leads because many brands, goods, and services are offered online. Numerous academicians, managers, and commercial organizations have benefited from my research. To generate more leads and encourage conversions for their brands, I counsel marketers to connect with consumers on SM platforms.

Keywords: Social media marketing purchase intention, consumer electronic goods etc.

I. Introduction

One of the primary goals of internet marketers is business organizations (i.e., Oliver, 1997, etc.). It is possible to comprehend and enter a new market by sticking with brands sold to customers (Keller, 2008). Many consumers will continue seeing brands purchase favorably (Keller et al., 2008). Business experts employ several brands to draw in customers in terms of purchase. The study aims to demonstrate how SM and purchase intention are co-related. The research specifically aims to determine the relationship between SM and purchase intention. Social media users interact with commercial websites to understand more about online goods. Additionally, social networking is a common tool SM users use to learn more about the goods and services related to the brand's purchase, which they require.

II. Literature Review and Hypothesis Building

Social Media Marketing

Organizations believe SM is the most significant aspect (Vernuccio et al., 2015). However, many companies still need to determine the association between SM and purchase intention associated with each other (Ismail, 2017). Many companies and organizations strive to convert clients into loyal supporters (Habibi et al., 2014). Clients thoroughly understand their offerings (Dijkmans et al.,

2015). Observations indicate that clients desired high-value products from the marketer, meaning high-quality products at competitive advantage such as cost. Through SM networks, customers can select the ideal product based on their past interests. With SM's assistance, customers may find the product online with ease. According to Lee and Hong (2016), faithful consumers are more likely to purchase a good than other buyers. SM's job was connecting with and persuading consumers to adore the brand purchase.

Purchase Intention

Customer behavioral intentions are considered the actual purchase of customer choice, which is attractive to be visited and interested in buying a product (Zeithamal et al., 1996). The consumer will choose which brand is yet to be known, but the duty is to forecast the buyer's interests, tastes, and preferences. Theories prior to the internet age have been persistent on the buyers' intentions and behavior (Ajzen, 2005). Hellier, Geursen, Carr, and Rickard (2003) discussed the role of equity, customer satisfaction, past loyalty, and value in comprehending customers' "purchase intentions." In an inclusive re-examine of investigating what leads customers to shop online, Perea Y Monsuwe, Dellaert, & De Ruyter (2004) were given suggestions like the online shopping attitude of consumers and their intention towards purchase either relates to ease of use or fun. Nevertheless, many other factors like traits of consumer situational factors of the consumer and characteristics of a product and the online shoppers experienced many but the trust.

Specifically, Wang & Chang (2013) and Wang et al. (2012) have noted the affirmative as well as important impact of tie-strength and peer communication (social media) on customers" purchase intentions. Similarly, See-To & Ho (2014) and Weisberg, Teeni & Arman (2011) viewed that experience and eWom influence customers" purchase intentions, in a straight line in addition to indirectly through value creation and trust. By conducting experimental design, Lu et al. (2014) have discovered that sponsored posts create high brand awareness among customers, influencing their purchase intentions. Further, while making a comparison between SM and traditional media. Bruhn et al. (2012) have discovered that SM communication strongly influences the brand image, subsequently impacting customers" purchase intentions.

III. Hypothesis:

RH1: There is an association between social media marketing and purchase intention

IV. Objective:

1. To find out the association between social media marketing and purchase intention

V.   Data Collection and Methodology

A sample of 198 respondents who followed at least one brand on SM and were active users of SM platforms was used to collect the data using an appropriate set of questions. The respondents who met the requirements for my study were questioned. 33.3% of the sample is female, and 66.7% is male—the questions aimed to gauge brands that shared various products on social media. Convenience sampling is the method I employed. Only Kakinada City in the East Godavari District is where the data was collected. By utilizing and following at least one brand on SM, I have acquired the information necessary to calculate the correlation between SMM and purchase intention.

Table : 1 Correlation

Items	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22
Q1	1																					
Q2	.859**	1																				
Q3	.560**	.678**	1																			
Q4	.572**	.649**	.365**	1																		
Q5	.265**	.347**	.193**	.507**	1																	
Q6	.019	-.001	-.048	-.058	.036	1																
Q7	.143*	.140*	.011	.168*	.076	.391**	1															
Q8	-.091	-.096	-.133	-.012	-.042	.087	.305**	1														
Q9	.120	.121	.044	.180*	.033	.083	.618**	.254**	1													
Q10	.152*	.113	.075	.160*	.001	.151*	.531**	.123	.815**	1												

Q 11	.019	-.010	-.040	.003	.009	.002	.168*	.157*	.284**	.516**	1										
Q 12	-.021	-.045	-.047	-.080	.006	.014	.145*	.086	.255**	.428**	.773**	1									
Q 13	-.016	-.046	-.059	-.119	.031	.089	.133	.103	.186**	.249**	.479**	.728**	1								
Q 14	.189**	.231**	.156*	.208**	.237**	.023	.183**	-.045	.096	.056	-.080	-.051	-.039	1							
Q 15	.110	.155*	-.016	.143*	.164*	.372**	.289**	.072	.141*	.124	.049	.029	.040	.124	1						
Q 16	.022	-.010	-.010	.081	.073	-.107	.091	.043	.044	.018	.077	.077	.076	.091	.129	1					
Q 17	.107	.137	-.007	.150*	.173*	.386**	.287**	.069	.135	.135	.048	.027	.038	.088	.978**	.124	1				
Q 18	.082	.112	-.040	.142*	.176*	.399**	.340**	.110	.138	.103	.047	.020	.033	.103	.903**	.126	.928**	1			
Q 19	.057	.019	.003	.036	.054	.755**	.235**	.046	-.021	.082	-.036	-.051	-.017	.072	.505**	-.105	.529**	.539**	1		
Q 20	.189**	.231**	.156*	.208**	.237**	.023	.183**	-.045	.096	.056	-.080	-.051	-.039	1.000**	.124	.091	.088	.103	.072	1	
Q 21	.110	.155*	-.016	.143*	.164*	.372**	.289**	.072	.141*	.124	.049	.029	.040	.124	1.000**	.129	.978**	.903**	.505**	.124	1

Q22	.022	-.010	-.010	.081	.073	-.107	.091	.043	.044	.018	.077	.077	.076	.091	.129	1.000**	.124	.126	-.105	.091	.129	1

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Source: Primary Data

VI. Findings

The relationship between SMMs, in addition to their factors, can be discovered. Stepwise association analysis was used to investigate the proposed linkages. Initially, a correlation is found between them. On the other hand, there is a well-built connection between SMM and purchase intention. This result is displayed in Table 1. Put differently, this research study explained variables related to brands and various social media platforms and their uses.

VII. Conclusion

SM marketing is the subject of my research—SM sites advertise goods and services on social media networks. SM impacts every facet of business when creating the business role with customers. SM boosts marketing interactions in addition to product advertising. The study's final product on SM sites is better for brand purchase. SM campaigns on for-profit websites draw customers whom corporations favor. Customers anticipate greater variety, inventive elements, and brands in SM. Organizations and businesses sought to learn more about the requirements and interests of their customers. The wants and aspirations of its customers are the foundation of any business.

Additionally, research articles attempt to clarify customer expectations about promotions on SM platforms. SM networks' motto is "to share funny things on the internet and entertain users." Internet users can benefit from modern technology in a variety of ways. Users are using SM programs to escape this reality and enter the new realm of amusement. It allows users to live in their imaginations and escape their existing circumstances.

Product advertisements on SM should be entertaining and engaging; other firms fail to consider the consumers they interact with on these channels. Campaigns and brands work together to make a product's online branding humorous. Information exchange is essential to consumer appeal and brand engagement. As a result, we discovered a favorable correlation between SMM and purchase intention. Companies may enhance their brands by providing excellent services to their clientele. In the end, the material helps the brands gain nice and devoted customers. In order to reach the target audience via engaging clients, business enterprises must thus make every effort to assist their customers in promoting their goods through various promotional tools such as online campaigns, SM campaigns, banner ads on websites, etc.

VIII. Scope for further research

It addresses the association between SM marketing and purchase intention. The study of SMM and purchase intention may require the researcher to study further in various sectors. In addition, we can investigate additional fields outside the scope of their earlier studies. Only consumer electronics goods in Kakinada City, East Godavari District, are included in my study, which has 198 respondents who use a small number of SM platforms. It now has the chance to investigate further regions in the East Godavari District and other districts in the Indian state of Andhra Pradesh. Additionally, they employ different kinds of sampling techniques in their study.

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Appendix:

Q. No	Items	Author	Likert Scale
Q1	ENT1 - Content seems interesting		(1-5 Scale)
Q2	ENT2 - Looking for information is exciting		
Q3	ENT3 - It is fun to collect information		
Q4	ENT4 - It is easy to kill time by looking for information		
Q5	INT1 - It enables information-sharing with others		
Q6	INT2 - Conversation or opinion exchange with others is possible		
Q7	INT3 - It is easy to provide my opinion		
Q8	INT4 - It is possible to achieve a two-way interaction		
Q9	CUS1 - It is possible to search for customized information	Kim (2010)	
Q10	CUS2 - It provides useful information feed for me		
Q11	CUS3 - Information can be looked at anytime, anywhere		
Q12	CUS4 - It is easy to search for the information I need		
Q13	WOM1 - I would like to pass information through social media to my friends		
Q14	WOM2 - I would like to post popular things		
Q15	WOM3 - I would like to upload content through social media on my blog or micro-blog		
Q16	TRD1 - Information is the newest information		
Q17	TRD2 - Contents are up to date		
Q18	TRD3 - Content is very trendy		
Q19	PI1 - I will buy products that are advertised on social media	Duffett (2015)	
Q20	PI2 - I desire to buy products promoted on social media advertisements.		
Q21	PI3 - I am likely to buy products that are promoted on social media		
Q22	PI4 - I plan to purchase products that are promoted on social media		
Note: 1-Strongly Disagree, 2-Disagree, 3-Nuetral, 4-Agree, 5-Strongly Agree			