

Affect of Social Media on Purchase Intention

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Abstract: *Social media marketing has become a popular method of marketing for brands. It allows them to understand their customers while promoting their company/brand. The reason for a company to market themselves is in hope of increasing their products/services sold. Therefore it is important to understand how social media impacts purchase intention. This can be influenced through various factors such as social media influencers. Social media also helps improve consumer's brand awareness and brand attitude. This research paper aims to understand how social media affects brand attitude and brand awareness, and how this can lead to purchase intention. This paper also aims to understand how social media influencers impact purchase intention by looking into the attributes of the influencer. This paper uses 7 studies, conducted between 1995 and 2022, to collect its information from. The results reveal that brand awareness and brand attitude do significantly impact purchase intention, however, it is not a direct influence but an indirect influence. Social media influencers have a direct influence on purchase intention when the influencer is thought to be credible.*

Keywords: Social media, Social media marketing, Social media influencer, Purchase intention, Brand awareness, Brand attitude

1. Introduction

One famous social media marketing campaign is Dove's project #ShowUs. Dove is a personal care brand. In 2004 Dove started its #RealBeauty campaign. This aimed to build around their values of natural beauty, body positivity, and inclusivity. This however, was not a social media campaign. This led to Dove's project #ShowUs social media campaign. The aim of this campaign was to break beauty stereotypes. More than 650, 000 of these hashtags have been used on Instagram, making this campaign a big hit. People all around the world supported Dove's values and helped dove gain more customers.

Marketing is important because it allows companies and brands to be able to sell their products or services. This is done by showing customers what products or services your company offers. To do this, it is important to build an target customer profile. This means understanding the specific type of customer you are trying to sell your product or service to. Once you know your target customer, you can market your company in a way that you can attract that type of customer the most. Digital marketing has become more popular in recent years. Digital marketing is basically promoting your company in the means of an online environment. There are many means of doing this. A few of these is through emailing marketing, podcasts, blogs, search engines, websites, and finally social media. Social media marketing is so important because it helps marketers understand their target customer's likes, dislikes, and interests. This allows the marketers create a better strategy in order to attract more customers. Social media allows people to create and share content. In this day and age, almost everyone is on social media. This means social media marketing is a very powerful tool. It is important to understand the different social media platforms and the age group that uses it to help a company reach its target audience. There are also different types of social media, such as: social networking sites, social review sites, image sharing sites, video hosting sites, community blogs, discussion sites, and sharing economy networks. In order for a company to be successful in social media marketing they must have a good strategy. It is important for the company to understand how they should share content on their social media in able to get the most

number of target customers.

What is purchase intention? Purchase intention can be defined as the mental stage of decision making where the consumer has developed a readiness to act on a product or brand (Wells et al., 2011; Dodds et al., 1991). It is important to understand that purchase intention changes a consumer's purchase behaviour. Social media marketing has a significant impact on influencing consumer purchase intention. This impact can be direct or indirect. One example is, social media marketing influences a consumer's brand awareness. Brand awareness can be defined as the degree to which a consumer's direct and indirect experience with a brand (Campbell & Keller, 2003). Another important factor is brand attitude. Brand attitude can be defined as the overall evaluation of a consumer on a specific brand's product (Mitchell, Olson, and Keller). It is also important to understand the importance of social media influencers on purchase intention. It is common for brand's to hire famous celebrities to promote the brand, however more and more brands are hiring social media influencers to advertise their products. Social media influencers are people who grew famous online for their knowledge or expertise on a topic (Lou & Yuan, 2019).

Many of the literature reviews on social media and purchase intention are conducted in highly competitive markets. The sample taken for most of these studies are between the ages of 18 - 55, as this is the population most active on social media. However, many studies concentrate on the age group of 18 - 30 as their lives are heavily influenced from social media and are the most likely to purchase products off social media. Many of the studies have taken place in western countries; however, there are a few which took place in south Asia and east Asia. It is also important to understand that each product has a different market in different countries, and not all markets are the same. This may be due to the culture difference. For example, a food company might have different markets in different counties, as some countries like spicy food and some don't. Therefore it is important for a company to adapt to their environment. In this instance, countries with a younger population will be more heavily influenced by social media than countries with an older population.

There is a complex relationship between social media and purchase intention, if we are able to understand this through research and analysis, brands can improve their marketing strategies to help attract more customers and sell more products. This can also help customers understand how they are getting persuaded to buy a brand's products. Customers often do not know and are not mindful on the methods companies use to persuade them to buy their products. These methods can be subtle and unconscious, and can change the customers purchase behaviour. If a customer understands these methods and how they are done, they can avoid unnecessary purchases. Therefore, for both brand's and customer's it is important to understand how social media influences purchase intention. For the purpose of this literature review, studies have been only taken from the year 1995 to 2022.

Social media
Social media marketing
Social media influencer
Purchase intention
Brand awareness
Brand attitude

Social media influencers:

Study 1:

Social media influencers have become more common in recent years. They can be found on any social media platform. (Saima and M. Altaf Khan) investigated how these social media influencers impact a consumer's purchase intention. These results came back significant, highlighting the importance of these influencer on social media marketing. However, not all influencers have the same impact on purchase intention. It was found that influencers, who consumers deemed credible, had a higher effect on purchase intention than those who didn't.

Previous studies have shown that when it comes to marketing using celebrities, source credibility has a major impact on positively affecting purchase intention. (Ferle, Choi, & M, 2005; Kumar, 2011; Wang, Kao, & Ngamsiriudom, 2017; Wang & Scheinbaum, 2018). Hovland, Janis, and Kelley (1953) proposed the source credibility model which states there are 2 main factors, the first being perceived expertise and the second being trustworthiness. Saima & M. Altaf Khan proposed that expertise, trustworthiness, information quality, entertainment, and attractiveness will positively affect credibility which in turn will positively affect purchase intention. From previous studies, it is understood that purchase intention is not directly influenced by source attributes, but by other mediating factors. However, it is important to note that all these results have been tested with a celebrity endorser in a traditional environment, and not in a social media environment. From this information, the following hypotheses were developed.

Expertise can be defined as the capability of the communicator to make true in a particular area of knowledge. Expertise can be developed by familiarity, understanding, and experience gained by the person in that specific knowledge area. For a communicator to be looked at

as an expert they must have great knowledge in the area and have a reputable title in that area (Gass & Seiter, 2011) However, (Hovland et al., 1953) stated that the expertise of a communicator doesn't matter, but it does matter how the consumer perceives the communicator. If a consumer perceives the communicator as having the required expertise, it will positively affect the consumer's opinion of the advertisement and positively affect purchase intention. Through this information the hypothesis was created:

The expertise of the influencer will positively affect the consumer's purchase intention Trustworthiness and expertises are thought to be the main principles of developing credibility. Trustworthiness can be defined as "the receivers' perception of a source as honest, sincere, or truthful" (Giffin, 1967). Trustworthiness is also said to affect the purchase intentions of the consumer in (Hu, X., Lin, Z., & Zhang, H., 2003). From this information the following hypothesis was constructed:

The trustworthiness of the influencer positively affects a consumer's purchase intention In the study (Ferle et al., 2005; Kumar, 2011; Wang et al., 2017; Xiao, Wang, & Chan - Olmsted, 2018) it is stated that the likeability of the endorser positively influences purchase intention. Likeability can be defined as the likelihood of the receiver to attract to the personality/charm of the communicator (Desarbo & Harshman, 1985). Through this the following hypothesis was put forth:

The likability of the influencer positively affects a consumer's purchase intention.

The information value of a sponsored post by an influencer impacts trust, which then shapes the consumer's awareness of the brand and then influences the consumer's purchase intention surrounding the brand (Aril, 2017;) (Lou & Yuan, 2019; Ott, Vafeiadis, Kumble, & Waddell, 2016; Taylor, Lewin, & Strutton, 2011). Through this information the following hypothesis was generated:

Information quality of the influencer positively affects a consumer's purchase intention.

One of the main reasons people use social media is for entertainment. Therefore it can be said that entertainment value by the content created by the publisher can have a significant effect on purchase intention from that brand. This can be explained because the consumer's opinion of a social media advertisement is dependent on the value of information on the advertisement's message and the entertainment value of the advertisement. This eventually affects purchase intention. From this the following hypothesis was created:

The entertainment value of the influencer positively affects a consumer's purchase intention.

Source credibility can be defined as "a judgment made by a perceiver concerning the believability of a communicator" (O'feefe, 1990). In other words, it is how well the consumer trusts the brand to deliver on its promises. It is found that source credibility affects purchase intention (Chin, Isa, &

Alodin, 2020; Djafarova & Rushworth, 2017; Hayes & Carr, 2015).

This created the hypothesis:

The credibility of an influencer will positively affect a consumer's purchase intention.

Not only is source credibility important but also is the credibility of the influencer. In the environment of a traditional celebrity endorser, it is found that they affect purchase intention (Ferle et al., 2005; Wang et al., 2017). This helped hypothesize that the credibility of an influencer will also mediate the relationships between his/her features and the purchase intention of consumers. Through this, we have understood that it is believed that the credibility of the influencer effects has an important effect on all the previous hypotheses.

This means the following hypotheses were created:

The credibility of the influencer mediates the association between Expertise and consumers' purchase intention.

The credibility of the influencer mediates the association between Trustworthiness and consumers' purchase intention. The credibility of influencers mediates the association between Likability and consumer purchase intention.

The credibility of influencers mediates the association between Information quality and consumers' purchase intention.

The credibility of influencers mediates the association between Entertainment value and consumers' purchase intention.

The data was collected from a questionnaire. The sample was taken from Delhi NCR. The social media platforms which were in the questionnaire were YouTube, Facebook, and Instagram. The instrument used was the 5 - point Likert scale.

Results show that trustworthiness, information quality, and entertainment value had a positive relation to source credibility. Trustworthiness and credibility were positively related to purchase intention. However, findings show that likeability and expertise did not influence credibility, therefore they had no relation to purchasing intention. Along with that, it was also found that information quality and entertainment were also insignificant in influencing purchase intention. The size effect of all these factors was also measured on purchase intention. It was found that credibility showed a medium effect on purchase intention; entertainment value and trustworthiness exerted a low effect on purchase intention. Therefore we can conclude that in order for social media influencers to attract and maintain their followers on social media they must post informative content, this will thus influence consumers' purchase intention positively. This content should be entertaining as entertainment value has a positive effect on purchase intention.

From this study, some results opposed previous studies. Expertise was found to be negligible when it comes to purchasing intention. Along with that, the likeability of the influencer was also found to be insignificant in affecting purchase intention. This means that consumers look at the content posted by the influencer rather than the personality and looks of the influencer.

Limitations include, firstly, the sample size was small, and therefore the generalizability was low. Most of the sample was taken from urban India, future research can also be done in rural India. Future studies can also include how the field of the expertise of the influencer and the kind of products, and brands they endorse might change the results. More research should also be done on the long term effects of these endorsers on purchase intention.

Study 2

This study and the previous study aim to investigate the impact of social media influencers on purchase intention. However, in this study done by (Rebeka - Anna Pop, Zsuzsa, Dan - Cristian Dabija and Mónica - Anetta Alt) investigated social media influencers impact in an online tourism environment. Both studies investigated the effect of credibility of an influencer on consumer purchase behaviour, and both results showed that it was very significant. This helps us understand the importance of a credible influencer on a consumer's purchase intention, no matter the environment.

In marketing, trust is important in for brand to maintain a successful long - term relationship with the consumer (Pennanen et al., 2007). Not only does trust play a major role, but also does trustworthiness. It is seen that consumers have more trust in online information which has been shared by an opinion leader (Metzger, Flanagin, & Medders, 2010).

Information appraisal and persuasion if heavily influenced by source credibility. (Wilson & Sherrell, 1993). Consumer trust is the 'willingness to rely on an exchange partner in whom one has confidence' (Moorman et al., 1993, p.135). In an online travel environment trust can be defined as the travel website's perceived ease of use, website quality, website reputation, and perceived usefulness (Agag and El - Masry (2017) Agag and El - Masry (2017). It is seen an increase in trust in an online booking site has a positive influence on consumers' purchase/booking intention. Consumer has a higher purchase intention when they have more trust in an influencer's social media posts (Lou & Yuan, 2019). Trust is also found to lead to a positive brand attitude Xiao et al. (2018). This helps us understand that when a consumer has trust in a social media influencer's content, they are more likely to have positive purchase intention and a positive brand attitude. However, there are factors that negatively affect a consumer's trust in an influencer. (Hudders, Jans, & Veirman, 2020) noted that influencer sponsorships negatively affect consumers' trust. (Chrysoula, 2017; Guerreiro, Viegas, & Guerreiro, 2019; Magno & Cassia, 2018; Rinka & Pratt, 2018) have examined social media influencer's impact on a consumer's decision - making process in the context of tourism. From previous studies, it is understood that credibility is an important factor

in purchase intention.

Variables that can help a consumer identify if the influencer is credible are their number of followers, their personality, and the activities presented (Chryssoula, 2017). It was also found that attractiveness, expertise, and trustworthiness have a significant impact on credibility (Ohanian, 1990). Guerreiro et al. (2019) stated that people who are loyal to influencers have a higher chance of visiting the places that the influencer advertises and will perceive the influencer as having the qualities of credibility, integrity, and trust. The greater the influence of social media on a destination option, the consumer has a higher chance of changing their holiday plans Fotis, Buhalis, and Rossides (2012). From this information, the hypothesis was created:

Trust in the content created by influencers has a significant positive impact on the purchase of tourism products.

The data was collected via a survey. It was self-administrated and took place in January 2020. Snowball sampling was used. The sample included 2 generation: Generation Y and generation Z. Results show that there is a significant impact on social media influencer trust on purchase intention. Thus proving the hypothesis correct. This helps us understand the importance of influencer's on consumer's decision making. This proves previous studies such as (Chryssoula, 2017; Guerreiro et al., 2019) correct. Further research can be done by applying other factors which may influence decision making. There should also be an improvement in sampling to help improve generalizability and validity. This research was also done before COVID - 19, so further research can be done after COVID - 19 and understand the effect of COVID - 19 on social media influencers.

Brand awareness

Study 1

It is important to understand how different factors effect purchase intention. One of these factors is brand awareness. In this study (Michel Laroche, Chankon Kim, and Lianxi Zhou) investigated how brand awareness is built through social media, and how this brand awareness impacts a consumer's purchase intention. From this studies result, we see there is no direct influence of brand attitude on purchase intention but an indirect one, where brand attitude leads to confidence, and confidence leads to purchase intention.

This study explores how confidence plays a major role in purchase intention. Brand awareness plays a major role in developing confidence in the consumer's mind bout a specific brand. Confidence can be defined as how certain an individual is when making a decision (Howard, 1989). This can be understood as the customer's confidence in the brand to give him/her what she wants from it. Or it can be looked at how confident he/she is that they made the right decision by buying the brand by looking at the attributes of the brand (Bennet and Harrell, 1975). It is important to understand that the confidence of a consumer in a brand leads to his/her attitude towards the brand (Raden, 1985). And as seen in previous studies in this paper, we understand how important

having a positive attitude towards a brand is on purchase intention. The attitude a consumer has towards a brand can be categorized into two types. The first is choice confidence, which refers to how confident the consumer is that he/she is picking the right brand for them, and the brand will possess the attributes they are looking for. In other words, they are confident they are picking the right brand for/her needs, and they won't look back at this decision in the future and regret it. The second type of confidence is knowledge confidence; this refers to how confident the consumer is in his/her knowledge of the brand. In other words, it means how confident the consumer is that he/she knows enough accurate information about the brand. (Park & Lessig, 1981) stated that brand familiarity plays a major role in the development of confidence in the consumer. When a consumer has to make a decision where the brands in the choice set are less familiar to the consumer, there is a lack of confidence in his decision. This is a contrast to when a consumer has to make a decision where a brand of great familiarity is present; the consumer often has much more confidence when making his/her decision. This can help us understand how having greater confidence in a brand can lead to a greater intention to purchase the brand.

Through this the hypothesis:

As a consumer's familiarity with a brand increases, his/her knowledge, and confidence about a specific brand will increase. A study conducted by (Laroche and Sadierski, 1994) showed how when a consumer has greater confidence in the evolution of a firm, a higher impact on the purchase intention of the firm was present. A consumer with a higher level of confidence in the evolution of a brand will be closer to the level of motivational equilibrium in respect to information search (Howard, 1989). This is important, as when a consumer reaches equilibrium level, they will need less information on the brand and product, and will be more ready to act, leading to a higher purchase intention. This, therefore, helps us understand how low levels of knowledge confidence, will cause the consumer to have a lower chance of purchasing a product from the brand. This helps us understand the importance of knowledge confidence. Through this the hypothesis was created:

A consumer's knowledge and confidence about a specific brand will positively influence his/her intention to buy the product.

The data in this study came from a self-administrated questionnaire. The population of this experiment was taken from a major metropolitan area located in Eastern Canada.

Convience sampling was used to gather the sample. The sample was 324 individuals. The levels of confidence and Brand familiarity were tested on a 9 - mark scale. Purchase intention was measured by asking the participant how many times he/ she is likely to purchase the brand in the next 10 purchase occasions.

This paper has examined how confidence plays a role in impacting purchase intention. It also explores which factor affects the confidence of a brand, which is found to be brand familiarity. Thus we see how brand familiarity indirectly impacts the purchase intention of a brand through

confidence. The results from the study have confirmed the relationship between the confidence of a brand and the purchase intention of the same brand by the consumer. It also confirms that brand familiarity plays a major role in building confidence, as the more familiar a consumer is with a brand, the more confidence they have in it.

Future research on this topic can be done to test if the results shown are common for other products in the same and other classes. It is also important to understand that when there is a more important product category, there will be a stronger effect of confidence on purchase intention. It is also important to understand what else besides brand familiarity plays a role in developing confidence.

Study 2

This study and the previous study both discuss how brand awareness impacts purchase intention. This study (Clair McClure, Yoo - Kyoung Seock) looks into how brand familiarity impacts a consumer's involvement with a brand's social media page, while the previous study discusses how confidence is built through brand awareness. They both state how brand awareness does not directly influence purchase intention, but indirectly. In this study the results show how brand awareness influences consumer's a brand's social media involvement, which leads to future purchase intention.

Brand familiarity can be defined as the degree to which a consumer's direct and indirect experience with a brand (Campbell & Keller, 2003). When a brand is frequently advertised in the media, the consumer considers it a familiar one. This leads the consumer to be able to recall and recognize this specific brand than an unknown brand when given the option (Kent & Allen, 1994). This is because known brands are stored differently in a consumer's brain than an unknown brand. Familiar brands are in a category where a consumer has a proper experience with the brand this can be through frequent exposure through the brand's advertising or when a consumer knows an individual who has recommended the brand. From previous studies such as those (Adval, 2003; Brady et al., 2008) it is found that consumers use brand names as a basis for selecting a product. It is found that brand familiarity helps the consumer get more exposure to the brand. It was found that brand familiarity plays a crucial role in a consumer's perception of a brand or product (Gefen, 2000; Laroche & Zhou, 1996). It is also seen that a consumer's offline brand loyalty and higher purchase intention are influenced by brand familiarity (Doing et al., 2011). Further research was done on this and it was found that brand familiarity had the strongest influence on the purchase intention of a store brand item (Fen, May, & Ghee, 2012). A consumer's perception of a brand is formed by brand familiarity and brand knowledge. This will lead to the consumer preferring this specific brand over other brands (Seock Y and Macbride, 2012). This means that the more knowledgeable and more familiar a consumer is with a brand, the more positively they view the brand. The development of this knowledge and familiarity can be done through exposure through social media or usage of the brand. Familiarity with a brand will also cause the consumer to participate more in the brand's social media community in

order to seek information from both the brand and the other users. In an online environment, it is found that when a consumer is unfamiliar with a brand it causes a greater disadvantage than when shopping offline. This is because an offline environment allows for sensory experience (Degertu et al., 2000;) (Danaher, Wilson, & Davis, 2003; Saini & Lynch, 2016). However, the study done by (Simonson, 2015) poses contradictory information. In this study, it is stated that brand familiarity matters less in an online environment than in an offline situation since in an online environment the consumer can find information about the brand/product via the internet. (Heide and Lim, 2015) suggested that when a consumer is familiar with social media platforms, they are more likely to use user-generated content for their online purchases than those users who are unfamiliar with social media platforms. From this information the following hypothesis was constructed:

Consumer's brand familiarity will influence their involvement with a brand on social media.

Consumer involvement with a brand on social media will influence their future purchase intention from the brand.

The sample used was 159 US college students from a south-eastern university. The sampling used was convenience sampling. A structured questionnaire was used. Brand familiarity, involvement with the brand on social media, and future purchase intention were measured on a 7-point Likert-type scale (1 - strongly disagree; 7 - strongly agree).

Results show that the Theory of Reasoned Action provided an important understanding of involvement in social media. It was found that brand familiarity had a significant influence on a consumer's involvement in the brand's social media pages. However, it was found that information quality had a bigger impact on a consumer's involvement than brand familiarity. The following results show that a consumer's involvement in a brand's social media page is a significant factor in creating the consumer's attitude towards the brand and thus leading to future purchase intention. From these results, we can see that brand familiarity does not have a direct influence on purchase intention, but an indirect influence. Brand familiarity has a positive influence on a consumer's involvement in the brand's social media pages, which then leads the consumer to develop their attitude towards the brand. This attitude developed will lead to future purchase intention. Even there it is not a direct influence; brand familiarity still plays an important role in a consumer's purchase intention.

The limitations of this study are that the demographics and sample used for this study limits the generalizability. In future studies, a larger and expanded target audience can be used. Also, different age groups can be tested.

Study 3:

This study and the previous study both investigate how a consumer's involvement in a brand's social media page is influenced by brand awareness and how this involvement impacts purchase intention. In addition to this, this study conducted by (Katja Hutter and Julia Hautz) explores the impact of annoyance on brand awareness, and how this

negatively affects purchase intention. From this study and the previous study we understand the importance of brand page involvement on purchase intention, and how this can be achieved through brand awareness.

Consumers have to make many decisions every day, this will therefore cause information overload. To handle this, the consumer will develop specific heuristics and habits which act as shortcuts or rules of thumb to cope with the large amount of information they are getting. (Scammon, 1977; Jacoby et al., 1977; Jacoby, 1984). Heuristics can be defined as how one approaches solving a problem. It was found that brands are an important rule of thumb for consumers to make a decision. As they offer reassurance to the consumer and guide the consumer in the process of purchase decision-making. The process of decision-making is made up of many steps (Olshavsky and Granbois, 1979). These steps can be explained by the Hierarchy of effects (HOE) model. This model emphasizes the importance of the mental stages of a consumer with a specific brand (Vakratsas and Ambler, 1999; Ray, 1973). The HOE model shows the fixed order of events a consumer uses to make a decision. These events follow: first cognitively (thinking), second affectively (feeling), and third conatively (do) (Barry and Howard, 1990). In other words, the consumer first gathers awareness and knowledge about the product/brand; then develops feelings towards the product/brand, these could be positive or negative; and then finally decides whether to buy and use the brand or avoid the brand. (Kotler and Bliemel, 2001). One HOE model which is frequently used is the AIDA model. This model includes purchase decision or attitude building phase awareness, interest, desire, and action. Another important HOE model is the model created by Lavidge and Steiner (1961). This model is made up of seven phases which are: awareness, knowledge, liking, preference, conviction, and purchase. This process starts with the consumer being unaware of the brand. Then the consumer forms simple awareness of the brand. Next, the consumer receives or searches for information about the brand which builds brand knowledge. Succeeding this, the consumer builds a preference for the brand. This attitude built can be positive or negative towards the brand. Finally, the consumer decides how useful the purchase will be, causing a purchase intention. In this paper, three distinctive constructs are tested on consumer purchase decision-making. These three are brand awareness, word of mouth, and purchase intention. It is then understood how these relate to the three mental stages of cognitive, affective, and conative. Brand page commitment can be defined as the psychological attachment of consumers to a brand's social media community. In other words, it is a consumer's active and psychological involvement in the social media of a brand. This helped develop the hypothesis:

Brand page commitment has a positive effect on brand awareness

Annoyance is a negative perception of a brand. When a consumer finds annoyance in a brand, they often stop their involvement in that brand. It is important for a brand's social media marketing to be less intrusive as if not, it will lead to annoyance. From this is the following hypothesis was created:

Annoyance with the content of a brand page harms brand awareness.

There are three main reasons why brand awareness is important (Keller, 1993). The first reason is that a consumer must know the brand so that he/she can think of the brand when making a purchase decision in the product category of the brand. When you increase brand awareness there is a higher chance that the brand will be in the consumer's consideration set, this set will include all the brands which will be considered when making a purchase decision (Baker et al., 1986; Chakravarti et al., 2003). According to the HOE model, awareness is the first step and is needed in order for the consumer to reach the next stages of the model. The second reason is that brands in the consideration set can be influenced by brand awareness even if there are no other associations with the brand. In other words, a consumer often has a decision rule to purchase familiar and well-known brands (Roselius, 1971; Jacoby et al., 1977). It is found that brand awareness can influence a consumer's brand choice by itself in a low involvement situation (Hoyer and Brown, 1990; Bettman and Park, 1980). The third reason is that brand image is formed through the formation and strength of brand associations, which is influenced by brand awareness. In other words, brand awareness creates the brand image. For a consumer to make associations with a brand, the brand must be in their mind (Keller, 2008). It is important to understand how brand awareness is created. It is understood that brand awareness is created in a consumer by anything that causes the consumer to experience the brand. This "experience" can include advertising, promotions, publicity, public relations, etc. Social media is important in this aspect because it exposes the consumer to the brand, which will result in brand awareness. The more the brand page commitment the more the brand awareness. However, there will be a negative effect on brand awareness when annoyance is present. From this, the following hypotheses were created:

Brand page commitment has a positive effect on brand awareness
Annoyance with the content of the brand page harms brand awareness.

Brand page commitment has a positive effect on consumers' purchase intention.
Annoyance with the content of a brand page harms purchase intentions.

The results were collected through a questionnaire and used a seven-point Likert scale. Brand page commitment was measured to what extent which participants actively engage in and are emotionally connected to activities on the MINI Facebook brand page. Not only was brand awareness on the brand MINI measured but also the MINI's models. Annoyance was measured through the three items which measured the acceptance of shared content. Purchase intention was measured through three items in accordance with the involvement with the MINI sales funnel.

Results show that annoyance has a significant negative impact on brand page commitment. It was found that brand commitment positively affected brand awareness. However, it was found that there is no relation between annoyance and brand awareness. Brand page commitment has a positive and

significant impact on purchase intention. It was understood that social media is an important method of marketing communications for brands.

Limitations are that it only uses MINI fan page members, thus the sample is small. Sampling bias also might be present.

Brand attitude

Study 1:

Brand attitude plays a significant impact on purchase intention too. It is important to understand how brand attitude is developed through social media and how it leads to purchase intention. In this study, which was carried out by (Angella Jiyoung Kim and Eunju Ko), we understand that brand attitude is built through a customer's relationship with a brand. This relationship can be significantly built through social media. An important factor to establish a good relationship is when trust is present. This brand attitude then leads to purchase intention. In this case, there is a direct relation between brand attitude and purchase intention.

According to Samsung Design Net (2009), the use of social media among luxury fashion brands builds friendly affection toward brands and stimulates customers' desire for luxury. Many luxury fashion brands present on social media, having their social media page on different platforms. This allows consumers to communicate with the brand with no time, place, or medium restrictions. There are many different forms of social media, but the two most popular types of luxury brands use are social blogs (eg: Facebook) and micro - blogs (eg: Twitter). Social blogs allow these luxury brands to share video clips, pictures, and stories. All of this helps draw customers' attention. On micro - blogs customers can get fast customer service or get answers to their personal questions. Social media allows brands to market their brand and directly interact with their consumers.

A good customer relationship is good for a brand. The competition in the luxury brand market is increasing, this means loyalty towards one specific brand decreases, as there are now alternatives to look into. That's why the brand needs to build a good relationship with the customer so that they can keep them for as long as possible. Through previous studies, it is found that intimacy and trust have a great impact on building a customer relationship.

Intimacy is the feeling of closeness, connectedness, and bondedness (Sternberg, 1996). Only when intimacy exists will a customer make an emotional investment in the brand. Intimacy also brings a feeling of trust in the consumer. Intimacy depends on just knowledge which accumulates over a while (Carroll & Ahuvia, 2006) and is proven to last longer than emotional relationships (Sternberg, 1996). Trust can be defined as the level of the tendency to believe in a brand's ability to perform the promised function (Chaudhuri & Holbrook, 2001). Trust is thought to be one of the biggest factors in building a customer relationship. Trust is also the reason for a customer relationship to last for a long time. This trust can lead to positive effects on purchase intention. Therefore trust is an important element for a brand to

possess. Tested in many previous studies, it is proven that brand attitude plays a major role in dictating purchase intention (Eunju Ko, 2010; Kim & Lee, 2009). Customer relationship shapes a customer's attitude towards that brand. Therefore we understand customer relationship affects purchase intention. The two hypotheses were constructed.

Social media marketing will have a significant positive influence on customer relationships which will result in brand attitude

Customer relationships will have a significant positive influence on purchase intention

The data was collected through a survey questionnaire where 133 answers were used.

Convenience sampling was used, and the sample was taken from a metropolitan area in Seoul. Participants were asked to review the visual stimulus shown and answer 25 measurement items. Then participants were given a questionnaire to study customer relationships and purchase intention.

The results show that intimacy was created by entertainment and word of mouth.

Intimacy with a certain brand is built by frequent exposure to the brand. Trust was created the most by entertainment, but customization also played a major role. It is seen that entertainment plays a major role in creating an attitude toward a brand's websites (Chen & Wells, 1999). A customer relationship built on entertainment is enough to get future beneficial customer behaviours. Results also show the effect of purchase intention. Brands need to engage and have a casual interaction with the customers on social media as it creates a purchase intention. Therefore it is important for the brand to create interaction venues to interact with the consumers. The results which tested the hypothesis: Customer relationships will have a significant positive influence on purchase intention show that trust was the only variable of customer relationship which had a major effect on purchase intention. It was also found that the effects of customization and trend did not directly influence customer relationships; it will eventually influence them through customer trust.

In conclusion, we see that a brand's social media has five main properties: customization, entertainment, interaction, word of mouth, and trend. Entertainment and word of mouth had a positive influence on intimacy. While trust was influenced by entertainment, customization, and trend. It was found that entertainment was the most important property that influences purchase intention. Entertainment can be created by a brand in a social media environment through activities and social media content. Trust and purchase intention has a very important relationship. A customer's trust is enhanced by interactions with other consumers/users and the brand on social media. Limitation follows in generalizing the result of the study. Future studies should develop an effective instrument to measure the social media marketing of luxury fashion brands more appropriately.

Study 2:

Brands are trying to turn brand experience into brand commitment (Das, Agarwal, Malhotra, & Varshneya, 2019). A brand needs to have a well - grounded brand commitment is required to form a stable customer relationship (& Fullerton & Gordon, 2005). From previous studies, it was found that online brand community commitment had a big impact on brand loyalty (Jang & Koh, 2007). There is a direct link between brand experience and brand commitment (Ramaseshan & Stein, 2014). This is because a good brand experience results in a pleasurable experience for the consumer, the consumer will then seek to repeat this pleasurable experience and come back to the brand. This shows how customers with a good brand experience will increase purchase intention (Chaudhuri & Holbrook, 2001). Using the motivation theory (Tseng, Huang, & Setiawan, 2017) it can be explained that an increase in consumer satisfaction and symbolic motivations are caused by pragmatic motivation. This will lead to user commitment, make the customer more involved in the brand's social media community, and improve the customer's brand purchase intention.

The emotions of a brand community can shape a consumer's brand emotion. This can either be positive or negative (Muniz and O'Guinn, 2001). It is also found that a social media's brand community content attitude can influence a consumer's attitude towards the brand through the process of emotional transfer (Taiminen & Karjaluo, 2017). It was found that user identification forms the consumer's brand community commitment and his/her brand community relationship this can influence purchase intention (Demiray & Burnaz, 2019). This helped formulate the hypotheses:

A consumer's attitude towards a brand can be influenced by the consumer's commitment to the brand's social media.

Previous studies, which use the social identity theory, show that a consumer is more likely to support products/brands that he/she is has been involved in the brand's social media community (Muniz and O'Guinn, 2001). This shows us that brand community commitment is important for forming brand attitudes and influencing purchase intention (Beukeboom, Kerkhof, & Vries, 2015; Hur, Ahn, & Kim, 2011). It has been seen by (Jang & Koh, 2007) that emotion and behaviour towards a brand were motivated by online brand community commitment. It was seen that brand social media community commitment had a positive influence on brand loyalty (Gamboa & Gonçalves, 2014). (Beukeboom et al., 2015) showed that customers who followed a certain brand's social media page had a more favourable evaluation of the brand which lead to a higher purchase intention from the brand. This is because a more favourable evaluation leads to a more positive outlook on the brand. This leads the consumer to spend more money on the brand's products. (Dijkmans, Kerkhof, & Beukeboom, 2015). From this information the following hypothesis was created:

Brand's social media community commitment has a positive influence on brand purchase intention

The theory of reasoned action explains how a person carries out a behaviour depending on their intention to perform that

behaviour. It also depends on how they feel towards this behaviour and the subject norms surrounding it (& Ajzen & Fishbein, 1977). Brand attitude can be defined as an individual's internal evaluation of a brand, this can be categorized into relative stability and sustainability (& Ajzen & Fishbein, 1977; & Mitchell & Olson, 1981). One way of developing a customer's brand attitude can be by frequent exposure to the brand. This exposure can be done through physical experiences of a product/service from the brand or marketing design content (Keller, 1993). (Bruhn, Schoenmueller, and Schäfer, 2012; Yang, 2012) have a stated that social networking services advertising activities play a major role in improving a customer's brand attitude. Brand attitude helps predict purchase intention of consumers. A positive evaluation of a brand with which the consumer has interacted through social media has a positive effect on brand attitude and this will increase the consumer's purchase intention (& Schivinski & Dabrowski, 2016). This helped hypothesize the following the hypothesis:

A consumer's attitude towards a brand's social media page has a positive influence on purchase intention.

The data for this study was collected from a survey from Facebook fan pages in Korea. The sample taken included a total of 278 participants. The questionnaire was adapted from relevant studies and was carefully modified to reflect the characteristics of a Facebook fan page. All items in the questionnaire were measured through a 5 - point Likert - type scale. The brand attitude was measured using three items, which were - namely, favourable, good feeling, and desirable. This came from Holbrook and Batra (1987) and Homer (1990). Purchase intention was measured using 3 items, which were recommending, buying, and probability of buying. This came from G Grewal, Krishnan, Baker, and Borin (1998) and Papagiannidis.

Results show that social media community commitment does not directly affect purchase intention, but has a mediating variable of brand attitude. Brand attitude directly affects purchase intention. It is found that brand community commitment forms a consumer's brand attitude, and this brand attitude has a significant effect on the customer's purchase intention. This result is consistent with the attitude theory. It was found that brand community relationship relates to brand relationship. It is important to understand what factors build user commitment. The factors found in this study are: entertainment experience, homophily experience, and relationship - based experience all play a major role in creating user commitment.

2. Conclusion

Social media marketing has become very important to brands. It is important to understand how social media plays a role in this, and how it impacts purchase intention. From the results from all the studies done, it is found that brand awareness, brand attitude, and social media influencers all significantly impact a customer's purchase intention. It is also important to note that these factors are all influenced by social media. When a company uses a social media influencer to help promote their brand, it is important to make sure the influencer has certain qualities to make sure

they positively impact a consumer's purchase intention. It is important to make sure the influencer is credible. This means that he/she is believable and can be trusted. Important factors that make an influencer credible are their trustworthiness, information quality, and entertainment value. Therefore it is important for an influencer to post accurate, entertaining, quality content on their social media pages in order to influence a consumer to buy the brand's products. It is seen that expertise and likeability do not impact purchase intention. This means the influencer does not need to be an expert in the product they are endorsing. It also means that they do not have to be good looking or have a very charming personality. It is important to note that trust is one of the most important factors for an influencer to possess. Brand familiarity also plays a major role on dictating a customer's purchase intention. This is because brand familiarity leads to the customer's confidence in the brand. This confidence then leads to future purchase intention. This can be done through involvement with the brand's social media page. It is important for brands to promote interaction between a brand's social media page and the customer. This interaction can be built through activities and getting the customer more involved. However, it is important to not build annoyance in the customer towards the brand as this will lead to less involvement. It is important to understand the right amount of interaction between the customer and the social media page, or else it will lead to negative effects. Brand attitude was the last factor tested in this paper. It is important to understand that intimacy and trust are important qualities for a brand to possess. These qualities can be built through social media. Intimacy is built between a customer and a brand through entertainment of a social media page. This leads the customer to have more frequent exposure to the brand. Trust was also built by entertainment but also by customization. It is important for a brand to have casual interactions between them and their customers as this improves customer relationships. It is seen that customer relationships leads to purchase intention. I think in order for a brand to use social media marketing to their advantage, they should get social media influencers who post good quality posts, trustworthy, and are credible as the positively influence customer purchase intention. Not only should the influencer be trustworthy and entertaining but so should the brand's social media page as this too plays a major role on purchase intention. A brand should also interact with their customers by engaging the customers in their content. This helps build a positive image of the brand in the customer's head. If a brand follows these factors, they will be successful in the powerful social media marketing and will be able to sell their products to consumers.

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