

# **“THE IMPACT OF CONSUMER INTERACTION ON SOCIAL MEDIA ON BRAND AWARENESS AND PURCHASE INTENTION! CASE STUDY OF SAMSUNG”**

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## **Abstract**

*Today about 2 billion people are on social media. This made social media a community of 2 billion people. This revolutionized medium of communication and marketing for the brands. Social media have huge impact on consumer purchase intention. Social media impact the brands marketing strategies and changing the communication channels for the brands. The aim of this research is to identify the factors which are influencing on one of the biggest smart phone brand Samsung customers purchase intention. The results of past researches suggested that maintaining the consumer intention is more challenging on social media. Any annoyance content during the marketing on social media can affect brand image and impact on Consumer loyalty. There are multiple factors which drive the consumer attitude on social media. For conducting this research multi linear regression has been used to achieve the objective of the research and convenient sampling technique has been used by the authors. Primary data was collected from the Universities students of three private universities of KASB institute of technology, IQRA University and SZAB institute of Science and technology. This study suggest that brand should build communication channels on social media platform be respondent to query of the consumer and also lunch time to time social media campaign.*

**Keywords:** Opinion Seeking, Viral Advertisement, Annoyance, Brand Page Commitment, Word of Mouth, Brand Awareness, Purchase Intention

## **Introduction**

### *Background and Overview*

Social media has changed the medium of communication for the brands. The consumer of any brands is more aware and interconnected with each other and spend time with each other share their experience about brand like a community. In this era brands are using these social media platforms to communicate with their consumer directly. That Consumer feel connected with brand. (Kozinets, Hemetsberger, & Schau, 2008). Due to the social media consumer have more power on their hands. (Constantinides & Fountain, 2008). Today consumer have all kind of information about brand, company and product just on one click and he/she has freedom to share this information with their community which force the brand manager to be active regarding any news about brand and have direct interaction with their customer to maintain their brand image and search for more loyal customer. (Keller, 2009).

Today Consumer of any brand is living in community at social media. They share all type of experience regarding brands. It doesn't matter either it is positive or negative. In today's era, a brand must be a quick responsive and should be ready to respond on any particular situation. (S., Liu-Thompkins, & C., 2013). If your consumer shares positive experience regarding your brand, its work as consumer generated Ad for you there are multiple chance that such ad gets viral on social media community and have more support power than company generated. Keep this on mind brands are more working on good consumer experience to get more consumer to consumer base advertisement which is new shape of word of mouth but it's more powerful than conventional words of mouth. (Ertimur & Gilly, 2012) .

For the proper communication brands have to choose the medium where their target audience is engaged. Today era a huge share of consumer is not on TV, they spend most their time on mobile phone, in time to time they open their social accounts. To keep their self-update so today era digital online market, have huge share of audience. And it's mostly a two-way communication. So, brands are spending about 10% of their Advertisement on online marketing. (Keller, 2009). But there are some medium of social media which are have also some negative aspect especially Facebook and youtube where user have freedom to comment. On pages you don't have choice to filter the audience so your competitor can also comment on your posts, if any user post a negative comment it impact on your brand image as well so market on these social media platform is not as much easy like TV, or News paper. (Tsimonis & Dimitriadis, 2014)

### *Problem Statement*

Today Social media play an important role for two-way communication. Today most of the brands have social media pages and websites to interact with consumer; also these brands spend a huge budget of digital marketing at these social media sites. It's hard to predict behavior of consumer on social media. Marketer is highly sensitive about social media marketing campaigns, so the consumer attitude driving factors are always unpredictable for marketer during social media campaign. Annoyance is always a big problem for brands at social media campaign. (Hutter & Hautz, 2009)

### *Research Objective*

This study is aim to find out the consumer attitude influencing variable which impact the smart phone consumer's attitude toward purchase intention on social media. In today's world social media is one of the biggest platforms for the brands to directly interact with consumers. Instead of heavy budget investment on these social media marketing by the brands they are still unable to predict. We try to identify those influential factors which give high result during campaign on social media and help to adopt those strategies to save time and money and get desired result by building a community of loyal customers.

### **Literature Review**

Maintain the consumer intention is challenging factor the brands on social media marketing. On the social media if customer of any brand finds the market content awkward he/she quickly switch or stop following brand campaign social media give more power on consumer hands. (Hutter & Hautz, 2009) Annoyance is a negative emotional reach to a subjective overexposure which cause by content on a media advertisement which you don't want to see.

### *Opinion Seeking*

Opinion Seeking is the state where any person seeks for any supported argument. Related their argument or a choice. It's physiological need of human. Which give satisfaction and as well as help to make better decision. (Chu S.-C. , 2009)

### *Relationship between Opinion seeking on social media and Purchase intention*

People seek information about brand which give the additional information regarding brand which help to the make decision. Opinion seeking regarding a brand has positive impact on brand. So Opinion seeking has a positive relation with purchase intention.

*H1a: Opinion Seeking has a significant relationship with purchase intention.*

### *Viral Advertisement*

Message that spread like fire. It's like any chemical material catch fire its spread within mint in all environments. Same if any ad get viral at social within mints its spread all around the social media platform. (Todt, 2012)

### *Relationship between Viral Advertisement and Purchase intention*

Viral advertisement catches the attention of user very quickly. If anyone find a viral add on social media trust on such product and also share such viral advertisement with their circle on social media. He/she proud to share such posts. So viral advertisement have a positive relation with Purchase intention (Keller, 2009).

*H2a: Viral Advertisement has a significant relationship with purchase intention.*

### *Brand page Commitment*

Brands page commitment is a long term relationship building method between brands and its consumer. Due to which consumer feel directly connected with consumer. It has positive physiological impact on consumer minds. (Hutter & Hautz, 2009)

Relationship between Brand Page commitment, WoM, Brand awareness and purchase intention,

Consumer feels importance to interact with brand on social media directly with brands. Its increase customer awareness regarding brand. They feel like community which inter connected with each other. Brand page commitment convince customer to purchase the brand. (Hutter & Hautz, 2009)

*H3a: Brand page has a significant relationship with purchase intention.*

*H3b: Brand page has a significant relationship with word of mouth.*

*H3c: Brand page has a significant relationship with brand awareness.*

### *Annoyance*

Annoyance is a negative factor which is state of mind where people feel physiological stress. Angriness. Where things repeat again human get awkward to see that thing again and again. Which naturally cause hate!

*Relation Between annoyance and purchase intention, Brand awareness and Word of Mouth*

Annoyance is a Negative feeling. If on social media any user finds posts same brand with same message again and again its cause angriness. Which generate negative thought and feeling regarding those particular brands, So annoyance has negative impact on brand awareness ,WoM and Purchase intention . (Hutter & Hautz, 2009)

*H4a: Annoyance has significant relationship with purchase intention.*

*H4b: Annoyance has significant relationship with brand awareness.*

*H4c: Annoyance has significant relationship with word of mouth.*

### *Word of Mouth*

Word of mouth is a natural situation which occurs automatically which is part of Human behavior. Its impact on all kind of communication it can be positive or negative. Which pass from one individual to another and spread like a fire in jungles. In WoM every communicator is a receiver and every receiver is a communicator. (Hutter & Hautz, 2009)

*Relationship between word of mouth, brand awareness and purchase intention*

Word of mouth work as medium of information for consumer about brand which helps them to made purchase decision. Since consumer is very familiar with WoM so they believe more of words of mouth and they trust on them they think this information's are more reliable. WoM give physiological satisfaction during purchase decision. (Hutter & Hautz, 2009)

*H5a: WoM has a significant relationship with purchase intention.*

*Brand Awareness*

Brand awareness is consumer experience about brands. Brand awareness is probability that consumer have information about brand service, products and about all features of the brands. Brand awareness a knowledge richness about the brand and organization. (Dr. Malik, Ghafoor, & Iqbal, 2013)

*Relationship between, Brand Awareness, WoM, and Purchase Intention*

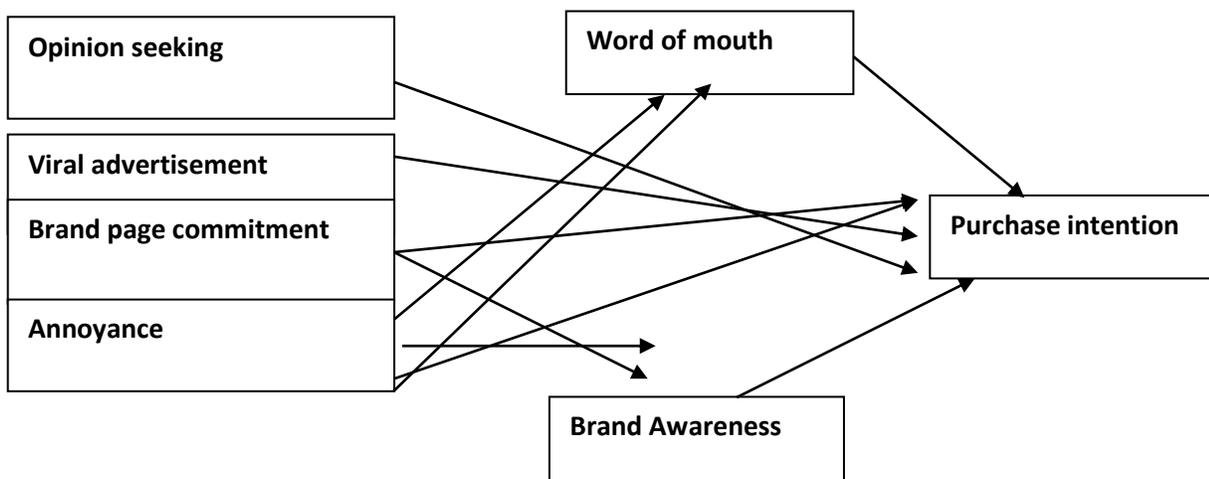
Brand awareness is consumer experience about brand. Consumer interaction give higher brand awareness. Brands share information on social media, advertisement viral video ad, WoM, other activity to give higher awareness to the consumer regarding brand, higher the brand awareness higher the WoM, and purchase intention level will be high to. (Hutter & Hautz, 2009)

*H6a: Brand Awareness has a significant relationship with purchase intention.*

*Purchase Intention*

After going through multiple stages. Consumer builds an intention to Purchase a brand. Purchase intention is a decision making process where consumer made decision to purchase the brand. (River, Tamborini, Eden., & Grizzard, 2010) , Aim of the brand entire communication is that get influence consumer purchase decision. That he/she intentionally choose the particular brand. (Hutter & Hautz, 2009)

*Model of research*



**Methodology**

### *Method of data collection*

The questionnaire designed for conducting this study is based on previous research papers but previous research has been limited till on pan page of mini brand so I am extending the criteria of the sample to all social media. I am hereby therefore have designed some questionnaire to conduct this study for brands interaction on social media. The data collected for this study is based on questionnaire. The final questionnaire is filled by the Universities. And the respondents are the social Media user which are students enrolled in Management science program at KASBIT University, SZAB institute of science and technology and IQRA University. Because this segment spends huge time on social media. Similarly, the respondents reflect the target market of brand during the social media marketing.

### *Sampling Technique*

To conduct this study, the Authors have used convenient sampling technique in which they have collected the questionnaire from students of three well known business management Universities.

### *Sample Size*

It is said the student's samples do not refer the validity but the student's response is useful and acceptable in many cases when they form the major segment in the category of selected product in this case therefore, along with the university students the questionnaire is submitted to ensure the validity for the study.

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<b>Scale items</b>	<b>Source</b>
<b>4 Opinion Seeking</b>	(Chu S.-C. , 2009)
. When I consider new products, I ask my contacts on the social networking site for advice.	(Chu S.-C. , 2009)
I don't need to talk to my contacts on the social networking site before I buy products. (R)	(Chu S.-C. , 2009)
I like to get my contacts' opinions on the social networking site before I buy new products.	(Chu S.-C. , 2009)
I rarely ask my contacts on the social networking site about what products to buy. (R)	(Chu S.-C. , 2009)
I feel more comfortable choosing products when I have gotten my contacts' opinions on them on the social networking site	(Chu S.-C. , 2009)
When choosing products, my contacts' opinions on the social networking site are not important to me. (R)	(Chu S.-C. , 2009)
<b>5 Viral Advertisement</b>	(Chu S. C., 2011)
I would consider passing along viral advertising to someone I know.	(Chu S. C., 2011)

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If I find an interesting social Media viral adverting campaign, I want to tell my friends about it.	(Chu S. C., 2011)
If somebody asks me for advice about an interesting Social Media viral advertising campaign, I will encourage him or her to participate.	(Chu S. C., 2011)
I would recommend my friends and family to participate in an interesting Social Media viral advertising campaign.	(Chu S. C., 2011)
<b>6 Brand Page commitment</b>	(Hutter & Hautz, 2009)
I get informed about Samsung news daily	(Hutter & Hautz, 2009)
I feel as a part of the Samsung –Facebook Community	(Hutter & Hautz, 2009)
I get informed about Samsung news daily	(Hutter & Hautz, 2009)
I participate in activities on the page very often	(Hutter & Hautz, 2009)
I miss something if I do not visit regularly	(Hutter & Hautz, 2009)
.it is fun for me to inspire others about Samsung	(Hutter & Hautz, 2009)
<b>Word of Mouth</b>	(Hutter & Hautz, 2009)
I talk very positive about Samsung	(Hutter & Hautz, 2009)
recommend Samsung to my friends and relatives	(Hutter & Hautz, 2009)
I try win my friends and relatives as Samsung fans	(Hutter & Hautz, 2009)
it is fun for me to inspire others about Samsung	(Hutter & Hautz, 2009)
<b>Brand Awareness</b>	(Hutter & Hautz, 2009)

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I have no difficulties to remember Samsung	(Hutter & Hautz, 2009)
know all Samsung models	(Hutter & Hautz, 2009)
I can distinguish the different Samsung Mode	(Hutter & Hautz, 2009)
<b>8 Purchase Intention</b>	
I plan to buy a Samsung	(Hutter & Hautz, 2009)
I have arranged a test to use Samsung	(Hutter & Hautz, 2009)
I have bought a Samsung	(Hutter & Hautz, 2009)

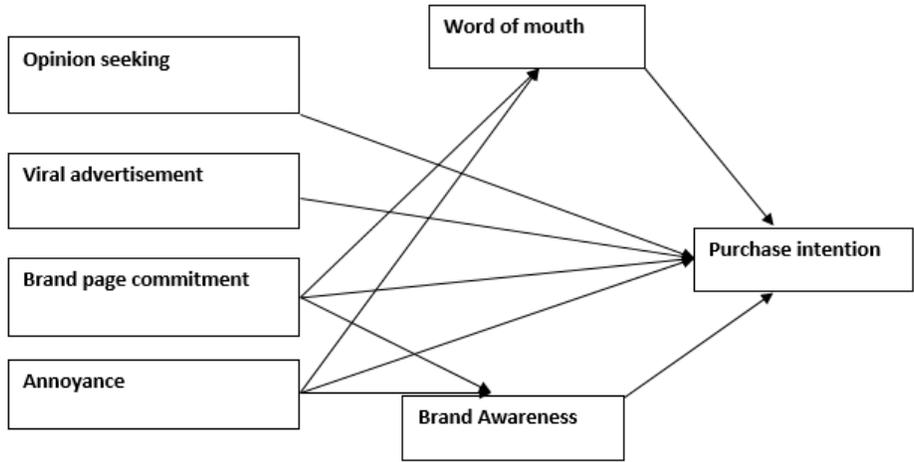
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For the study to be conducted the total of 350 sample size is used out of which 192 were selected three demographic where selected first gender in which contain 76% of male and 24% of female simple area which I choose its consist this percentage. 2<sup>nd</sup> is age 21.4% were below 20, 72.4% where between 21 to 25 year. 2.7% were between 25 to 30 year and 1.6% was above thirty. The respondent of size mostly was teenager because simple sizes of university which are mostly consist of teenagers. 3<sup>rd</sup> demography was Social media consuming time. People who use Social less than 1 hour in day 16.1%, people who use social media 1 to 3 hours where 26.6%, People who use social media 3 to 4 hours were 22.4%, People who use social media 4 to 5 hours were 14.6%, people who use social more than 5 hours were 20.3% my respondent. Which shows the teenager social media consumption timing?

*Instrument of data collection*

In order to conduct this study, the questionnaire is designed on the basis of previous literature and the instrument contain Eight constructs including annoyance, Trust on brand, Information, interpersonal, Opinion Seeking, viral Advertisement, Brand page commitment, Annoyance, and Purchase intention. The first part of the questionnaire includes demographic information which will not be considered. The questionnaire includes questions related to all the dependent and independent variable. The level of agreement of the respondent was indicated for each scale item using the Like scale with the categories: ‘strongly agree’, ‘agree’, ‘neutral’, ‘disagree’, ‘strongly disagree.

**Model of research**



*Statistical technique applied*

*Reliability*

For ensuring the accuracy and validity of the analysis the statistical reliability is used. It means that the results can be duplicated repeatedly which creates assurance of the results obtained and the analysis. This technique is used in order to assure that my results are error-free.

Confirmatory Factor Analysis

The confirmatory factor analysis technique tests that how accurate the constructs are represented by the measured variables. This technique is used in my research in order to reject or accept the measurement theory.

*Direct and Indirect estimate*

Direct and indirect estimate method used to check the relation between variables. Check the direct effects of variable on each other and check the indirect effect variables on each other.

**Results and Analysis**

*Reliability*

Reliability measured values of the taken variables are mentioned below.

S. No	Constructs	Reliability
1	Opinion Seeking	0.876

<b>Construct/Indicators</b>	<b>Standardized Factor</b>	<b>Construct Reliability</b>	<b>Construct Validity</b>
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2	Word Advertisements	0.757
3	Annoyance	0.834
4	Brand Page Commitments	0.912
5	Word of Mouth	0.932
6	Brand Awareness	0.799
7	Purchase Intention	0.806

Value of Construct Reliability of all Variables is greater than 0.70, which shows positive relation among variables.

	Loading	Cronbach's alpha	Composite Reliability	Convergent Validity Average	Discriminant Maximum Shared Variance (MSV)	Average
<b>1 Opinion Seeking</b>						
OS1	0.76					
OS2	0.71					
OS3	0.71					
OS4	0.73	0.876	0.876	0.541	0.0961	0.0545
OS5	0.75					
OS6	0.75					
<b>2 Viral Advertisements</b>						
VA1	0.62					
VA2	0.68					
VA3	0.61	0.757	0.759	0.442	0.0625	0.0429
VA4	0.74					
<b>3 Annoyance</b>						
A1	0.87	0.834	0.837	0.632	0.0441	0.0265
A2	0.75					
A3	0.76					
<b>4 Brand Page Commitments</b>						
BP1	0.84					
BP2	0.81					
BP3	0.88	0.912	0.913	0.723	0.0576	0.0535
BP4	0.87					
<b>5 Words of mouths</b>						
W1	0.86					
W2	0.88					
W3	0.89	0.932	0.932	0.775	0.1764	0.1450
W4	0.89					
<b>6 Brand Awareness</b>						
BA1	0.76	0.799	0.805	0.579	0.5184	0.1368
BA2	0.81					
BA3	0.71					
<b>7 Purchase Intention</b>						
PI1	0.85	0.806	0.814	0.590	0.5148	0.2139
PI2	0.81					
PI3	0.64					

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Reliability and Construct Validity  
Thresholds:

$\alpha > 0.70$  (Nunnally,1967)

CR > 0.70

i) AVE > 0.50

ii) CR > AVE

MSV < AVE

ASV < AVE

[Suggested by Fornell and Larcker (1981)]

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In construct reliability Cronbach's alpha value of our all variables are greater than  $\alpha > 0.70$  and Composite Reliability is also greater than 0.70 which shows our all relations of Questioner are positives. Convergent Validity of my all variable are greater than 0.50 except Virial Advertisement. In Discriminant all value of Maximum Shared Variances is less than Convergent Validity which shows positive relation among questioners and Maximum shared variances is greater than Average Shared Variance which shows Positive relation among variables

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***Structural Path***

<b><i>Direct Relationship</i></b>	B	P-VALUE	Results
<i>Opining seeking ---&gt; Purchase intention</i>	0.10	0.193	Rejected
<i>Viral Advertisement ---&gt; Purchase intention</i>	0.00	0.951	Rejected
<i>Annoyance ---&gt; Purchase intention</i>	0.23	.612	Rejected
<i>Brand Page commitment ---&gt; Purchase intention</i>	0.12	0.127	Rejected
<i>Brand Awareness ---&gt; Purchase intention</i>	0.53	0.001	Accepted
<i>Words of Mouth ---&gt; Purchase intention</i>	0.53	0.001	Accepted
<i>Brand page commitment --&gt; Word mouth</i>	-0.03	0.009	Accepted
<i>Brand Page commitment --&gt; Brand Awareness</i>	0.24	0.02	Accepted
<i>Annoyance --&gt; Word mouth</i>	0.12	0.169	Accepted
<i>Annoyance --&gt; Brand Awareness</i>	0.08	0.463	Accepted
<b><i>Indirect Relationship</i></b>			
<i>Brand page commitment --&gt; Word mouth --&gt; Purchase Intention</i>	-0.015	0.06	Accepted
<i>Annoyance --&gt; Brand Awareness ---&gt; Purchase Intention</i>	0.0636	0.06	Accepted
<i>Annoyance --&gt; Word of mouth ---&gt; Purchase Intention</i>	0.127	0.196	Rejected
<i>Annoyance --&gt; Brand Awareness ---&gt; Purchase Intention</i>	0.042	0.196	Rejected

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## *Result Analysis*

The Structural path prove that H1a is rejected Opinion seeking have no significance relationship with purchase intention P-value of H1a is 0.193, H2a is rejected Viral Advertisement has no significance relationship with Purchase Intention P-value of H2a is 0.951 H3a is rejected Brand Page commitment have no direct relationship with Purchase Intention P-value of H3a is 0.127. H3b is accepted Brand Page commitment has significance relationship with word of mouth P-value of H1a is 0.009. H3c is Accepted Brand Page commitment has significance relationship with Brand Awareness P-value of H3c is 0.02. H4a is rejected Annoyance has a negative relationship with purchase intention P-value of H4a is 0.612. H4b is rejected annoyance has a no significance relationship with brand awareness P-value of H4b is 0.463. H4c is rejected has no significance with word of mouth P-value of H4c is 0.169. H5a is Accepted Word of mouth has a significance relationship with purchase intention P-value of H5a is 0.001. H6a is Accepted Brand Awareness has a significance relationship with Purchase Intention P-value of H6a is 0.001. there is indirect relationship seen among Brand page commitment, Word of mouth and Purchase intention. Same there is relationship seen between Brand Page commitment, Brand Awareness and Purchase intention. But there is no indirect relation seen among Annoyance. Brand Awareness, Word of Mouth and Purchase intention.

## **Conclusion, Discussion and future recommendation**

### *Discussion*

In the following study four independent variable Opinion Seeking, Viral Advertisement, Annoyance and Brand Page commitment including two Mediation Brand Awareness and Word of mouth and one Dependent variable use to analysis the relationship of purchase intention. The author in this research tries to find out those factors through the purchase intention of Samsung brand being impacted. All variable in this model analyzed through CFA analyzing technique. According to this analysis Relationship of Brand Page Commitment with Word of Mouth and Brand awareness, Word of mouth with purchase intention and Brand awareness with Purchase intention has proven their P-value were less than 0.10. But the relationship between Opinion Seeking and purchase intention, Relationship between viral advertisement and purchase intention, Relationship between annoyance brand awareness, word of mouth and Purchase intention has rejected their p-value is greater than 0.10 which show that there is no significance relationship. During this CFA analyzing this also prove that there is no direct relation between Brand page commitment and Purchase intention. But during indirect analysis its seen that there is an indirect relationship seen among Brand Page commitment, Brand awareness and purchase intention and Brand Page commitment, word of mouth and purchase intention. But no indirect relation proves among annoyance Brand awareness, word of mouth and Purchase intention.

### *Conclusion*

Conclusion of entire research is that annoyance; viral Advertisement and Opinion Seeking don't have any direct effect on the purchase intention of the consumer. But Brand page commitment has indirect effect on purchase intention; as well Brand Awareness and word of mouth have direct effect on Purchase intention. Brands should work on Brand page commitment, Brand awareness, Word of mouth, the impact on purchase decision of the consumer. Brand Page

commitment also play an import role on brand awareness and word of mouth. These three variable inter linked which effect the purchase intention of the consumer.

#### *Limitation and Future recommendation*

This study also has limitation which gives future researchers an opportunity to conduct study on following topic. This research is conduct for BRM course where we have given 3three month for the completion of paper so time was biggest limitation. This study conduct during semester so author can't travel in long distance for data collection so author use convenient simple data collection method. Being student finance also a limitation. Because author can't hire third party for data collection.

This study conduct on Samsung brand, and the simple size of that study 192 and responded was students and faculty's members of three universities on Karachi city. Due to limitation of time some variable which could be add. But we didn't due to time. So in future researcher should add more variable in this model as well this study conduct on Karachi future researcher also can conduct this researcher with same model with another population. This study conduct Samsung brand so it should conduct with any other sector.

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