

## **Impact of Social Media as e-marketing tool towards intention of purchasing: Analysis of literature**

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### **ABSTRACT**

*With the advancement of technology people from worldwide are attached with web 2.0 and social media. With advancement, business also make strategies to use technology to connect with customers directly and also planning strategies for increasing intension of purchasing by customers by use of online retailers. Social media will be acting as a e-marketing toll which has been used for marketing of products. Online retailers also used social media for promotion of their products, but there are factors which must have to considered by customers during purchasing of products online. So, e-marketing through social media must be used with planned way to so that intension of buying products through social media can increased.*

**Keywords:** *e marketing, e commerce, online shopping, Purchase intension, Social media*

### **I.INTRODUCTION**

In a virtual world of social media, new era of marketing has been started i.e. e-marketing through social media like Facebook, Twitter, LinkedIn, Instagram etc. Every online retailer like Flipkart, Amazon, Snapdeal, Jabong has their own page on social media for e-marketing of their products. Due to that reason when ever a company makes a planning for business strategy, company cannot able to ignore for considering social media as e-marketing tool. Advertisement of products and selling of products is not a marketing, Marketing defined as selling of correct goods only, at correct time and sell goods at a price so that seller also get profit (Khan, 2017). Intension of purchasing by customer using social media as e-Marketing tool depend upon strategy used by organization on social media to influence customer for buying products. With the passage of time, in 21th centaury revolution came in a big growing industry i.e. e-marketing. Instead of only focusing on a social media, communication with customer is also necessary. It is the fact that companies lack on this points during promoting their products either e-marketing/traditional way.

E commerce of national and international can be increased with increase of e commerce. For changing the intension of purchasing of customer, e shopping also play an important role. E shopping is a phenomenon by which people will also to buy products online. With e shopping sale and income of company increases and cost of advertisement has been decreases. Shopping can be done with the use of online retailers. Decision of customer is also a major issue in e shopping. Influence to customer will also be depend upon customer's

decision. With use of e marketing by online retailer's number of factors like detail of product shown to customers, price of products etc can be effect customer's intension of purchasing. Social media did not have their own contents.

Thomas (2004) define “ *Buzz marketing as amplification of initial marketing effects by third parties through their passive or active influence*”.

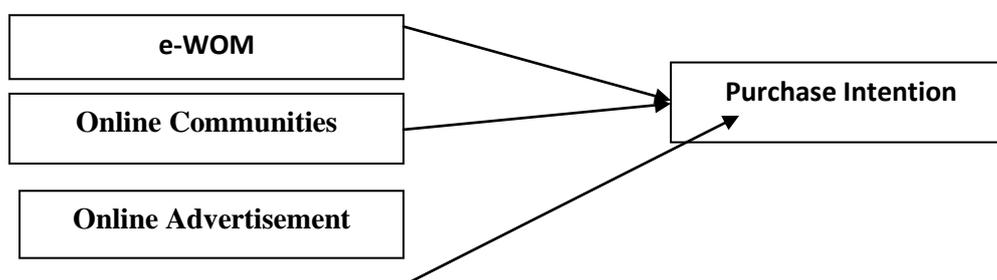
All the contents are user generated contents on social media. User generated contents are very useful for communication between customer to customer as well as customer and organization. Consumer is a main target of every business. Power of consumer will be increased as total e-marketing concentrated on consumer. Customer's intension towards products has been increased by considering factors such as Services of goods, Return back policy etc (Alves et al., 2016). Marketing of products require different strategies. As marketing of products make effect on intension of purchasing of products by customers. Marketing strategy must consider factors such as Management of customers, communication with customer, promotion of products, relationship with public etc. Intension of buying products by customer will be increased by considering information shared by customer instead of information used by firms. Famous type of marketing use is marketing mix. Which will consists of 4 P's for functionality price, place, product and promotion. Reliability is also a factor which must be considerable toward intension of buying products by customer through online retailers (Alves et al., 2016). Viral marketing has also a great impact on intension of purchasing of customer. By use of viral marketing, Business have to encourage user for share information about company on internet or through words of mouth (WOM). Viral marketing is also used as it takes less time and budget for implementation. By using a social media companies spread information about their products through viral marketing with effective way. Advantages of using social media by company is that company will knows about demand of customer, what are likes/dislikes of customers, these are certain points on which customers can be influence to buy products (Dimitra et al.,2014).

By use of social media as e-marketing tool, advertisement should be done according to demand or choice of customer ie either text advertisement or video advertisement or advertisement by picture etc. Fate of any product totally depends upon customer. Due to that every organization must design advertisement by considering views of customers (Jothi et al., 2011).Customer also check advertisement post of business on social networking sites. After check post of business customer can like or shared post. But it is not necessary that customer will buy that product. Intension of purchasing by customer is also a main issue in a e-marketing. Intension of purchasing of customer is also depend upon way of representing product or advertisement of a product on social media. Important part of marketing strategy of any business consists of how to interact customer toward products. Intension of purchasing is concerned with the price of product, quality of product, offers with products, specially a way of presentation of advertisement. For measuring demand of a product, Intension of purchasing also helpful. During purchasing of product through social media trust is also a important factor. Trust of consumer toward product is helpful for predicting future sales of products (Sohel.R et al., 2014). The main objective of this study is to check Impact of Social Media as e-marketing tool towards intension of purchasing.

## II. LITERATURE REVIEW

With the change or advancement of technology day to day, every business want to use this technology for their business. Customer's Intension of purchasing can be stimulate with a competent tool that is a Word of Mouth(WoM). WOM will also effect the purchasing decision of customer (Richins & Root-Shaffer, 1998). With the awareness of internet use of Web 2.0 has been used by consumer, According to this scenario now every business also uses internet and publish their web pages for advertisement of their products as well as making page on social media such as Facebook, Twitter, Blog etc. and connected with people directly. But it is not necessary that people after check out advertisement of product must buy that particular product means intension of purchasing not always converted into sale of products.. It totally depend upon the intension of purchasing of customer for buying products (Balakrishnan et al., 2014). Numbers of factors are there which will effect on intension of purchasing.

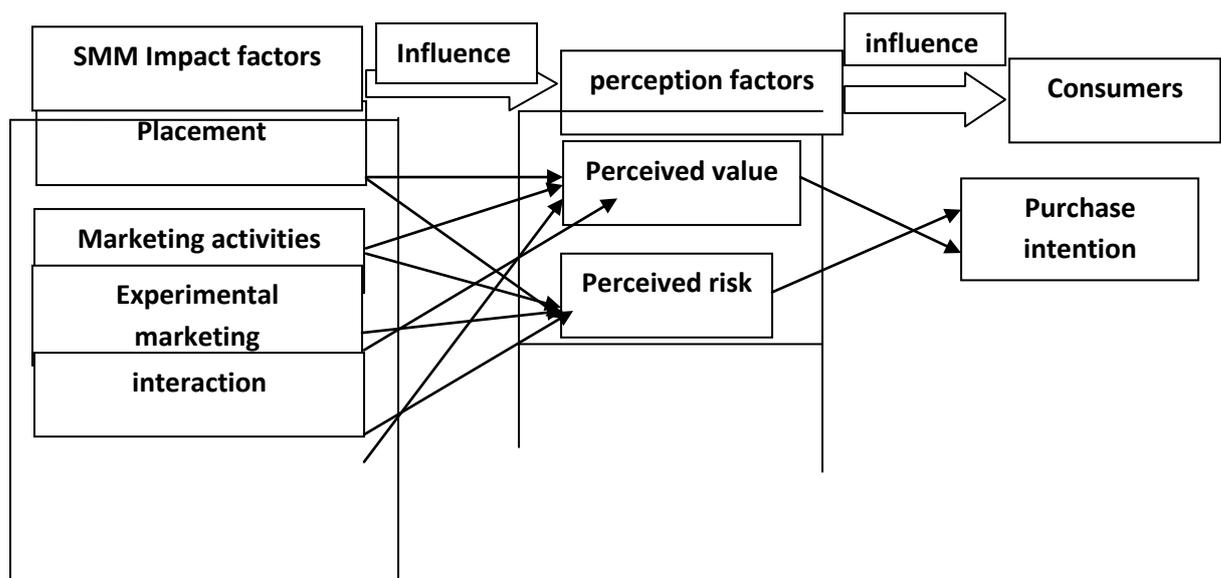
For implementing any input decision about either new or old product or services, intension of purchasing checked frequently by manager of business. As future production or sale of product totally depend upon intension of purchasing by customer (Morwitz, 2012). According to interest area, people make number of pages on social media. after using a product or only after checking advertisement of products consumer post review on social media pages. From which other people get direction in future and business will also able to know about intension of purchasing of products by customers. Intension of consumer about should be checked by verifying willingness of consumer and willingness of re-purchasing of products. Purchase intension is linked with e-WoM, online communities, online advertisement. By using a social media online retailers advertise their products, with that purchasing intension of consumer increase with great extent. e-WoM, online communities, Online advertisement have a positive impact on purchasing intention on consumer(Balakrishnan et al.,2014).



**Fig 1: Impact of e-WoM, Online Communities, Online advertisement on Purchase Intention**  
**(Balakrishnan et al., 2014)**

Technology acceptance model (TAM) is also linked with intention of purchasing by customer. Theory of TAM developed by Davis (1986) suggested that how user will accept and use new technology. On basis of that whenever social media has been used by online retailer, it will have to be checked that either consumer accepted new way of advertisement of product through social media or not. Because intension of purchasing totally liked with acceptance of technology.

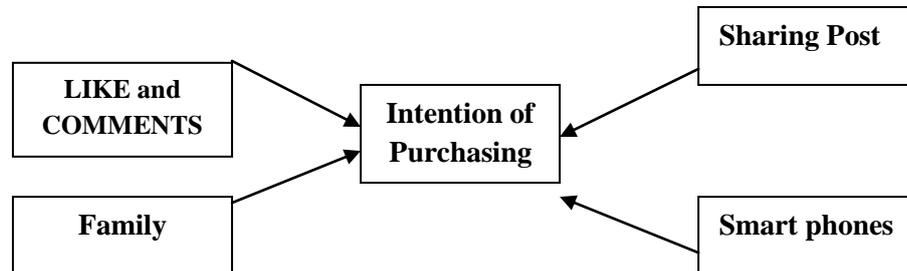
According to Maoyan (2014) Social media marketing (SMM) have impact factors such as placement, marketing activities, experimental marketing and interaction. Under a social media marketing specific type of experiment business must have to use as well as advertise their product through celebrities on social media. Activity must have to plan for increases interest of fans on social media page. Interaction factor means to reply the consumer’s answer which has been asked on social media. Business must have to make interaction with their customer by communication with customers. For increasing intention of consumer about any product through social there are number of factors which must have to consider.



**Fig 2: Based on Social Media Marketing The Consumer purchase intention Model ( Maoyan et al., 2014)**

During buying a products consumer have different perception factors such as Perceived risk and Perceived value. Perceived risk means whenever a consumer buying products without complete knowledge about product ie consumer have some doubts about product. If consumer buying product without clearing doubts then these are come under perceived risk. Perceived risks are uncertain. Perceived risks can be social, financial, physical , time etc. Perceived value is a value of a product which should be assume by customer about any product. Producers will also use marketing strategy to increase perceived value of any product. Intention of purchasing completely linked with perceived value as well as perceived risks. Consumer will change their perception about product by considering these above said factors.

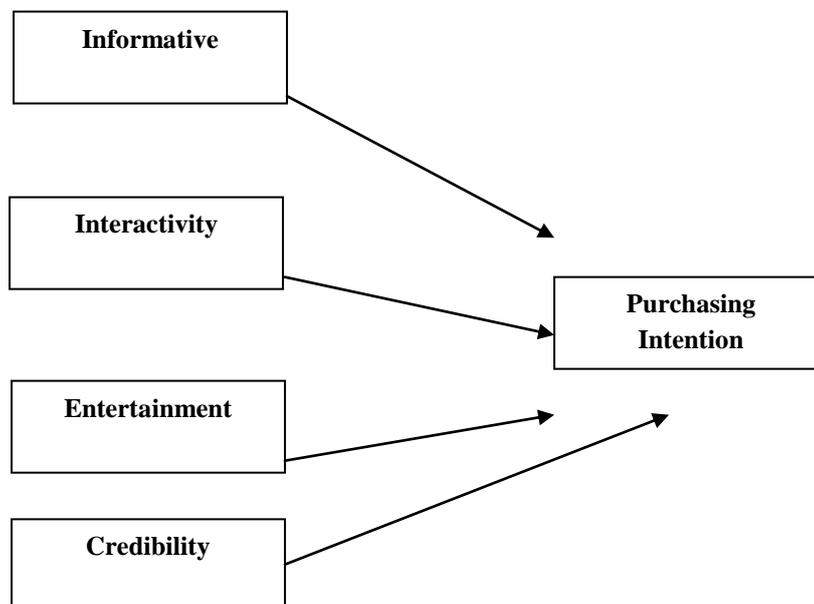
According to Sangi (2017) for increasing the intention of purchasing of customers ‘LIKE and COMMENTS ( In Facebook) also has a significant role. When ever customer check posts , posted by business then LIKE and COMMENTS made by user to particular post helpful for increasing popularity of post. Positive Likes and positive comments will helpful for changing intention of customer With that Friends in list who check action( LIKE and COMMENTS) performed by particular user, will also check that particular post. With Comments on posts ‘Share’, uses of smart phones, Family feature is also too effective for any business



**Fig 3: Factors effecting Intention of Purchasing ( Sangi et al.,2017)**

Past Online purchasing experience, trust about specific company, service provided by company after purchasing of products have a affect on a intention of purchasing. Whenever customer want to buy products from online retailers which do e-marketing of their products through social media, trust on company or products is a factors which has been analyzed by customer. Customer will only buy products if customer know about status or customer have trust in company’s products from previous shopping (Leeraphong and Mardjo, 2013).

Harshini (2015) suggested Informative, Interactivity, Entertainment, Credibility are factors which will make impact on purchasing intention of customer. According to Harshini complete information about specific product must be available on a website. Incorrect, Incomplete information must deterioration of online customer trust. According to Authors advertisement of product should be interactive so that customer influence for products. Credibility of advertisement make positive influence toward purchasing intention. Entertainment also play vital role in increase intention of purchasing.



**Fig 4: Theoretical Framework about Purchasing Intention( Harshini, 2015)**

<b>Constructs</b>	<b>Description</b>	<b>Sources</b>
Online purchasing experience	Experience of shopping online about purchasing of products	Leeraphong and Mardjo, 2013
Trust	Customer will only buy products if customer know about status or customer have trust in company's products	
Service	Service provided by seller after sale of products	
e-WOM	All positive and negative statements about products which are available to multiple peoples through social media.	Balakrishnan et al., 2014
Online Communities	Social media user group together to perform specific task	
Online Advertisement	e-marketer uses internet for advertise their products	
Placement	Through Social media celebrity publishing information about products	Maoyan et al., 2014
Marketing activities	Specific type of planned activities for advertising products	
Experimental marketing	Advertisement of products on basis of previous experience	
Interaction	Social media marketing interactive platforms interact with consumer by giving quick response	
Perceived value	A value of a product which should be assume by customer about any product	
Perceived risk	Perceived risks are uncertain. Perceived risks can be social, financial, physical , time etc.	
Informative	Complete information about specific product should be available on a website.	Harshini, 2015
Interactivity	Advertisement of product should be interactive so that customer influence for products.	
Entertainment	Entertainment also play vital role in increase intention of purchasing.	
Credibility	Credibility of advertisement make positive influence toward purchasing intention. Entertainment also play vital role in increase intention of purchasing.	
LIKE and COMMENTS	LIKE and COMMENTs made by user to particular post helpful for increasing popularity of post. Positive Likes and positive comments will helpful for changing intention of customer	Sangi et al.,2017
Family	Sharing of Posts, user generated contents on social media with help of family members	
Sharing Post	Sharing of posts of different advertisements on social media	
Smart phones	Online advertisements of products with use of smart phones	

**Table 1: Table of different Constructs from different sources for purchasing intention**

Beyond above discussed model there are some other factors which are concerned with intention of purchasing are as follows:

#### **IV. TRUST**

For making impact on consumer by social media trust is also a factor. During buying products by consumer perceived risk will be there but that will be covered if trust will be there in business by consumer. Trust will be increase influence during transaction by consumer( Hajli,2013).

#### **V. POWER OF TAKING DECISION**

Purchasing intention is one form of decision making system because consumer have to take decision whether they have to buy a specific product or not after checking all attributes of products, obtaining complete knowledge about products, clearing perceived risk about products if any. Intention of purchasing also related with behavior, perception and attitudes of consumers. Consumer have different type of perceptions about price of product or quality of a products. So, intention of purchasing of product can be change due to high price or low quality of product as compared to perception made by customer about products (Mirabi, 2015).

#### **VI. BRAND NAME**

Brand name is also a major role in intention of purchasing of product. Trust factor will totally depend upon brand name of a product. Customer reliability on products can be increased with with a good brand name of product.

#### **VII. PRODUCT PRICE**

Price of a product is also a considerable factor for satisfaction to customer. Consumer have some perception about price of a product, customer's intention of purchasing will be increased only if perceptual price and actual price of product would be same.

#### **VIII. QUALITY OF PRODUCT**

Quality of a product has been related to fulfill satisfaction of a customer. Customer will be satisfied only when if actual quality of product will be same as that of perceived quality of product by customer. During analysis of intention of customer quality of product also play an important role.

#### **IX. WAY OF PRESENTATION**

How to present a product in front of customer it is also a considerable factor. It means advertisement of product on social media must be too attractive so that customer will attract toward product to know feature, brand of products. This will helpful for increasing intention of purchasing by customer.

## **X. CONCLUSION**

This paper will examine the various factors related with the intention of purchasing by customer from online retailer through social networking sites. Various factors such as name of brand, perceived value, perceived risk, price of product, quality of a product, trust, e-WoM, online communities, online advertisement, and marketing strategies affected the intention of purchasing of customer. Each customer has their own perception about price, quality of a product but if these are different from actual one then it will definitely affect the intention of purchasing of customer. Improvement of quality and services of product by business is too necessary because these factors have more effect on intention of purchasing by customers. As if customer will show satisfaction about above said factors then it will automatically helpful for increase intention of purchasing by customer through social media also. e-marketing of product using a social media have a good impact on intetion of purchasing by customer.by consider more above discussed factors intention of purchasing will be increased with effective manner and it will be profitable for any business.

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