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# Strategizing Social Media Brand Perception to Influence Consumer Buying Behavior

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*Social Media Marketing (SMM) includes procedure of dispersing messages, picking up web movement or consideration through social networking sites with a specific end goal to advance an identity, reason or business. The merger of innovation and social media have changed the way individuals associate with each other and organizations can no more overlook these advanced groups.*

*The social media platform also helped businesses to connect with end customers in a timely manner and at low cost and has greater influence on the consumers' purchase behavior. An exploratory research is conducted to investigate the social media brand perception on consumer buying behavior. Snow ball sampling technique was used for research with a sample size of 70 respondents.*

*It is observed that corporate message on online networking spreads from client to client and apparently reverberates on the grounds that it seems to originate from a trusted, outsider source, rather than the brand or organization itself.*

**Keywords:** SMM, web movement, media platform, business

## INTRODUCTION TO SOCIAL MEDIA MARKETING

Social media Marketing (SMM) alludes to the procedure of dispersing messages, picking up web movement or consideration through social networking sites with a specific end goal to advance an identity, reason or business.

It includes all routines, methodologies, channels and stages went for utilizing online networking stages to convey and connect with a characterized target gathering of people keeping in mind the end goal to meet a characterized promoting objective.

The meeting of innovation and Social Media have changed the way individuals associate with each other and organizations can no more overlook these advanced groups. The Internet has streamlined business correspondence in this way enhancing the way organizations offer, advance items and administrations. Item appropriation has been made worldwide and correspondence prompt; news go inside of seconds making today's daily papers great just for yesterday's data. The impact on brands can be either to a great degree positive or negative contingent upon the impression of buyers.

## OBJECTIVES OF THE STUDY

The objective of this study is to analyse and understand Social Media Marketing messages and how they have affected shopper's views on brands. It will help marketers to formulate suitable strategies to manage Social Media and in creation of Brand.

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## Strategizing Social Media Brand Perception to Influence Consumer Buying Behavior

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Online marketing communications regularly fixates on endeavours by an individual or association to make media content (music, article, video) that conveys showcasing messages that pull in consideration and urge its intended interest group to experience, interface and offer data with their interpersonal organizations (either online or logged off) to meet a business objective.

### REVIEW OF LITERATURE

Online networking is viewed as the marvel that has drawn consideration of people and organizations for connecting with one another. In this appreciation, analysts and experts have diverse assessment on how online networking is not quite the same as other web media and client produced content (Kaplan and Haenlein, 2010).

Regardless of the ambiguity of meaning of online networking among scientists, it is a reality that it has upset in the most recent decade. This transformation of online networking has enormously changed the way people and organizations used to correspond with one another (Hutter et al, 2013).

Just, it can be said that online networking unrest has changed the promoting correspondence angles inside of associations. Inside of the expanding prominence and significance of online networking systems, for example, Facebook, YouTube and Twitter, buyers' inclinations and methods of correspondence with the associations have changed as it were. A few past studies have noticed that with expanding cash spending by purchasers on online networking uncovers that expanding correspondence happens on online networking systems administration sites (Barwise and Meehan, 2010).

In context of advertising correspondence, it uncovers that brand related introduction and cooperation happens on online networking systems administration sites by associations to an expanding level. Along these lines, it is clear that expanding correspondence on online networking has changed customary detached correspondence method of purchasers to dynamic influencers and makers

(Kozinets et al., 2008; and Merz et al., 2009).

Thus, power movement has happened from brands to customers (Constantinides and Fountain, 2008). In the same way, Bernoff and Li (2008) likewise proposed that expanding impact of clients of online networking as far as client power and culture movement has brought about client driven brand correspondence.

In the present period, organizations have begun to depend on data accessible in regards to client profiles for advancing their items and administrations in an assorted business sector (Kaplan and Haenlein 2012). The expanding fame of online networking systems administration sites can be surveyed in a way that extensive and acclaimed brands and additionally little brands try to create relations with clients by uniting with them through Facebook, Twitter and other social networking sites.

### IMPORTANCE OF THE STUDY

Today the need of social media has increased all over India, consumers have access to the social media websites like Facebook; twitter etc. through their phone as well. As increasing creative communication in social media, marketers are using this platform to reach their target audience. Big companies are using this channel to create a brand perception among the media users because customers rely on branded products and mostly prefer to buy products well known to them as result they can build a long term profitable relations with the customers.

The social media platform also helped businesses to connect with end customers in a timely manner and at low cost and has greater influence on the consumer purchase behavior Now even the customers refer to social media before making a purchase decision and social media provides a public forum to the individual customers to gain information about the brands and in the meanwhile customer becomes aware of the unfamiliar brands and products; gets latest updates about new brands and products also gets influenced by the feedback of other customers on the same social media platform.

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## Strategizing Social Media Brand Perception to Influence Consumer Buying Behavior

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A social media brand perception gives a confidence and tempts the customer to feel good about the brands and momentarily impacts the customer to buy the product.

This study focuses on examining the impact of the social media brand perception on the consumer buying behavior. However the findings of the study will contribute towards investigating the social media brand perception on the consumers and its influence on the buying behavior but considering the above limitations, this study will help to form a base of study and to understand the impact of social media brand perception on social media user.

### RESEARCH METHODOLOGY

An exploratory research is conducted to investigate the social media brand perception on consumer buying behavior. A structured questionnaire is chosen from the available studies to assess the buying decision of the customers and to measure the social media brand perception.

#### Data Sources

Two types of data were taken into consideration i.e. Secondary data is a type of information that is obtained directly from first hand sources by means other than the user. Our major emphasis was on gathering the primary data.

#### Sampling Technique

Snow ball sampling technique was used for research. Sample size was 350 respondents with different age groups, gender and marital status.. After all the data gathered the data is analyzed through the statistical software like SPSS and Microsoft excel and testing of data through factor analysis and content analysis.

### ANALYSIS AND INTERPRETATION OF DATA

#### Age Group:

Around 80% of the respondents belong to 21-30 age group who are heavy users of Facebook whereas only 12.9% belong to less than 20 years.

#### Usage of Facebook:

43.6% of People generally use Facebook for 1-2 hrs. regularly and stay connected with their friends, family and acquaintances whereas 13.6% of people use Facebook heavily everyday more than 3hrs and 23% of people use Facebook for less than 1hr.

#### Friends on Facebook:

12% of the respondents have friends over Facebook more than 1000 so this makes them connected to their friends and family whereas majority of the respondents have friends less than 500 (48.5%).

#### Purpose of using Facebook:

64.7% of the respondents use Facebook to keep in touch with friends and family whereas 12.6% of the respondents use Facebook to search for jobs and other available opportunities, 13.8% to promote a business or cause, 16.8% to find information and share feedback about brands and products, 25.7% to share photos, videos, music and play games, 13.2% to make professional and business contacts (gaining leads, members, customers) and to meet new people and share experiences about life 27.5%

Data Reduction (Factor Analysis)

### FACTOR ANALYSIS

Table No.1

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.919
Bartlett's Test of Sphericity	Approx. Chi-Square	1442.054
	Df	105
	Sig.	.000

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## Strategizing Social Media Brand Perception to Influence Consumer Buying Behavior

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**Kaiser-Meyer-Olkin Measure of Sampling Adequacy** - This measure varies between 0 and 1, and values closer to 1 are better. A value of .9 is a suggested very highly.

b.) **Bartlett's Test of Sphericity** - This tests the null hypothesis that the correlation matrix is an identity matrix. It rejects this null hypothesis according to the given table (1.1). The reason is that the sig. level is zero because all the variables are related with each other that's why the null hypothesis is rejected. Taken together, these tests provide a minimum standard which should be passed before a factor analysis should be conducted.

**Communalities** - This is the proportion of each variable's variance that can be explained by the factors. It is also noted as  $h^2$  and can be defined as the sum of squared factor loadings for the variables.

b. Initial - With principal factor axis factoring, the initial values on the diagonal of the correlation matrix are determined by the squared multiple correlation of the variable with the other variables. For example, if you regressed items 14 through 24 on item 13, the squared multiple correlation coefficients would be .564.

c. Extraction - The values in this column indicate the proportion of each variable's variance that can be explained by the retained factors. Variables with high values are well represented in the common factor space, while variables with low values are not well represented. (In this example, we don't have any particularly low values.) They are the reproduced variances from the factors that you have extracted. You can find these values on the diagonal of the reproduced correlation matrix.

Table No.2: Communalities		
	Initial	Extraction
Involvement	1.000	.478
Involvement	1.000	.653
purchase intention	1.000	.646
Involvement	1.000	.521
to be updated	1.000	.540
to be updated	1.000	.547
Credibility	1.000	.645
purchase decision	1.000	.743
effectiveness of add through Facebook	1.000	.552
effectiveness of add through Facebook	1.000	.632
evaluations of alternatives	1.000	.583
to be updated	1.000	.644
effectiveness of add through Facebook	1.000	.641
effectiveness of add through Facebook	1.000	.719
effectiveness of add through Facebook	1.000	.224

*Extraction Method: Principal Component Analysis.*



## Strategizing Social Media Brand Perception to Influence Consumer Buying Behavior

Component Transformation Matrix		
Component	1	2
1	.781	.625
2	-.625	.781

Table No.4 : Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.702	51.350	51.350	7.702	51.350	51.350	5.113	34.087	34.087
2	1.064	7.096	58.446	1.064	7.096	58.446	3.654	24.359	58.446
3	.927	6.183	64.629						
4	.809	5.394	70.023						
5	.701	4.671	74.694						
6	.637	4.245	78.939						
7	.557	3.715	82.654						
8	.455	3.032	85.685						
9	.423	2.821	88.506						
10	.372	2.479	90.985						
11	.353	2.352	93.336						
12	.307	2.046	95.383						
13	.278	1.855	97.237						
14	.242	1.615	98.853						
15	.172	1.147	100.000						

Extraction Method: Principal Component Analysis.

This table shows about the actual factors that were extracted. If we look at the section labeled "Rotation Sums of Squared Loadings," it shows you only those factors that met your cut-off criterion (extraction method). In this case, there were two factors with eigenvalues greater than 1. SPSS always extracts as many factors initially as there are variables in the dataset, but the rest of these didn't make the grade. The "% of variance" column tells you how much of the total variability (in two of the variables together) can be accounted for by each of these summary scales or factors. Factor 1 account for 34.087 % and 58.86 of the variability in all 17 variables, and so on.

**Factor analysis** - The columns under this heading are the rotated factors that have been extracted. As you can see by the footnote provided by SPSS (a.), factors were extracted. These are the factors that analysts are most interested in and try to name.

**Behavioral Intention towards Purchase:** The first factor is named as "Behavioural intentions towards purchase" because items like "purchase decision (.814) and "involvement of customer on Facebook" (.714) and "purchase intention" (.773) load highly on it. So according to these three variables, they play an important role in investigating how consumer purchase decision is affected by the use of Facebook.

Perceived usefulness of Facebook as a marketing tool: The second factor is named as "Perceived usefulness of Facebook as a marketing tool" because items like "to be updated by the information about the products on the Facebook (.560) and "credibility from other fan pages on Facebook" (.727) and "effectiveness of ads through Facebook" (.750) and evaluation of alternatives "(617)" load highly on it. So according to these three variable, they play an important role in business also now

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## Strategizing Social Media Brand Perception to Influence Consumer Buying Behavior

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days company use Facebook as a marketing tools to create awareness among the Facebook uses its leads to increase in sales and profitability and how

Facebook plays an important role in promoting the brand and is more reliable than other traditional media.

Table No.5 : Component Matrix <sup>a</sup>		
	Component	
	1	2
Involvement	.675	-.150
Involvement	.775	-.230
purchase intention	.741	-.311
Involvement	.702	-.168
to be updated	.722	.140
to be updated	.697	.248
Credibility	.781	-.188
purchase decision	.813	-.286
effectiveness of add through Facebook	.685	.287
effectiveness of add through Facebook	.674	.421
evaluations of alternatives	.737	.201
to be updated	.790	-.139
effectiveness of add through Facebook	.752	-.274
effectiveness of add through Facebook	.738	.418
effectiveness of add through Facebook	.355	.312

Extraction Method: Principal Component Analysis.  
a. 2 components extracted.

Table No.6: Rotated Component Matrix <sup>a</sup>		
	Component	
	1	2
Involvement	.621	.305
Involvement	.749	.304
purchase intention	.773	.220
Involvement	.653	.307
to be updated	.476	.560
to be updated	.389	.629
Credibility	.341	.727
purchase decision	.814	.285
effectiveness of add through Facebook	.356	.652
effectiveness of add through Facebook	.264	.750
evaluations of alternatives	.450	.617
to be updated	.704	.385
effectiveness of add through Facebook	.759	.256
effectiveness of add through Facebook	.315	.787
effectiveness of add through Facebook	.082	.466

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 3 iterations.

## Strategizing Social Media Brand Perception to Influence Consumer Buying Behavior

**Table No.7**

Mean				
involvement	involvement	purchase intention	Involvement	purchase decision
3.264	3.023	3.029	3.441	3.270

**Table No. 8**

Mean									
to be updated	to be updated	Credibility	effectiveness of add Through Facebook	Effective ness of Add Through FacebookK	to be Updated	effectiveness of add through Facebook	effective ness of Add through FacebookK	effectiveness of add through Facebook	evaluations of alternate-es
3.770	3.647	3.452	3.635	3.505	3.476	3.358	3.615	3.717	3.676

The average mean of factor 1 is 3.202 which is higher than 2.5 which shows that Facebook plays an active role in influencing consumer purchase decision. There are five factor influence the purchase decision of product through Facebook (involvement of Facebook, Purchase intention of consumers, purchase decision)

The average mean of factor 1 is 3.582 which is higher than 2.5 which shows that Facebook plays an active role in business also people used Facebook as a marketing tool for their business benefits. There are 4 factor) play an important role in business also now days company use Facebook as a marketing tools to create awareness among the Facebook uses its leads to increase in sales and profitability and how Facebook plays an important role in promoting the brand and is more reliable than other traditional media.

## CONTENT ANALYSIS

In order to understand the content of the data gathered from the respondents the systematic method of content analysis is used. In investigating the impact of social media brand perceptions on consumer buying process, the greatest challenge lay in creating themes of instances of behavior that can

be described as alike in some or other way. The difference found in people from the responses and the contexts which make those differences are profoundly important.

In analyzing the results from the survey, a number of recurrent themes were apparent in the findings. These themes have been represented in tabular format below.

## LIMITATIONS OF THE STUDY

The study have following limitations:-

1. Lack of resources: Lack of time and other resources as it was not possible to conduct surveys at large level.
2. Small number of respondent: Only 350 respondents were chosen for our research which is a small number to represent the whole population.
3. Sampling: The selection of respondent was based on convenience sampling and it might not truly representative of the respondents.
4. Total Variance: According to our research we find a 34.087 in first factor and 58.446 in so its show there are some more factor which affect the consumer buying decision on the basis of social

## Strategizing Social Media Brand Perception to Influence Consumer Buying Behavior

**Table No. 9**

Major themes	Perceived Benefits	Keywords
Virtual socializing	<ul style="list-style-type: none"> <li>People use Facebook to connect with their friends, family and brands and moreover Updating them with news, latest updates About brands, searching for job and Seeking valuable information.</li> </ul>	<ul style="list-style-type: none"> <li>Chatting.</li> <li>For updates about products, companies, views of professional experts, etc.</li> <li>To share the idea and experience, to meet my old buddies, to know what happening around the world And to get aware about any new opportunities.</li> <li>News feed from friends.</li> </ul>
Seeking Information about brands	<ul style="list-style-type: none"> <li>People use Facebook To seek new information about brands to get Updated with new information regarding the characteristics of the product</li> </ul>	<ul style="list-style-type: none"> <li>Offers on brands or new launches.</li> <li>Price and specification.</li> <li>Reviews.</li> <li>Quality check and appropriation of the product.</li> </ul>
Users Perception about brands promoting through Facebook	<ul style="list-style-type: none"> <li>A lot of big brands communicate Through Facebook Fan pages to connect with their customers, To increase their customer base and providing information about their product.</li> </ul>	<ul style="list-style-type: none"> <li>Useful and upgrade.</li> <li>Creating awareness.</li> <li>Promotional tools to increase their large scale publicity.</li> <li>Innovative.</li> </ul>
Word of mouth	<ul style="list-style-type: none"> <li>With no existing Boundaries within The realm of virtual Communication Through Facebook, The Spread of word of mouth is rapid and uncontainable.</li> </ul>	<ul style="list-style-type: none"> <li>Good source of providing information and awareness.</li> <li>Promotion.</li> <li>Good way to bring loyal customers together.</li> </ul>

media like actor but in our study we are focusing only 2 major factors.

## CONCLUSION

Social media has for recent years been constantly been debated by various businesses as to whether or not it is a worthwhile vehicle to invest significant resource in or not. While some feel that traditional marketing communication channels are adequate means of reaching and communicating with consumers of products, the growth of Facebook cannot be ignored by any business that intends on remaining in business. According to findings from this study, equally Facebook in isolation at this point can serve to positively impact on consumers buying

process. As has been evidenced through this research study, consumers expect to find information in some form or another in the realm of Facebook concerning their brands. Interestingly, the empirical findings from the study indicate that there seems to be a slight discord between consumer expectations and marketing initiatives on Facebook and blogs. In essence, there is consensus from parties of the potential possessed on Facebook in terms of communication of products; the challenge unmistakably lies in the execution techniques. It appears then, that in order for brand perceptions to be positively impacted by Facebook, the activities carried out in these spaces need to be cognizant of the needs attitudes and sentiments that consumers hold regarding these spaces. Approach is taken with



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## Strategizing Social Media Brand Perception to Influence Consumer Buying Behavior

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consideration of the consumer's viewpoint particularly as it follows their buying process.

### RECOMMENDATIONS

In this section, the objective is essentially addressed, which was to determine the impact of social media brand perception on consumer buying process using Facebook. With due cognizance of the above discussion, there are practical solutions that can implement in order to fully leverage both existing and potential benefits of Facebook.

As it was found through this study, Facebook tend to play the role of first point of contact in terms of new brand discoveries as well product reviews.

Big companies can implement campaigns where consumers could sample new products that they see on Facebook for example for apparels developing a tool that allows them to

'apply' the products on their Facebook pictures and if they like the results this can help consumers to buy that particular product

Traditional and social media engagement activities can lend themselves to one another when integrated. In implementing traditional marketing communications, plans should be put in place to determine the way in which these could be used to drive consumers to the Facebook brand page and vice versa. Effort should be made never to allow either activation to operate in isolation but as part of a greater amalgamated plan. Consumers evidently rarely only refer to one source in making their purchase decisions.

In this study it is also found that few people use Facebook to penalize the company or negative word of mouth therefore there should be a platform on Facebook where the companies can handle such queries, doubts and try to prevent them form negative image among the Facebook users.

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## Strategizing Social Media Brand Perception to Influence Consumer Buying Behavior

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### Weblinks:

<http://www.analectic.org/social-media-marketing-brands-india/>

<http://www.analectic.org/brand-engagement-on-social-media-industry-perspective/>

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### BRIEF PROFILE OF THE AUTHORS

**Mahesh Chandra Joshi, PhD.**, is working at Poornima University, Jaipur having experience of about 19 years. He worked with industry for six years in Marketing, Market Research and Consultancy field followed by academic experience of thirteen years. He did his first masters as Master of International Business from M.L.S. University and was Gold Medalist. He completed his second masters from Symbiosis Centre of Distance Learning, Pune in Personnel Management.

He has supervised three M.Phil and is supervising six Ph.D. Scholars. His Research Area is International Business, Entrepreneurship and Management Education. He has attended over thirty International, National, State level Conferences, Seminars and Workshops and presented papers. He has worked as resource person and coordinators of many FTP's and Case Writing Workshop's.

He is member of professional bodies and worked as Reviewer for reputed journals of Inderscience, Springer etc..He has credit of thirty publications including Research Papers, Case \Studies & Chapters in books and journals of reputed like ECCH, UK and Journal of Applied Economic Sciences.

**Ms. Suman** started her worked as Assistant Professor at Lovely Professional University, Punjab and taught Consumer Behaviour, Sales Management and Branding. She worked for several student driven projects successfully. She is at present a Banking professional with genuine interest in research & publication.