

S-O-R: THE MEDIATING EFFECT OF PURCHASE INTENTION ON SOCIAL MEDIA PLATFORMS

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Abstract

The purpose of this article is to understand the effectiveness of purchase intent and its indirect impact on Facebook Marketplace, Instagram Marketplace, online WOM and shopping behavior. Consumer purchase behavior is an integral part of online manufacturers and Retailers. The main objective of the article is to determine the mediating effect of purchase intent on the relationship between Facebook Marketplace and purchase behavior in the online shopping atmosphere. Researcher used a sample of 207 Bangalore students and author used boot strapping in AMOS to determine the mediating effect. The results show that purchase intent fully mediates the relationship between Facebook and Instagram Marketplace, and shopping behavior, while purchase intent partially mediates the relationship between online WOM and shopping behavior.

Keywords: Facebook, Instagram, marketplace, Online-WOM, purchase behavior, Purchase Intention.

Introduction:

Consumer Purchase Behavior is the tendency of a customer to buy goods and services with or without planning in advance. When a customer takes such buying decisions at the spur of the moment, it is usually triggered by emotions and feelings.

Consumer purchase behavior can't be categorized for one specific product category. Buying can be seen in products such as chocolates, clothes, mobile phones and in big-ticket items such as cars, jewelry etc. Consumer purchase behavior means making an unplanned purchase. It is based on an irrational thinking. Marketers try to tap this behavior of customers to boost sales. There is a great likelihood that customers end up making a purchase of products after entering the hypermarket without any actual intent of doing so. Many mobile phone-makers tend to exploit this trait in customers by introducing products which can be an add-on gadget for their mobiles such as fitness bands, watch etc. (The Economic Times, 2023)

Consumers engage in e buying when they experience a sudden but powerful persistent urge to buy product offers immediately without due regard to the consequences of buying the offering. buying is not only associated with low value but low involvement purchase. It could also be associated with high value and high involvement products. One would also imagine that buying is linked to hedonic shopping experiences whereby sense of adventure and thrill, feeling of excitement and escapism can all lead to reducing of self-control. Consumer purchase behavior is relatively extraordinary and exciting, emotional rather than rational, and likes to be perceived as bad rather than good. It might also be assumed that no pre-purchase stages would be relevant with this. The

process is rather widespread and may have significant implication for the marketers. Marketers could take a number of steps to increase the possibility that the customers will buy on in specific environment. (Aruna S, 2015)

Background: Review of Literature

Digital Advertising

The customer experiences are prejudiced by the virtual environment. The buying behavior is majorly affected by consumer digital culture, response to digital advertising, mobile environment and online grapevine. The purpose of advertising is to secure market share and brand loyalty. Investments in social media promotions can be a great way to achieve company goals and acquire market share in other countries. In order to secure the purpose of the business, social media will be a necessary requirement. The social media marketing is economical from the business stand point and may not cost a thing for the consumers to like share and subscribe. It also surmounts to increased awareness amongst the consumer. (Sayabek Ziyadin, 2019)

There are two important and novel contributions made by our research. First, several studies have been done to look at how social media advertising affects consumer behavior. Few studies, meanwhile, have taken cultural variations into account. The findings of this study demonstrate that Saudi culture has a significant impact on influencing or altering the impact of social media advertising on consumer buying habits. (Akayleh, 2021)

Online-WOM

The literature on consumer behavior in digital/social media is growing rapidly and largely focuses on phenomena of practical and theoretical interest. Researchers primarily examined how consumers use the information (e.g. online WOM, reviews) available to them in digital/social media environments. Future research should continue this approach, albeit in a broader style. Consumer behaviors other than those related to WOM/online reviews and other types of information found (and learned) in online environments should be considered. Avenue of future research with great potential is to examine how different types of digital environments (including social media and mobile phones) affect a variety of consumer outcomes, including psychological and economic constructs. (Stephen, 2015)

The research work adds to the body of knowledge in various ways. First and foremost, it provides an essential theoretical foundation for the function of Mobile AR apps in promoting online and offline purchase behavior in the retail industry in general, and the tourist industry in particular. Second, this study addresses the necessity to merge technology and psychological models in the tourist industry. On the one hand, it contributes to the SOR framework literature by being one of the first studies to use this framework to explain the phenomena of buying in the tourist area. On the other hand, it improves TAM literature by introducing a supplement feature, such as interaction, into visitor adoption of this new technology. (Hai-Ninh Do, 2020)

Consumer Purchase Behavior

Purchases are frequently the result of both external and internal impulses. Both retailers and product makers can benefit from external stimuli to boost purchases. Because the stores have little influence over how the items are manufactured, the emphasis should instead be on the store layout

and consumer awareness. The most essential thing is to adapt to the consumer and find ways to stimulate a buy. This means that the employees should be well-versed on the items supplied in the shop in order to stress the benefits to the consumer in a way that makes it appealing to the consumer. Generation Y is more prone to consumer behavior. (P, 2015)

Pleasure and arousal were substantially associated to purchasing behavior, but consumers saw dominance as an inconsequential determinant for their purchasing intention. There was convincing evidence that arousal, enjoyment, and dominance were important predictors of both buying behavior and buying intention. According to the findings, arousal (the degree to which one feels stimulated, agitated, and frenetic) and pleasure (the degree to which one feels joyful, pleased, and satisfied) are the most significantly connected to purchase. Furthermore, shopping feelings of pleasure and arousal were shown to be highly related to purchasing intention. (Hari Govind Mishra, 2014)

Objectives of the study

1. To Analyze the mediating effect of purchase intention between the Facebook market and consumer buying behavior.
2. To Examine the mediating effect of purchase intention between online WOM and consumer purchasing behavior.
3. To Evaluate the mediating effect of purchase intention between the Instagram market and consumer purchasing behavior.

Statement of the Problem

The Consumer Purchase Behavior has a significant impact on the success or failure of a brand in the market place. There are many social media platforms that are used to spread awareness and boost the sales in the online market space. Therefore, it becomes imperative to understand the level of impact of popular social media platforms on Consumer purchase Behavior. Online WOM, Facebook and Instagram are the most popular social media platforms that impact consumer purchase behavior. Hence it is important for conduct a study.

Research Methodology

Research Design

The samples used for this paper are students from MBA College, Bangalore City. Data were collected from university students by questionnaire method. The questionnaire with 28 questions including demographic variables was dispersed for data collection. A total of 254 University students were selected, but 207 questionnaires were withheld for the study. The questions include a constraint based on a 5-point Likert scale. Non-probability sampling technique to collect data of respondents.

Data analysis and Interpretation

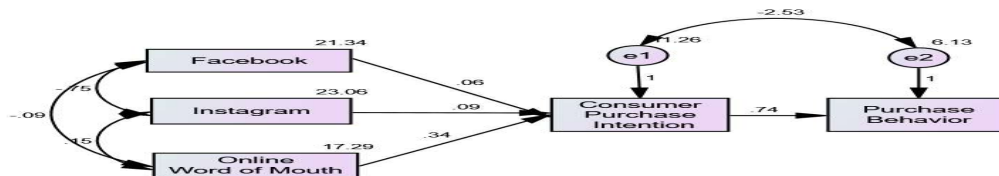
Structural equation modeling (SEM) was performed using AMOS software to obtain the mediating effect of purchase intention on the relationship between Facebook market, Instagram market, WOM in online and consumer buying behavior. Regression to analyze whether the independent variables represent the dependent variable or not. Regression analysis was tested to determine whether predictive variables (Facebook Marketplace, Instagram Marketplace, Online

WOM) influence consumer buying behavior. Analysis was performed using structural equation modeling in AMOS software. The mediation method was developed by Judd and Kenny (1981). The boot strapping method with SEM was used to find the direct and indirect effects of the mediation variable (purchase intention) on the relationship between Facebook market, Instagram market, online WOM and consumers. shopping behavior.

To test the results, a hypothesis is drawn (Figure 1) between the Facebook marketplace and consumer buying behavior, online WOM and consumer purchasing behavior, purchase intention as a mediating variable between Facebook market, Instagram market, online WOM, purchase intention as an intermediate variable. between the Facebook market and consumer buying behavior. The conjecture allows the author to analyze whether the intermediate variable has an overall mediating effect or a limited intermediate effect. The author used the bootstrap method tested by Tibshirani (1993).

Figure 1: Model of SEM

Path Model for one Dependent variable, two Independent variables and one Mediating Variable



The above figure 1 shows the path model presentation the exogenous variables and the endogenous variables. In the above figure the exogenous variables are Facebook marketplace, Instagram marketplace, Online WOM) wherever the endogenous variable is Consumer Purchase Behavior. The paths found the inference and unveiling the interference. The mediation variable is Facebook marketplace, Instagram marketplace, Online WOM and signify the hypothesis that purchase intention signify the mediation between Facebook marketplace, and purchase Behavior with the mediation among Facebook marketplace and Online WOM. The framework is derived from S-O-R model.

Table 4 - Direct Effects - Two Tailed Significance

	Facebook	Instagram	Online WOM
Purchase Behavior	.001	.030	.022

From Table 4 it is inference that the path among Facebook and Purchase Behavior and the path among Instagram and Purchase Behavior is considerable since the p value is less than 0.05 which is below the porch value. Arrange to find the mediating result, there must be a direct effect that can be intercede and therefore the direct effect wants to be significant so with the aim of the mediating effect is initiate. Accept alternative hypothesis

Table 5 - Indirect Effects - Two Tailed Significance

	Facebook	Instagram	Online WOM	Purchase Intention
Purchase Intention
Purchase Behavior	.002	.001	.002	...

The above table elucidates the indirect effect of the intervention from Facebook Marketplace to consumer purchase behavior through purchase Intention and purchase behavior to Instagram through purchase Intention. Since the p value is less than 0.05. it is implicit that there are several kinds of mediation accessible and the after that to get whether the mediation is having an absolute mediation.

Table 6 - Direct Effects - Two Tailed Significance

	Facebook	Instagram	Online WOM	Purchase Intention
Purchase Intention	.002	.002	.087	...
Purchase Behavior	.001	.010		.001

The above table exemplify the direct effects following with the mediating patchy. The study shows that the path among Facebook marketplace to purchase behavior through purchase Intention is important since the p value is less than 0.05 hence it is implicit that purchase Intention has a full mediation among Facebook marketplace, Instagram and Purchase behavior, Partial mediation among Online WOM.

Table 7 – Mediating Effects

Hypothesis	outcome
Facebook marketplace → Purchase Intention → Purchase Behavior	Full Mediation
Instagram marketplace → Purchase Intention → Purchase Behavior	Full Mediation
Online WOM → Purchase Intention → Purchase Behavior	Partial Mediation

The above table prove that purchase Intention partially mediates the relationship among Online WOM and Purchase behavior, whereas purchase Intention entirely mediates the relationship among Facebook marketplace, Instagram marketplace and purchase behavior. As a result, the alternating hypothesis H1 and H2 are accepted.

Findings of the study:

The study stems from this relationship between the Facebook market and shopping behavior, as well as Instagram and shopping behavior. Research shows that Facebook Marketplace and Instagram Marketplace are excellent performers for shopping behavior.

The main aim of the study was to determine whether there is a direct effect of Facebook, Instagram market and purchase intention on purchasing behavior and whether at this stage the mediating effect of purchase intention relationship between the Facebook marketplace and buying behavior as well as the relationship between Instagram and the market and buying behavior. The results show that the Facebook market and Instagram market actually have a direct impact on purchasing behavior. Finding demonstrates that purchase intent fully mediates the association between Facebook Marketplace and Instagram Marketplace and purchasing behavior, while purchase intent partially mediates the link between online WOM and behavior Purchase.

Implication of the study:

The results provide practical information for online retailers and manufacturers to better understand the progress of customer feedback on the web and decide on store management tactics Electronically successfully replicates the consumer review process by purported experiential purchases. First of all, online retailers that advertise apparel products can attest to consumers' satisfaction with their purchase behavior and purchase intention from their e-store by implementing these features their conditional service quality and capacity. This is also important for multi-channel merchants. In addition, future research is needed to observe the impact of other aspects of purchase behavior. (e.g., community shopping motivation) on online shopping behavior and to study in the future to observe aspects of online shopping qualities which are influence by Facebook and Instagram marketing.

Overall, the results of this study statistically confirm that there are very few very important factors influencing e-WOM's purchase intention. For example, consumers with similar values and preferences, etc. may have a deeper impact on online -WOM. The results also confirm that the high level of participation in fashion activities reinforces the influence of Online-WOM on the intention to purchase these products.

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