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# **THE IMPACT OF USERS ACTIVITIES ON PURCHASE BEHAVIOR IN SOCIAL MEDIA ENVIRONMENT**

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## Introduction

- The interpersonal communication via a virtual environment has become a daily routine of every consumer and they are more inclined towards shopping experiences through the social media.
- ***The aim of this paper:***
  - is to determine the purchase intentions and attitude of social media users as well as repurchase attitudes and satisfaction with the purchase via social media;
  - is to define the influence of ads and notifications on their final purchase decision.
- ***The purpose of this paper*** is to analyze how social media activities impact on the users' purchase behavior.

# Literature review

- Social media provides functionality and convenience in accessing information, a wider selection and comparison of products, competitive pricing, cost reduction, and product diversity (*Bayo-Moriones and Lera-Lopez, 2007*).
- *Wang and Wei (2012)* found that social media influence on consumers purchasing decisions in two ways: directly by conformity with peers and indirectly by reinforcing product involvement.
- One of the forms from social media activities is word of mouth (eWOM) that are increasingly changing consumers' online purchase decision-making (*Pan and Chiou, 2011; Cong and Zheng, 2017*).
- Positive relation between purchase intentions and eWOM characteristics were found (*Do-Hyung et al., 2007; Tseng, et. al. 2014; Bataineh, 2015*).

## Literature review

- Consumer reviews have significant impacts on consumer purchase decisions (*Chevalier and Mayzlin, 2006; Duan, et al., 2008; Forman, et al., 2008.*).
- The reviews and comments on social media site from previous consumers influence on users making purchase decisions (*Hinz et al., 2011*).
- *Erkan and Evans (2016)* stated that the characteristics as quality, credibility, usefulness, and adoption of information, needs of information and attitude towards information are the key factors of eWOM in a social media and that influence on consumers' purchase intentions.

## Research methodology

- The author tries to analyze the differences in online purchase behavior in the context of social media.
- Data was collected through a survey questionnaire using the sample of Facebook social media users.
- The users of Facebook users can provide a good foundation for marketers' activities in order to target social media users effectively.
- The empirical survey was carried out in June 2018.
- Collected data were analyzed using the software packages for processing qualitative and quantitative data of social research - SPSS 20.

## Research results

- Before using the factor analysis:
  - Results show a high value of the Cronbach's alpha coefficient (**0.924**) indicating high reliability of the measurement scale.
  - The value of the Kaiser-Meyer-Olkin test was very high (**KMO=0.871**) and the Bartlett test of sphericity was statistically significant ( **$\alpha \leq 0.05$** ).
  - The Bartlett test of sphericity indicated the statistical probability that the correlation matrix has significant correlations between at least some of the variables, while the Kaiser-Meyer-Olkin test measure of sampling adequacy showed acceptable sampling adequacy.

## Research results

The construct of the convergent and discriminant validity of the measurement scale was examined through confirmatory factor analysis with Varimax rotation. Two factors with eigenvalues above 1 were extracted. These variables explain 63.74% of the total variance that indicates that the factor model is suitable for further analysis.

	Initial eigenvalues			Rotation Sums of Squared Loadings		
	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %
1	6,39	53,28	53,28	6,39	53,28	53,28
2	1,25	10,45	63,74	1,25	10,45	63,74

## Research results

- **Factor Credibility**

- *significant difference*, that consumer who are following and trust reviews and comments have a positive attitude towards purchasing via social media.

- **Factor Personalization**

- *significant difference*, these users who are looking to improve interactions on social media have positive purchase attitudes.

*Table 4: Analysis of variance between credibility and personalization and attitude toward purchasing via social media (N=504)*

	Sum of squares	df	Mean square	F	Sig.
Credibility	90,33	4	22,58	27,30	,000
Personalization	353,06	4	37,48	52,97	,000



# Research results

## **-Factor Credibility**

*-significant differences*, these consumers are more inclined toward purchasing via social media due to the possibility of browsing the reviews and comments of previous consumers.

## **-Factor Personalization**

*-significant differences*, users who have a stronger need to create personalized interactions via social media will be more inclined to make a purchase.

*Table 5: Analysis of variance between credibility and personalization and intention toward purchasing via social media (N=504)*

	Sum of squares	df	Mean square	F	Sig.
Credibility	95,87	4	23,96	29,37	,000
Personalization	96,85	4	24,21	29,74	,000

# Research results

- **Factor Credibility**

- *significant differences*, users who based their purchase only on reviews and comments will be more satisfied with the purchase via social media.

- **Factor Personalization**

- *significant differences*, these users are generally satisfied with the purchase probably because they created an individual interaction and therefore achieved a unique and personalized approach via social media.

Table 6: Analysis of variance between the factor of credibility and personalization and satisfaction toward purchasing via social (N=504)

	Sum of squares	df	Mean square	F	Sig.
<b>Credibility</b>	73,85	4	18,46	21,46	,000
<b>Personalization</b>	76,78	4	19,19	22,47	,000

# Research results

## **-Factor Credibility**

-*significant differences*, these users will make purchases again based on the reviews and comments from the consumers who already have experience with a particular product.

## **-Factor Personalization**

- *significant difference*, users who are using social media for personal interactions, show the characteristics of satisfying users and they will be willing to repeat a purchase via social media.

Table 7: Analysis of variance between credibility and personalization and repurchase via social media (N=504)

	Sum of squares	df	Mean square	F	Sig.
Credibility	76,14	4	19,03	22,25	,000
Personalization	124,05	4	31,01	40,84	,000

# Research results

## **-Factor Credibility**

*-significant difference*, these users are significantly influenced by the ads and notifications in a social media environment.

## **-Factor Personalization**

*-significant difference*, these consumers regardless of whether they are following the reviews and comments have stated that ads and notifications received through social networks significantly influence their purchase decision

Table 8: Analysis of variance between credibility and personalization and the impact of ads and notifications on the user's purchase decision

	Sum of squares	df	Mean square	F	Sig.
Credibility	203,64	4	50,91	84,86	,000
Personalization	73,9	4	18,48	21,50	,000

## Conclusion

- Social media users have two main activities in purchasing decision process:
  - the first type of activities is related to the user's activity of reviewing the comments or recommendations from previous consumers or their friends in social media.
  - The second type is associated with the user's activities of creating individual or custom connectivity via social media.
- Research results reveal that these two types of activities in the social media environment significantly impact users purchasing behavior, especially on their purchasing decision.

## Conclusion

- ***Contribution of this paper:***
  - determining the differences in purchase activities in social media usage
  - reviews and comments from previous consumers as main activities of eWOM have to be an important component of company's online social media strategy
  - making the better interaction with the actual and potential users in the context of social media.
- The ***main limitation*** of this study is a limited sample.
- ***Future research suggestions:***
  - expand the sample to give greater strength to the analysis by adding more variables or using the current one within different contexts or the country.

- ***Thank you!***

- For any additional questions or suggestions please contact my mail:
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