

# Effect of Social Media Marketing Practices of Personal Care Brands on Consumer Purchase Intention



Amir Hafizullah Khan, Rijuta Prashant Joshi, Kimsy Gulhane

**Abstract:** *The purpose of the study is to test the effect of social media marketing practices (SMMPs) of personal care brands on user interaction, brand awareness and purchase intention. The study also aims to propose the model of integrated social media marketing practices thereby showing how SMMPs can influence the purchase decision among consumer and also ensuring that the model should be adaptable to the need of multiple industries planning to create social commerce impact. The findings of the study reveal significant relationship among social media marketing practices, user interaction, brand awareness, brand image and purchase intention of the consumer. For the conceptual framework, three indicators such as information, campaign, and electronic word of mouth were selected as social media marketing practices whereas user interaction, brand awareness and brand image were selected as the “value creation” asset for the brand which all impacts the purchase intention of the consumer. Factor analysis and Structural equation modeling were used to test the conceptual framework. The average variance extracted (AVE) has validated the reliability of selected factors as satisfactory whereas the Cronbach’s alpha value was also found to be good for internal consistency of the data. The multiple fit indices of structural equation modeling and parsimonious model fit have also satisfied the acceptable norms to consider the conceptual model as good fit. The values of R2 and path coefficients have shown the significant and positive relationship between indicators of SMMPs and purchase intention.*

**Keywords:** *Social Media, Marketing Practices, Personal Care Brands, Purchase Intention.*

## I. INTRODUCTION

Social media is a two-way communication platform which allows users to interact with people at their convenience. Social media provides freedom to choose people for interaction as well as option to modify the shared information and opinion. The user-friendly feature of social media has impacted the lives of users by influencing them to spend more

time on their platforms. This proliferation of social media is providing immense opportunity and challenge for organizations to engage consumers on their official social media pages as it largely influences the purchase intention of the user (Katja et al., 2013). Social media has revolutionized the way organization communicates with their target consumer as against to their traditional practices (Berthon et al., 2008) and personal care brands have no exceptions. The cosmetic and personal care brands are now known to be the trend setter in wooing the consumer towards their ultra-attractive social media pages such as Facebook, Instagram, Twitter, Blogs and YouTube (Schultz & Peltier, 2013), which has given the birth to social selling in online world as the social media also promotes social commerce by allowing users to influence each other’s decision through online comments and feedback. People have started relying more on their online social networks while making purchase decision (Hinz et al., 2011). This has completely changed the way organizations communicate, engage, influence and retain their prospective buyers (Godey, B., et al., 2016; Gallagher & Ransbotham, 2010). Therefore, social media marketing is gaining lot of attention from the beauty brand to adopt it as core marketing strategy. Additionally, it is also important and equally challenging to measure the impact of social media marketing practices of organizations on users’ preferences (Godey et al., 2016; Schultz & Peltier, 2013). This study contributes in the existing literature by proposing a framework of measuring the effectiveness of social media marketing practices of selected beauty brands on user interaction, brand awareness, brand image and purchase intention. This research attempts to explore the marketing practices of personal care brands and examine the increase in percentage of influence through social media practices. The study mainly collected the responses of buyers of beauty brand who are active on social media and are also following some official pages of their preferred personal care brands.

## II. LITERATURE REVIEW

The study mainly focuses on the social media marketing practices of the personal care brands and its impact on value creation for the brand such as user interaction, brand awareness, brand image & brand building which leads to purchase intention among online consumer. The following section explains each component of the conceptual model (Inspired from the conceptual model of Godey, B., et al., 2016) in the form of literature review by referring the earlier published data.

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## A. Information

Chen et al. (2011a) stated that people can now easily access and share the information with the rise of social media. Social media was started with the motive to entertain people and now taking the route to inform people about latest happening in and around them (Manthiou, Chiang, & Tang, 2013). This feature of the social media has been perfectly leveraged by companies to keep consumer updated about their latest offering, product launches and services. Lu & Hsiao (2010) mentioned that online web services and online communities are found to be effective for sharing information and social interaction. Senecal & Nantel 2004 pointed out that customers' information in the current scenario are now being influenced by other consumers' experiences and recommendations who have access to different sources of information. Hajli, M. (2013) listed out many sources of information which contributed in the increased access and sharing of information online. Naaman, Becker & Gravano (2011) and Godey, B., et al.,(2016) stated that social media is found to be a trustworthy source for the people to access information for latest news, product search and hot discussions as against the official page of the companies (Mangold & Faulds, 2009; Vollmer & Precourt, 2008).

## B. Campaign

Mangold and Faulds (2009) have referred social media marketing practices as part of the promotional mix of the online communication paradigm of the firms. Tsai and Men (2013) presented the finding that social media has changed the way brand creates, communicates, distributes their messages with the consumer in order to shape their image through online connections. Phan et al. (2011) emphasized that social media plays an important in the success of brand such as, Anderson et al. (2011) had revealed that the Twitter feed of Dell has sold products of worth 6.5 million dollar. Zhu and Chen (2015) discussed two types of message campaign which brand can create to attract online visitors such as a customized message and a broadcast message. Facebook is a good example of customize message which focusses on small group and specific target audience whereas Twitter messages are broadly attracts any people who show interest in the message. Muntinga et al. (2011) shown the reason behind the popularity of brand related content on social media content is that user find it entertaining and relaxing which suits to their interest.

## C. Word of Mouth

Chen et al. (2011b) described that social media enables word of mouth communication among users. Bronner & de Hoog (2010) stated that online review and rating activities of the firms encourage electronic word of mouth for their products and services. Consumer find electronic word of mouth much more relevant, empathetic and credible compared to the company-generated information (Gruen et al, 2006). Godey, B., et al.,(2016) defined electronic word of mouth as the degree to which consumer write something about brand on social media and share the information on their network. Kim & Ko (2012) suggested that social media is an ideal place for consumer to start a discussion with their acquaintances and to create online content.

## D. Brand awareness

Muntinga et al. (2011) presented four sub-motivations which develop through trendy information of the brand on social media such as surveillance, knowledge, pre-purchase

information, and inspiration. Godey, B., et al.,(2016) described surveillance as the state of remains updated about social environment whereas knowledge denotes the product & brand related information possessed by online user through social media while pre-purchase resembles the consideration of online reviews and ratings of brands for purchase decision. Finally, inspiration denotes the willingness of consumer seeking information and new ideas about the brand. Barry and Howard, (1990) revealed that the hierarchy of marketing communication effects on consumers starts with attaining the information about products followed by developing the positive or negative perception which leads to the rejection or selection of the product (Kotler and Bliemel, 2001). The main purposes of branding include labeling of a firm's products and spreading awareness of the label by means of marketing communication (Katja et al 2013). The brand awareness provides the strength to the brand by developing the ability among targeted consumers to recall the label under any situation (Keller, 2008).According to Keller (1993), brand awareness can influence the purchase decision of a buyer in three ways. First, it helps to push the brand in the consideration set of a consumer by making them think about a brand (Katja et al 2013, Chakravarti et al., 2003). Second, it raises the familiarity of a brand among consumers while making purchase decision even when no brand association establishes (Katja et al 2013). Third, it helps in making the brand image by strengthening the brand association through information (Katja et al 2013, Keller, 2008).

## E. User Interaction

Mueller et al. (2011) disclose that social media helps interaction between human beings for social and commercial purposes. Lu & Hsiao (2010) mentioned that online social communities and networks are effective in enhancing social interaction among users. Füller et al. (2009) and Hajli, M. (2013) described that web 2.0 and development of internet has increased the connectivity among individual and businesses and the emergence of social media instigated users to have social interaction and create online content. Many researchers have found that social media has changed the way of interaction between the brand and consumers (Gallaughier & Ransbotham, 2010; Kaplan and Haenlein, 2010). Lorenzo et al. (2007); Liang & Turban (2011) & Hajli 2013) suggested that companies should develop model adaptable to social commerce which encourages consumers to have social interactions through social media. Muntinga et al. (2011) discussed that consumer user social platform of the brands to reach out like-minded people and brand related discussion. Ridings & Gefen (2004) shown that social interaction helps in reducing the perceived risk and improving the level of trust among consumers.

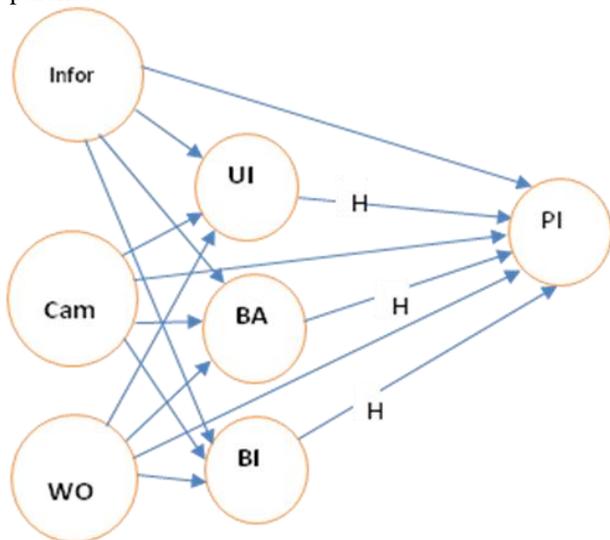
## F. Brand Image

Keller (1993, 2008) described brand image as a result of brand association embedded in the consumer memory and reflects in the form of consumer perception towards the brand. Bruhn et al. (2012) revealed that while traditional marketing practices has shown significant impact on brand awareness of the firms, social media marketing practices have shown substantial impact on brand image leading to empowering the brand equity of the firms. Tsai & Men (2013) mentioned that social media has the power to shape the image of a brand by means of creating the online content of a brand.

Katja et al (2013) discussed that marketing communication activity of the firms for providing information of a brand develops the brand image among consumers and strengthens the ability to recall. Katja et al (2013) and Godey, B., et al.,(2016) further discussed that online marketing practices of the firms strengthens the brand equity develops through brand awareness and image building practices. Keller (2008) stated that different kind of brand information develops the brand association which strengthens the brand image (Katja et al, 2013). Bruhn et al. (2012) further disclosed that social media communication strongly reinforces the brand image.

**G. Purchase intention**

Hajli, M. (2013) concluded in his study that social media facilitates intention to purchase among users. Liang & Turban (2011) stated that firms can develop marketing strategies using social media which helps in affecting intention to purchase among users. Lu et al. (2010) and Gefen (2002) described that online social interaction of user with another member of the social network increase familiarity among them which can enhance purchase intention among users. Han & Windsor (2011) explained that information exchange on social networking sites can greatly influence the willingness to purchase.



**Figure 1: Conceptual Model**

(Source: Godey, B., et al., 2016; Hajli, M., 2014; Katja et al, 2013)

The parameters of the conceptual framework impact the purchase intention of the online users and followers of the brand as explained in the above-mentioned literature review (Godey, B., et al., 2016; Zhu and Chen, 2015; Katja et al, 2013; Hajli, M., 2013; Phan et al., 2011; Keller, 1993 & 2008; Ridings & Gefen, 2004; Senecal & Nantel, 2004). The study forms the following hypotheses based on the literature review.

Hypotheses: Social media marketing practices of the personal care brands impact the user interaction, brand awareness and brand image which leads to purchase intention among online consumers.

H1: User Interaction positively influence purchase intention among online consumers.

H2: Brand Awareness positively influence purchase intention among online consumers.

H3: Brand Image positively influence purchase intention among online consumers.

**III. METHOD**

As the objective of the study is to examine the effect of social media marketing practices of personal care brands on user interaction, brand awareness and purchase intention of the consumer, exploratory research technique was adopted to improve the final research framework of the study. Personal care brands were also selected for the study based on their online presence and activities on social media platforms. The responses were collected through questionnaire from the people following social media pages of their preferred brand. Male were also considered for the study as it was found in the initial discussion with the experts that male also follows and show interest in personal care brands. The data was collected from the 200 online active users on social media which are directly or indirectly connected with the personal care brands. Likert scale was used to record responses of online consumer towards the selected parameters of social media marketing practices of personal care brands. The data included 92% female respondents with 78% respondents between the age group of 18-30 years. The data showed that 76% respondents belong to the income class of more than 5 lakhs per annum. It was also revealed that 41% respondents spend between more than five thousand annually and 28% respondents spend more than ten thousand annually on online shopping of personal care brands. The brand “Maybelline” was rated most active with 62% responses from the strata of the sample whereas “Huda Beauty” found to be least active with 16% responses. The online brand purchase of “Maybelline” and “Lakme” are highest with 37% responses. Confirmatory factors analysis and structural equation modeling tests were used for the analysis and in order to understand the impact of social media marketing practices on user interaction, brand awareness and purchase intention.

**1. Analysis and Result**

The conceptual model was tested by applying structural equation model and the constructs of the model were also examined for internal consistency and validity. Cronbach’s alpha was used to test internal consistency which is measured as good i.e. 0.782, while the validity was examined by convergent validity using the average variance extracted (AVE).The AVE values for all the parameters are satisfactory which are higher than 0.5 (except for word of mouth i.e., 41.237 which is tolerable).The factor loading for all the indicators are found to be higher than 0.6. Thus, ensures that convergent and discriminant validity.

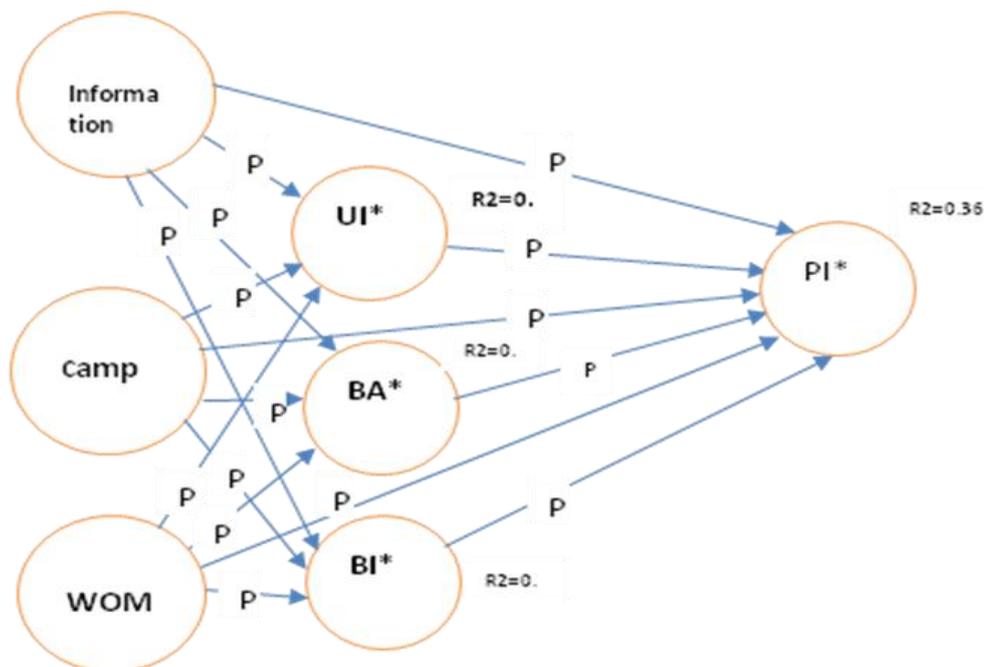


Figure 2: Measurement of estimates for the model

\*WOM-Word of Mouth, UI—User Interaction, BA-Brand Awareness, BI-Brand Image, PI-Purchase Intention

Table 2: Path coefficient

Structural Paths	Impact	Structural Paths	Impact
Path 1	0.51	Path 8	0.31
Path 2	0.43	Path 9	0.23
Path 3	0.34	Path 10	0.41
Path 4	0.27	Path 11	0.08
Path 5	0.29	Path 12	0.31
Path 6	0.18	Path 13	0.26
Path 7	0.4	Path 14	-0.19
		Path 15	0.58

Table 1: Factor loadings and average variance extracted

Indicators	loading	AVE	Indicators	loading	AVE
I1 (Information)	.878	73.385	UI1 (User Interaction)	.702	50.591
I2	.818		UI2	.595	
I3	.734		UI3	.694	
I4	.792		UI4	.680	
I5	.736		UI5	.592697	
C1 (Campaign)	.634	63.110	UI6	.680	57.510
C2	.765		BI1 (Brand Image)	.720	
C3	.613		BI2	.757	
C4	.610		BI3	.610	
WOM1 (Word of Mouth)	.680	41.237	BI4	.679	
WOM2	.707		BI5	.685	

AW1 (Brand Awareness)	.792	59.795	PI1 (Purchase Intention)	.761	55.623
AW2	.715		PI2	.765	
AW3	.761		PI3	.700	
AW4	.643		PI4	.705	
AW5	.692		PI5	.660	
			PI6	.669	

The multiple fit indices were used such as root mean square error of approximation (RMSEA=0.073), goodness of fit index (GFI=0.800), root mean square residual (RMR=0.081), incremental fit such as adjusted goodness of fit index (AGFI=0.81), normed fit index (NFI=0.92), in order to test the model fit. The parsimonious model fit value is within the acceptable range i.e. 2.243 (less than 5.0). All the values are within the acceptable range which resemble that the model is a good fit. The model is also validated using coefficient of determination and path coefficient. The coefficient of determination of purchase intention is 36% which shows that the 36% of the variance in purchase intention was affected by social media marketing practices of the personal care brands. The path coefficient values also support that the purchase intention was affected by social media marketing practices of personal care brands.

The coefficient of determination of user interaction shows 41% of the variance in user interaction was explained by information, campaign and word of mouth. The R2 for brand awareness shows 52% of the variance in brand awareness was affected by information, campaign and word of mouth. The R2 for brand image shows 15% of the variance in brand image was explained by information, campaign and word of mouth. In addition to R2, the path coefficients in the table 2 also support that the user interaction, brand awareness and brand image are affected by information, campaign and word of mouth.



The analysis shows that the indicators of social media marketing practices and purchase intention of the online consumers resemble a positive and a significant relationship.

#### IV. CONCLUSION AND IMPLICATIONS

The proliferation of online content has changed the way of establishing brand communication with the consumer. The companies are constantly trying to engage consumer in social commerce to influence the buying decision but lacking to find out their most important asset of value creation through online platforms. The current study focuses on the three important areas of social media impact on consumer. First, the identification of highly effective social media marketing practices (SMMPs) of the firms, second is the value creation from SMMPs in the form of measurable factors and third is the ultimate outcome of complete activities in the form of development of consumer intention towards the brand selection or product purchase. The study proposes the model that can assimilate social media marketing practices (SMMPs) and analyses the impact of SMMPs on purchase intention of the consumer. It is evident from the result that social media marketing practices positively and significantly impact the purchase intention on consumers. This model can be implemented by personal care brands to tap the online potential using social media. The study highlights the need of developing information, campaign, electronic word of mouth of the brand for creating values for the companies in the form of user interaction, brand awareness and brand image which affect the purchase intention among consumers.

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