

To Study the Influence of Content Related Factors on Consumer Purchase Decision with Respect to Social Media Platforms as Moderator

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Abstract:

Businesses employ a variety of strategies to connect with their target audience. Influencer marketing is one strategy that leverages Social Media. Influencers such as sports, bloggers, celebrities, and other powerful people with sizable social media followings who can sway an audience are being utilized by brands to promote their products or services. This is known as influencer marketing.

Businesses work very hard to convert potential clients into actual customers. This study intends to investigate one of the many influencer marketing elements linked to content that affect customers' purchasing decisions. It looks for patterns in the way that aspects related to content, such as consistency, high quality, interaction, and ad content, influence consumers' decisions to buy. The purpose of administering a structured questionnaire is to gather sample data from undergraduate, graduate, and faculty members in order to determine whether or not demographic variables such as age, gender, and educational background influence consumers' decisions to buy.

Statistical method, Regression Analysis will be used to evaluate the acquired data using SPSS software. Thus, this study aids in our comprehension of how each and every content-related feature influences a purchase decision. This study mainly focuses on only the content related factors of influencer marketing. There is a further scope to study other factors of influencer marketing.

Keywords: Influencer Marketing, content related factors, Purchase Decision, Social Media Platform.

Introduction:

Social media platforms are more than just cooperative spaces that focus on the interchange of content while highlighting the importance of customers' active participation in the creation of all published content (Alalwan, 2018). Consequently, social media networks may generate value for companies by assisting them in connecting with clients around the world in order to establish and maintain the luxury brand (Singh and Cullinane, 2010). In a recent study, Oberlo (2020) found that approximately 73% of marketers believed social media platforms may be useful for carrying out their marketing campaigns. This may be explained by the rise in users that these platforms have seen in recent years. For instance, a recent Napoleoncat (2020) research states that as of September 2020, there were 6.099 million Facebook members in Jordan, or a 58.4% penetration rate. By September 2020, Instagram had over 2.479 million users and a 23.7% penetration rate, making it one of the most popular social media platforms in Jordan (Napoleoncat, 2020). It's also critical to note that customers voluntarily choose to actively participate in this association with the businesses by sharing their opinions and remarks about brands, companies, products, and services (Singh and Cullinane, 2010). As an illustration, 54% of social media users have conducted brand and product research using these platforms (Ooi and Richardson, 2019; Oberlo, 2020).

Every element of our life has been impacted by the digital revolution. Today's consumers are present both online and offline, whether they are ordering groceries, booking a cab, or using smartphones to read news and social media updates. (Chopra Anjali 2020), When customers expect everything to be available at their fingertips, any interruption in the form of prompts, notifications, and ads is viewed as background noise. (Avhad 2020). The media landscape is undergoing a significant upheaval as over-the-top platforms like Netflix and Amazon Prime continue to overtake print and television. While online media alternatives like blogs, websites, and social media are being used by marketers in addition to physical sources. Vrushali (2020). The difficulty lies in getting the brand message and advertising content noticed by a constantly distracted customer on radio, print, and television. Jaju (2020)

Additionally, a clearinghouse of data gives businesses access to rich, raw consumer data directly from consumers, which informs the development of brands and products that successfully satisfy consumer demands and expectations. The perceived credibility of influencers has become a crucial issue as a result of customers' habitual tendency to view their friends and the influencers they follow as the most credible sources (Rebelo, 2017). This has led to an extensive literature considering the source effects, particularly the association to purchase intentions (PI) (Sharma et al., 2017; Lim et al., 2017).

Objectives of the Study:

1. To know whether Content related factors influence followers to follow social media influencers.
2. To find whether the Driving force depends on the factor of following Influencer or not.
3. To know the relationship between content related factors and purchase decision.

Theoretical Framework:

The research's theoretical foundation is derived from the observation that, in social situations, people seek for advice from reliable sources, and that, when they get to know a "instafamous" someone, they often take after their behavior.

One of the main factors achieving success in improving the purchase intention is content related factors (Alalwan, 2018; Thakur, 2018). Customers that share their Interactivity, Consistency, High Quality and Ad Content with a company are engaging in real time. Regarding the services and products to a potential or existing consumer (Harrigan, 2017).

1. **Interactivity:** As Social Media enables several possibilities of interactivity (Smith et al., 2012) the feedback solicited from both the influencer and his/her followers (Tikkanen et al., 2009), has given active individuals the opportunity to create and share with other people.
2. **Consistency:** Research on the characteristics of effective content indicates, that content consistency, the degree of the source's conformity with facts and with previously shown attitudes, practices and behaviors, is valued by the followers, as they prefer to see regularity in SMIs' behaviors in order to easily predict their future actions and evaluate the types of messages (Hudders et al., 2020).
3. **High Quality:** Research on the characteristics of effective content indicates, that content consistency, the degree of the source's conformity with facts and with previously shown attitudes, practices and behaviors, is valued by the followers, as they prefer to see regularity in SMIs' behaviors in order to easily predict their future actions and evaluate the types of messages (Hudders et al., 2020).
4. **Ad Content:** An ad simply tells the consumer why a business thinks they should buy a product. An advertisement for a dysfunctional product is likely to still promote it as being good for the consumer. Consumers instead rely on influencers for their recommendations. Customers may be aware of the motivation behind the content they see on influencers' profiles, but that doesn't imply that they don't still do it for financial gain. (Hall, 2016) In fact, customers cannot be certain that influencers who have formed agreements trust and utilize the item they are endorsing. Additionally, (Evans) clarified that when users view a post that explicitly states that it is a collaboration with a "sponsored" or "paid advertisement," their mindset or actions are adversely impacted. Conversely, customers are not overly affected when it is not as clear, like with an indication like "SP" (sponsored).

Hypothesis Development:**Hypothesis 1:**

H₀: Content related factors does not influence followers to follow social media influencers

H₁: Content related factors influence followers to follow social media influencers

SUMMARY OUTPUT	
<i>Regression Statistics</i>	
Multiple R	0.23
R Square	0.05
Adjusted R Square	0.03
Standard Error	0.41
Observations	200

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	4	1.80	0.45	2.65	0.03
Residual	195	33.07	0.17		
Total	199	34.87			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	0.63	0.11	5.62	6.35	0.41	0.86	0.41	0.86
Interactivity	0.08	0.04	2.08	0.04	0.01	0.15	0.01	0.15
Consistency	0.02	0.04	0.59	0.56	-0.05	0.09	-0.05	0.09
High Quality	-0.06	0.03	-1.81	0.07	-0.13	0.01	-0.13	0.01
Ad Content	0.03	0.03	0.94	0.35	-0.03	0.08	-0.03	0.08

Table 1: Regression analysis of the variables content related factors and Social Media influencers of Social Media Platform

Regression Equation:

$$Y = 0.63 + 0.08 X_1 + 0.02 X_2 - 0.06 X_3 + 0.03 X_4$$

The calculated F Value is 0.03 which is < 0.05 therefore it is observed that we accept H_1 and reject H_0 . Hence we conclude that Content related factors influence followers to follow social media influencers. Interaction with the influencers has a greater influence than any of these other elements. High quality comes next, followed by ad content and consistency.

Hypothesis 2:

H₀: Driving force doesn't depend on factor of following Influencer

H₁: Driving force depends on the factor of following Influencer

Categories					
		1+2	3	4+5	
		Low Influence	Moderate Influence	High Influence	
Not Following	1	51	62	42	155
Following	0	24	17	4	45
		75	79	46	200

		Low Influence	Moderate Influence	High Influence	
Not Following	1	58.125	61.225	35.65	155
Following	0	16.875	17.775	10.35	45
		75	79	46	200

Chi-Square Computed	8.952280631
Chi-Square Critical	5.991464547
p-value	0.011377241

Table 2: Correlation of the variables Driving force factor of following influencer

Chi-Square computed is more than Chi-Square critical value suggest that alternate hypothesis can be accepted which says that driving force does depends on the factor of following influencer. P-value also support the result as it is less than significance value considered to check the hypothesis at 0.05 (5%)

Hypothesis 3:

H₀: No Association between content related factors and purchase decision

H₁: Association between content related factors and purchase decision

SUMMARY OUTPUT	
<i>Regression Statistics</i>	
Multiple R	0.30
R Square	0.09
Adjusted R Square	0.07
Standard Error	1.068
Observations	200

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	4	22.57	5.64	4.94	0.0008
Residual	195	222.61	1.14		
Total	199	245.18			

Intercept	1.83	0.29	6.22	2.89	1.25	2.41	1.25	2.41
Interactivity	0.21	0.09	2.22	0.02	0.02	0.41	0.02	0.40
Consistency	0.01	0.09	0.12	0.90	-0.17	0.19	-0.17	0.19
High Quality	-0.05	0.08	-0.65	0.52	-0.23	0.11	-0.23	0.11
Ad Content	0.16	0.07	2.15	0.03	0.01	0.31	0.01	0.31

Table 3: Regression analysis of the variables content related factors and Purchase decision of the influencers

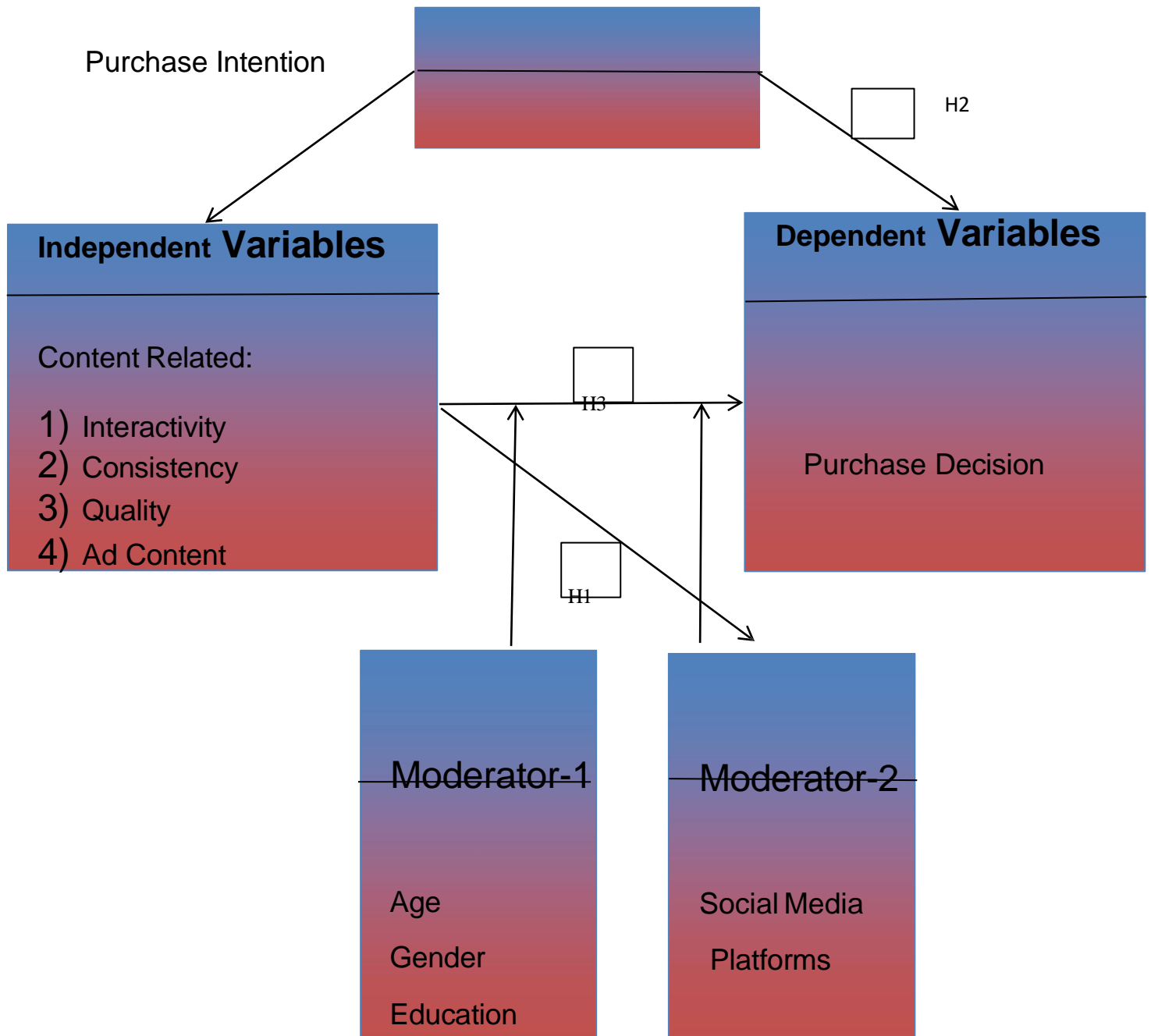
Regression Equation:

$$Y = 1.83 + 0.21 X_1 + 0.01 X_2 - 0.05 X_3 + 0.16 X_4$$

The calculated F Value is 0.0008 which is < 0.05 hence it is observed that we accept H₁ and reject H₀. So, we can say there is an association between content related factors and purchase decision. From the above analysis it is found that Interactivity with the influencers is closely associated with Purchase Decision. After interaction with the influencers Ad content, then High Quality and Consistency are related.

Model:

Mediator



Method:

Regression analysis is used find out whether Content related factors influence followers to follow social media influencers, the association between social media and purchase decision and to know the relationship between content related factors and purchase decision.

Sample :

The content-related aspects impacting social media platforms are the main focus of this study. We gathered information mostly from Twin Cities- Hyderabad and Secunderabad. Faculty members who work in higher education in India and are involved in teaching, research, and service. We argue that influencers are the main driving factor behind influencer marketing, and they are tasked with teaching academics and students about its significance. gathered information from 200 teachers and students Convenience sampling, which has been used by numerous researchers in the past, was used since we gathered the data when the students were taking exams (Irshad et al., 2021; Madhu et al., 2022; Sivagnanam et al., 2022). The staff and students were cooperative in completing surveys with objectivity, despite the small sample size, so that the results might be broadly applied.

Demographics:

For the demographics considered Age, Gender and Income Level of the faculty and Students. The respondents consists of 108 female, 92 male and 2 have not preferred to say. 65 respondents are of the age group of 10-20 years, 112 are of 21-30 years, 12 are of 31-40 years, 8 are of 41-50 years and 5 are of more than 50 years. 40 respondents are employed, 153 respondents are not yet earning, 15 are earning 20,001 to 40,000 INR Per Month, 10 respondents are earning 40,001 to 60,000 INR Per Month, 10 are earning below 20,000 INR Per Month and 14 are earning greater than 60,000 INR Per Month.

Gender
202 responses

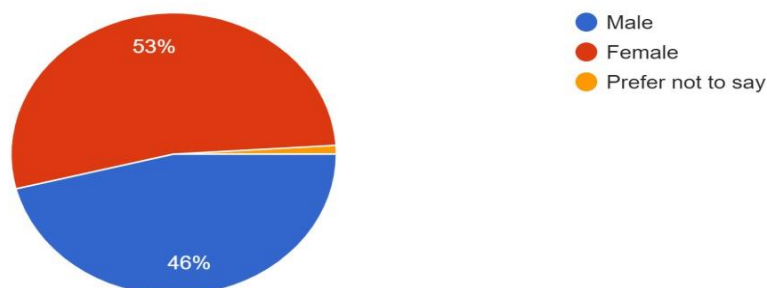


Chart 1: Gender classification of Respondents

Age
202 responses

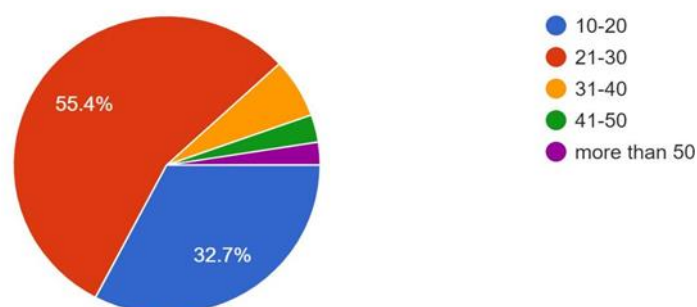


Chart 2: Age classification of Respondents

Income

202 responses

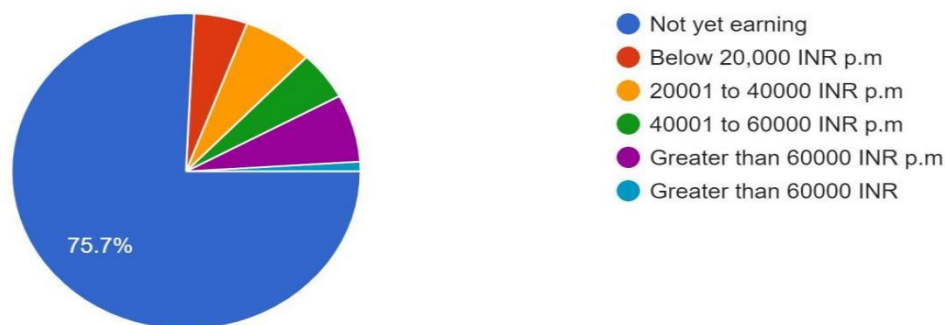


Chart 3: Income classification of Respondents

Analysis:

Table 1 contains Regression analysis of the variables content related factors and Social Media influencers of Social Media Platform, Table 2 contains Regression analysis of the variables of Followers of Social Media and Purchase intention and Table 3 contains Regression analysis of the variables content related factors and Purchase decision of the influence

Conclusion:

The aforementioned analysis leads us to the conclusion that followers are influenced to follow social media influencers by content-related characteristics. Out of all these factors, interacting with the influencers has the biggest impact. Then comes consistency and ad content, then high quality. Social media usage and purchasing decisions are related. There is a correlation between buying decisions and content-related aspects. According to the aforementioned data, purchase decision and influencer interaction are strongly correlated and the driving force depends on the factor of following influencer. Following engagement with the influencers' advertisements, there is a correlation between high quality and consistency.

Limitations and Future Research:

It is important to consider several limitations when interpreting the study's findings. First, generalizability is impacted by the conceptual model's exclusive testing in educational settings. Given that the majority of the research was done on marketing units, There are influencers, but we should concentrate mostly on rural and semi-rural areas. Secondly, we concentrated on a small subset of participants. Numerous other elements (such as families, peer groups, the surrounding environment, and the working conditions in the organizations) could also have an impact on the influencers' behavior. Third, this study may also be limited by its small sample size. As previously indicated, because the data collection was conducted during examinations, access to the teachers and students became hard. Larger sample sizes may be used in future research to verify the proposed correlations. Fourth, when evaluating the data, one may take into account the social desirability bias that is inherent in survey-based research. On the other hand, survey report anonymization, as recommended by certain academics, would reduce the social desirability bias and allow for the investigation of issues related to influencers and followers that impact consumers.

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