The Influence of Online Social Marketing Behavior on Consumers' Purchase Intention

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Keywords: Social marketing, Competence trust, Goodwill trust, Purchase intention.

Abstract. The development of mobile social e-commerce in China is not smooth, and the marketing behavior of social marketers is a key factor to the success of social marketing. In this study, data were collected by questionnaire survey, and the collected data were processed by SPSS19.0 software. On the surface, goodwill trust and capability trust have a positive impact on consumers' purchase intention, and goodwill trust has the biggest impact. Relationship maintenance and marketing information sharing positively affect customer trust. The innovation of this paper lies in the new exploration of how social marketing behaviors affect consumers' purchase intention, and the research has achieved certain results.

Introduction

In recent years, mobile phones have become an indispensable tool for Internet users. Schramm ME (2010) the rapid development of “social networks” was promoted by consumers seeking interaction and communication without restriction of time and place. Social Network is a Social Network Service, which originates from Social Network Service [1]. Social networking platform is an open platform, the platform can browse through other users' information, also can strengthen the relationship between each other [2], with the development of the social networking platform, the application range of the social network is more and more widely, in addition to by voice, text, video, and other forms to share their feelings outside [3], Enterprises often carry out social marketing with randomness and randomness, and integrated marketing has not been implemented, which greatly reduces the effectiveness of mobile social marketing [4]. Based on the above analysis and summary, this paper summarizes relevant literature on microblog marketing, WeChat marketing, network marketing and other marketing tools of the same type, and studies how mobile social marketing behaviors affect consumers' purchase intention based on the research conducted by consumers with experience of buying social platforms. Provide targeted countermeasures and Suggestions for mobile social network marketing and enrich new marketing theories.

Theoretical Background and Research Hypothesis

Social Marketing

Users of social networking sites use social networking sites for the purpose of expanding and maintaining the interpersonal network. Online social marketing happens to be the product marketing activities conducted by using social networking sites as media based on the foundation of interpersonal connections. Ellison Steinfeld and Lampe [5] use social networking sites to establish online and offline connections, so as to consolidate users' existing offline networks and social relations. Social networking sites can help people keep in touch with their friends under the condition that face-to-face communication is not allowed, and maintain the friendship between friends through social networking sites [6]. Ellison et al. [7] can classify the use behaviors according to the nature of the use behaviors, as well as the motives of people. If people have different motivations for using social networks, their behavioral preferences will be different. The use of social networking sites is divided into relationship maintenance and self-presentation. Relationship maintenance behavior is constituted by strategic routine behavior, whose ultimate
purpose is to help people maintain mutual relationship in an ideal state, which is usually related to relationship satisfaction, liking, etc. [8].

**Consumers' Willingness to Buy**

After consulting relevant literatures, it is found that the research on consumers' purchase intention in the earlier research mainly focuses on the marketing field, and mainly studies the influence of sales mode on consumers' purchase intention. For example, Griffin and Babin consider the impact of product, store environment, atmosphere and service on purchase intention. Celebrity endorsement can easily change consumers' attitudes and promote consumers' purchase. MacInnis [9] also supported Anand's conclusion, pointing out that the use of celebrities to advertise can establish a new product image and promote consumers' purchase intention. Promotional activities will temporarily change consumers' habits, resulting in impulse purchases [10]. Visual vitality and readability of information are the two most important elements in marketing. It plays a decisive role in consumers' purchase intention. Zeithaml, Berry et al divided consumers' purchase intention into two types, Koufaris for consumers to purchase the behavior of the vehicle are studied, the results of the study, points out that 63% of consumers have intention to buy a new car is choose to buy a new car. Dodds et al.

**The Influence of Social Marketing on Customer Trust**

In studying customers' trust in e-commerce business models, li rui proposed a new influencing factor: “the degree of contact with sellers” The research results show that the trust of customers depends in part on the seller's behavior on the selling website [11]. Whether social marketers can actively interact with consumers will also affect consumers' cognition. The more active they are in communicating with consumers, the more beneficial it will be for consumers to have trust in the ability and goodwill of social marketers.

Accordingly, we propose the following hypothesis:

H1a: relationship maintenance behavior and ability trust are positively correlated;
H1b: relationship maintenance behavior is positively correlated with goodwill trust;

According to Morgan Hunt (1994), customer trust is the core factor for the success of online social marketing. Mobile social marketing focuses on building long-term stable relationships with consumers to achieve lifelong value for consumers. However, due to the information asymmetry between mobile social marketing and consumer transaction, even if customers suspect minor defects in the service or product, it is usually impossible to supervise, thus putting consumers at a disadvantage in this field. In the context of social marketing, the more information related to products is presented, the more it is beneficial to increase customer trust.

Therefore, we propose the following research hypothesis:

H2: marketing information sharing is positively correlated with goodwill trust;

**The Influence of Customer Trust on Consumers' Purchase Intention**

Trust allows consumers to subjectively exclude sellers from all possible bad behaviors, which can help consumers identify sellers and thus promote consumers' willingness to online shopping. More and more empirical research results show that consumers' trust in sellers will affect consumers' willingness to buy [12]. Mohr Spekman et al. when consumers believe that mobile social marketing marketers have better commodity supply ability, first of all, they will be more likely to believe and accept the Suggestions given by marketers, which is very conducive to the generation of cooperation. Second is they believe that marketers have enough ability to provide the best products, also will try to meet the requirements of consumers in the process of trading, while social marketers may lose some profit in the short term, but marketers have enough reason to believe that, in the sight of a temporary loss could be completely made up for the good sales performance in the future.

Based on the literature review and reasoning above, we propose the following hypothesis:

H3: consumers' goodwill trust towards mobile social marketers is positively correlated with consumers' willingness to buy.
H4: consumers' trust in mobile social marketers is positively correlated with consumers' willingness to buy.

Based on the above assumptions, the research model of this paper is shown as follows:

![Figure 1. Hypothesis model.](image)

The research Methods

A. Questionnaire design and variable measurement

On the basis of analyzing the literature related to social media use behavior, trust and purchase intention of social marketers in marketing, this paper drew on their research results, combined with the characteristics of social marketing, and sorted out relevant measurement items according to the actual situation of this paper. Based on the feedback results of the subjects, the questions with ambiguous or ambiguous meaning in the questionnaire were modified, and the questions of each variable were refined. At last, the formal questionnaire of this study was obtained through repeated modification. The questionnaire in this paper is designed by Likert7 component table, 1 is strongly disagree, and 7 is strongly agree.

B. The data collection

This paper mainly studies the impact of online social marketing behavior on consumers' purchase intention. WeChat is the hottest social e-commerce in China at present. Therefore, this study selects consumers who have bought products on WeChat as the research object, which is representative to a certain extent.

In this study, a total of 217 questionnaires were returned, 3 questionnaires that were left out and 5 questionnaires that were not filled out carefully (all options were selected as the same) were deleted, and 209 valid questionnaires were obtained.

Data Analysis and Results

Reliability Analysis of Variables

In the reliability analysis, the first factor is analyzed. If the value is higher than 0.8, the reliability is high. If the value is between 0.7 and 0.8; Then the reliability is better. If this value is between 0.6 and 0.7; That the reliability is acceptable; If this value is less than 0.6; Poor reliability; If CITC is less than 0.3; Consider deleting the item; SPSS19.0 statistical software was used to test the reliability of each variable in the model. The relevant results are shown in the table that the CITC value of each measurement question is greater than 0.35 and the question is deleted. The coefficient of a after the term increases, and the coefficient of a in all dimensions is greater than 0.7. The results show that the internal consistency of the questionnaire is good and basically meets the measurement requirements.

Validity Analysis of Variables

The purpose of analyzing the validity of each variable is to measure the validity of the questionnaire's structure and content. In this paper, factor analysis is used to test the validity of the scale when analyzing the validity of the research sample. However, before analyzing each problem
factor, it is reasonable to first test the KMO value of each variable and conduct Bartlett spherical test, and then determine whether the sample is suitable for factor analysis.

As mentioned in the previous research, KMO value is analyzed. If KMO is higher than 0.8, this variable is very suitable for factor analysis. If KMO is between 0.7 and 0.8, it is more suitable for factor analysis. If KMO is between 0.6 and 0.7, factor analysis can be conducted. If KMO is less than 0.6, it is not suitable for factor analysis. If the corresponding P value of the Bartlett test is less than 0.05, it also applies to factor analysis.

The results of data analysis in table 1 indicate that the KMO value of mobile social marketing behavior is 0.868 > 0.7, and the corresponding P value of Bartlett test is 0.000, with P less than 0.05. Therefore, it meets the requirements of the study. The above analysis indicates that it is applicable to the factor analysis of data.

<table>
<thead>
<tr>
<th>Table 1. Social Marketing Behavior KMO and Bartlett Testing.</th>
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<tbody>
<tr>
<td>KMO Value</td>
</tr>
<tr>
<td>Chi-square approximation</td>
</tr>
<tr>
<td>Bartlett Verification</td>
</tr>
<tr>
<td>df</td>
</tr>
<tr>
<td>p value</td>
</tr>
</tbody>
</table>

According to the factor analysis results in table Social marketing behavior factor analysis, two factors are extracted from nine problems of mobile social marketing behaviors. Each factor loading is greater than 0.5, which also indicates that the research requirements are met.

**Correlation Analysis**

The correlation analysis method used in this paper is Pearson correlation analysis. Then, according to the research hypothesis proposed in this paper, this paper mainly studies the correlation between the social marketing behaviors of mobile social campers and customer trust, and the relationship between customer trust and customer purchase intention. The specific analysis structure is shown in table 2.

From the correlation analysis results shown in table 9, it can be seen that the two variables of customer trust in various dimension variables in social marketing behaviors have significant positive effects on the significance level of 0.01 (both sides). The correlation coefficients of relationship maintenance behavior, marketing information sharing behavior and goodwill trust of social marketers are 0.335 and 0.333, and the correlation coefficient between relationship maintenance behavior and goodwill trust is the highest (r=0.335). The correlation coefficient of relationship maintenance behavior and ability trust was 0.346. It can be seen that there is a significant positive correlation between the social marketing behavior of social marketers and customer trust. This also verifies the hypothesis H1a, H1b and H2 of this study to some extent. This paper will also analyze the relationship between social marketing behaviors of social marketers and customer trust through regression analysis.

From the correlation analysis results shown in table 9, it can also be seen that each dimension variable of customer trust has a significant positive correlation with the consumers' purchase intention at the significant level of 0.01(both sides). The correlation coefficient between goodwill trust, capability trust and consumers' purchase intention was 0.639, 0.495. The correlation coefficient between goodwill trust and consumers' purchase intention is the highest (r = 0.639). It can be seen that there is a significant positive relationship between customer trust and customer purchase intention, and the above results also verify H3 and H4 to some extent. This paper will also verify the relationship between customer trust and customer purchase intention through regression analysis.
Table 2. Analysis of social marketing behavior, customer trust, consumer’s willingness of purchase.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Relationship Maintenance</th>
<th>Marketing Information Sharing</th>
<th>Bona Fide Trust</th>
<th>Capability Trust</th>
<th>Willingness of Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relationship</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintenance</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing Information Sharing</td>
<td>0.465**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bona Fide Trust</td>
<td>0.335**</td>
<td>0.333**</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capability Trust</td>
<td>0.346**</td>
<td>0.332**</td>
<td>0.542**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Willingness of Purchase</td>
<td>0.329**</td>
<td>0.202**</td>
<td>0.639**</td>
<td>0.495**</td>
<td>1</td>
</tr>
</tbody>
</table>

Regression Analysis

By means of regression analysis of variable variables in the model, this paper aims to point out the direction of the relationship between variables, and to verify the relationship between each variable in the model and whether there is a causal relationship. Then, by analyzing the coefficients before each factor, the degree of the mutual relationship between factors was judged. The linear relationship between independent variables and dependent variables was found by analyzing the F test. The fitting coefficient was measured by R2. Then, a forced entry regression analysis is performed on the relevant variables in the model.

From the regression analysis results can be seen in table: social marketers relationship behavior in the marketing, the marketing information sharing behavior of goodwill trust influence significantly on the significance level of 0.01, it shows that: social marketers relationship behavior in the marketing, social marketing behavior and goodwill trust has a positive correlation. As can be seen from the adjusted decision coefficient (R2), the regression equation in figure 10 above explains 47.6% of the total variation. This shows that 47.6% of the dependent variables (good faith trust) are caused by independent variables (relationship maintenance behavior, marketing information sharing behavior). The results of this regression analysis also verify the hypothesis H1b and H2 above.

It can be seen from table that the influence of relationship maintenance behavior of social marketers on capability trust is significant at the level of 0.01, which indicates that relationship maintenance behavior is positively correlated with capability trust. From the adjusted judgment coefficient (R2), it can be seen that the regression equation in table 4-11 explains 52.7% of the total variation, which fully indicates that 52.7% of the variation of the dependent variable (capacity trust) is caused by the independent variable (relationship maintenance behavior). This regression analysis also validates the hypothesis H1a above.

It can be seen from table above that the influence of goodwill trust and capability trust on consumers' purchase intention is significant at the level of 0.01, which indicates that there is a positive correlation between goodwill trust, capability trust and purchase intention. From the adjusted judgment coefficient (R2), it can be seen that 50.2% of the total variation explained by the regression equation in the table above, which again indicates that 50.2% of the variation of the dependent variable (purchase intention) is caused by the independent variable. The results of this regression analysis also verify the hypothesis H3 and H4 above.
Check for Intermediate Variables

This paper studies the consumer trust as the intermediary variable of mobile social marketing behavior and consumer purchase intention. Front by regression analysis, correlation analysis, the mobile social marketing, customer trust, the relationship between consumers' willingness to buy three. But it also doesn't prove that customer trust in the social marketing behavior and consumer purchase intention between the intermediary effect is significant, Trust the social marketing behavior of the social marketers and consumers purchase intention of verified in a mediating role in the predecessors' research, from the point of empirical research results of this study, the two dimensions of trust: goodwill trust, ability to trust are the social marketers in social marketing of marketing in social behavior and consumer purchase intention of relationship plays the intermediary role of different level. Consumers' goodwill trust to social marketers plays a complete intermediary role between social marketing behavior and consumers' purchase intention, while consumers' ability trust to social marketers plays a partial intermediary role between social marketing behavior and consumers' purchase intention.

The empirical research results of this paper are consistent with those of other scholars on the research of customer trust influencing consumers' purchase intention. Lack of trust in online shopping is a common problem, on the social platform remains part of the network shopping, since trading is online transactions, before may be a complete stranger, marketers are interested in social electricity marketing behavior on the decision of purchase goods produce very big effect, because some marketing behaviors of social marketers can give us a feedback to the nature of things, and then through the “signal” transmission can reduce the uncertainty in the process of shopping on social electricity, based on the seller's trust.

Discuss

The Research Conclusion

In the above research, we reviewed the previous research on social marketing behavior, customer trust, and customer purchase intention of social marketers. And then on the basis of literature review, in view of the existing research results and deficiencies, to put forward in this paper, we study the model, at the same time also corresponding hypotheses are proposed in this paper, using the empirical data analysis to consumers shopping on mobile social electricity business social marketers in the process of social marketing and customer trust, consumer purchase intention.

During the research process of this paper, we conducted theoretical and empirical analysis simultaneously. Through the close combination of the two research conclusions, we aimed to study how the social marketing behavior of mobile social marketers affects consumers' purchase intention, and then explored whether there are differences in the influence between different dimensions.

The communication and marketing behavior of mobile social marketers has significant influence on customer trust

1. relationship maintenance and marketing information sharing have significant influence on goodwill trust

According to the above data analysis, according to the results of social marketing in social marketers social marketing behavior of each dimension variable and goodwill trust in 0.01 significant level, the relationship between relationship behavior, the marketing information sharing behavior and goodwill trust there is a positive correlation regression equation is: goodwill trust = 0.524 x 0.413 x relationship marketing information analysis behavior to maintain. This conclusion verifies the hypothesis H1b, H2 above.

2. Relationship maintenance behavior has a significant impact on ability trust

According to the data analysis in the previous study, the dimension variables of social marketing behaviors and ability trust of social marketers in social marketing are significant at the level of 0.01.
The regression equation of relationship maintenance behavior and ability trust has a positive correlation.

**Customer trust has a significant impact on customer purchase intention**

Dimensions from the customer trust and consumer purchase intention of the relationship between description can see the two dimensions of trust are related to the consumer uurchase intention, and ability to trust and goodwill trust two variables into the regression equation of the consumer purchase intention, purchase intention = 0.383 + 0.196 x x goodwill trust ability of trust trust, regression equation shows that more than two dimensions of customer trust in all have positive effects on consumers' purchase intention, it shows that the higher the consumer's trust in the social marketers, the stronger the consumer's purchase intention, it also suggests that purchasing behavior, the more likely.

**Mediation of trust**

Trust the social marketing behavior of the social marketers and consumers purchase intention of verified in a mediating role in the predecessors' research, from the point of empirical research results of this study, the two dimensions of trust: goodwill trust, ability to trust are the social marketers in social marketing of marketing in social behavior and consumer purchase intention of relationship plays the intermediary role of different level. Consumers' goodwill trust to social marketers plays a complete intermediary role between social marketing behavior and consumers' purchase intention, while consumers' ability trust to social marketers plays a partial intermediary role between social marketing behavior and consumers' purchase intention.

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**Theoretical and Practical Significance**

The research in this paper has important theoretical and practical significance, and the research results have important guiding significance for academic research and social e-commerce marketing. The theoretical aspect enriches the theoretical literature of the research on consumers' purchase intention in mobile social marketing, because in the past, most of the research on consumers' purchase intention starts from the enterprise behavior, enterprise brand and other aspects, but there is basically no research article on marketers' behavior. In this paper, customer trust is introduced as the intermediary variable in the model. At present, the research on mobile social network marketing is still in its infancy in China. Existing research customer trust as a social marketing on consumer purchase intention of literature is still relatively scarce, in this paper, through the social networking site to purchase a product of the consumer as the research object, the customer trust in the process of trading used as intermediary variables, social marketers to explore mechanism of social marketing behavior influence on consumer purchase intention, enrich the social theory of literature in the field of electricity marketing.

In practice, the theoretical findings of this study on how social marketing behaviors affect consumers' purchase intention are of great practical significance to individuals and enterprises engaging in product marketing with the help of social media platforms, which are embodied in the following two aspects:

1. The research conclusion is helpful for marketers to use social networking sites for effective marketing. According to the definition of social marketing, social marketing is the most essential. In this paper, we study the practical significance of the most important is to realize its social marketers different marketing behavior will impact on consumer trust in its, and shadow to consumers
purchase intention of marketing, social marketing, also let social marketers realize their social marketing behavior in social marketing, customer trust and consumer purchase intention between how to influence each other, what is its work path, help to adjust the marketing strategy, social marketing participants correctly use social networking sites for marketing.

2. The research conclusion is helpful for enterprises and social marketing participants to develop and adjust marketing strategies reasonably. The core of social marketing is “trust”. Only by gaining more trust can social marketing be carried out better. This paper divided the behavior of the marketers for: relationship behavior, the marketing information sharing behavior, from the perspective of consumers, the above two different social marketing research social marketers behavior for marketers to get consumers trust, to have a consumer trust how can let the consumer purchase intention, the study is helpful for social marketers for terminal customers in a better marketing.

Limitations and Research Prospects

The sample used in this research is consumers who have purchased on social platforms. they have at least one experience of shopping on social platforms, which can better reflect the issues to be studied in this paper, but the age and educational background of the group are not specified in the first place. Secondly, there is the problem of regional concentration. Finally, due to the single means of data collection, the randomness of this survey is not strong, which will affect the application scope of this research conclusion to a certain extent, and subsequent studies should expand the sample as much as possible.

The data studied in this paper all use the data obtained from questionnaire survey. Future research can use other methods to obtain data, such as observing social marketers' marketing behaviors in the marketing process or obtaining relevant second-hand data. The questionnaire data used in this study is cross-sectional data, which is only data of the same time point. In future studies, time factors can be taken into account, and multiple time points can be selected to investigate the sample.

References


