

## The Impact of Social Media Marketing on Purchase Intention

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**Abstract:** The purpose of the study is to examine the impact of social media marketing on purchase intention of used car in Jordan. The questionnaire was developed and distributed online to users of social media marketing in Facebook. The researcher used the simple regression analysis to measure the impact of social media marketing on purchase intention. The present study of the impact of social media marketing on purchase intention had a positive impact.

**Key words:** Social media marketing purchase intention, used car, impact, purchase, questionnaire, Jordan

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### INTRODUCTION

It is without a doubt that Social Media Marketing (SMM) was and remains the most significant trend witnessed in marketing for quite a while. This type of marketing currently occupies an essential place and is an indispensable communication tool for most brand vendors.

Evidently, merely registering an account on Twitter or creating a page on Facebook doesn't guarantee that people will follow or approve of a company's commercial brand, you must give them a reason to do as such and that is the quality and relevance of the innovative content to attract the targeted audience.

If companies were to initiate communication within the field of business (business-to-business), sites like Twitter or LinkedIn are the eligible signatories to do so. On the other hand, if companies were to initiate communication with consumers (business-to-consumer), a page on Facebook may be the most appropriate (Neti, 2011)

Based on the foregoing, companies can find efficient methods to attain the desired results. Advertising for brands targeting consumers (business-to-consumer) using social media introduce new groups, discounts or even launch new products. While sales could probably be viewed through a company's website, marketing through social media can attract more people and disseminate news quickly and efficiently (Clark and Melancon, 2013).

On the other hand, brands that involve field work (business-to-business) use Social Media Marketing (SMM) to raise awareness about the benefits of the products and services offered. Brands can also be

portrayed as symbols of experience in the field of work which could achieve a lot in the area of business development.

Specialists who stressed the significance of human resources and information systems in the past also highlighted the subject of "the impact of social media marketing on purchase intention." In this sense, we will ponder this issue from all viewpoints so as to identify it thoroughly and by the end of this study, proposals and recommendations will be suggested to contribute to the augmentation of this topic.

**Research problem:** The problem with this study lies within the fact that there aren't enough conducted studies concerning the impact of social media marketing on purchase intention. Additionally, companies show a little to no interest in regard to Social Media Marketing (SMM). As for this study, our aim is to answer the questions as:

- How is the Jordanian consumer affected by the impact of social media marketing on purchase intention?
- How is the Jordanian consumer affected by the impact of usefulness expected on purchase intention?
- How is the Jordanian consumer affected by the impact of ease of use on purchase intention?
- How is the Jordanian consumer affected by the impact of intention-to-use system on purchase intention?

**Research objective:** Social Media Marketing (SMM) has become more appealing with the increasing popularity of

sites such as Twitter, Facebook, MySpace, LinkedIn and YouTube. One of the most fundamental goals of this study is to illustrate the matter by acknowledging the following:

- How the Jordanian consumer is affected by the impact of social media marketing on purchase intention?
- How the Jordanian consumer is affected by the impact of usefulness expected on purchase intention?
- How the Jordanian consumer is affected by the impact of ease of use on purchase intention?
- How the Jordanian consumer is affected by the impact of intention-to-use system on purchase intention?
- Libraries provide new insights regarding the subject of study

#### Hypothesis:

- $H_{01}$ : the Jordanian consumer is not affected by the impact of usefulness expected on purchase intention
- $H_{02}$ : the Jordanian consumer is not affected by the impact of ease of use on purchase intention
- $H_{03}$ : the Jordanian consumer is not affected by the impact of intention-to-use system on purchase intention

**Importance of study:** The importance of the study in hand lies within its rarity, since there weren't enough researchers to look into its field and therefore, this study contributes to the aspect of which the subject is lacking. It also helps companies using Social Media Marketing (SMM) by allowing it to obtain responses from customers and even potential ones while making the company appear stylish.

## MATERIALS AND METHODS

The curriculum we are going to follow throughout this study is the descriptive analytical method and to accomplish the aims of the study, researchers reviewed books and periodicals which were available in the university's libraries.

#### Operational definitions

**Independent variable:** Social Media Marketing (SMM) is a mean of advertising that employs social media sites to display content that will draw in viewer's attention and encourage them to spread it throughout their own social networks, thus helping with the expansion of a company's reach.

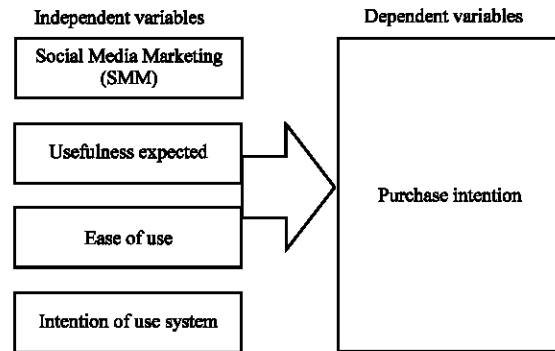


Fig. 1: Model of study (Svendsen *et al.*, 2013; Raida and Neji, 2013)

**Dependent variable:** Purchase intention is a customer's willingness to buy a product or pay for a service in the near or far future. The customer's intention is strongly affected by factors such as expenses, value and benefits.

**Model of study:** Model of study described the dependent an independent variables in Fig. 1.

## RESULTS AND DISCUSSION

**Theoretical framework:** Constantinides (2014) discusses in his study, "Foundations of Social Media Marketing" how social media have changed the structure of power within the market and recognizes impending research directions about this novel component in the arena of marketing. Evidence suggest that because of the major power's migration and the rise of a new class of influential and advanced customers, influencing, persuading and even retaining said customers proved to be a difficult task. It is also difficult to determine the nature and effects of the current state of social media which in turn are also accessible for customers and agents alike; this explains why potential roles are now considered a factor of corporate' marketing strategies and how they engage in different ways as tools of marketing. The study offers two advertising approaches which are: the passive approach which emphasizes the role of social media as resources of customer's opinions as well as marketing data and the active approach which involves social media marketing channels, public relations, direct and indirect customer's impact as implements to customize products and improve platforms for customers gained through cooperation and innovation.

Clark and Melancon (2013) discussed in their study, "The Influence of Social Media Investment on Relational Outcomes; A relationship marketing perspective": how

most companies use social media nowadays as advertising instruments. Their study explores whether or not social media contribute to constructing and sustaining relations with customers. In particular, social media are viewed as an element of a relationship investment that has been experimented to see its impact on satisfaction, e-Loyalty and word-of-mouth behaviors with relationship quality as a moderator. Outcomes show that social media users expect superior relationship quality and show more elevated levels of customer satisfaction, e-Loyalty and favorable word-of-mouth intents with a company than those who don't. In light of these circumstances, these outcomes point out how social media do appear to affect major relationship marketing factors which prompt social customers progressively.

Neti (2011) discusses in her study, "Social Media and its Role in Marketing" how social media became one of the best opportunities that companies could use to connect with potential customers. She also discusses the notions of social media, marketing and further facets such as progression and welfares as well as the importance of social media for the advertising strategy. It even represents a summary of social media marketing within India. Social media are a new type of media that present companies with a way to communicate with consumers on a greater level. Now a days, social media marketing is considered the latest slogan for most trademarks as of the dawn of the previous year. Salespeople are keeping an eye out for the numerous opportunities and countless social media platforms to put in use and are implementing original social enterprises at a rate higher than ever. In other words, social media marketing and even companies using it became advanced. Therefore, corporations could not tolerate being absent from social sites while competitors are counteracting by promoting their products and services through said sites. The pace at which social media are becoming an overwhelming phenomenon is insane. Universal business unacknowledged that social media marketing is an innovative, advantageous programmer that powers their propaganda campaign.

Pradiptarini (2011) discusses in his study, "Social Media Marketing; Measuring its Effectiveness and Identifying the Target Market", how using social media in the field of marketing significantly improved during the last few years. Despite the praise of the aforementioned, there isn't ample data to solve some of the main disputes relating to the efficiency of social media marketing, methods of measuring the return on investment and the target market. Therefore, a sample was analyses to define the relationship between corporation's participation on social media sites and their financial results (ROI). This

sample involved (5) random corporations from "Fortune 500" and their rival's activities on Twitter and their sales performances. Additionally, a questionnaire of thousand students was carried out at the University of Wisconsin-La Crosse to conclude whether they were the targeted audience for social media marketing and to observe the relationship among participant's participation in it and the variation in their purchasing choices. Pradiptarini concludes that the effectiveness of social media marketing is affected to a large extent by the quality of its content, the corporation's engrossment and its relation to other advertising strategies. Furthermore, there is a need for a multifaceted, comprehensive analysis of the strategy to precisely estimate the profit on the investment in social media marketing. Lastly, the study uncovered that even though the youth may constitute the majority of social media users, they aren't the viewers targeted.

Perdue (2010) discusses in his study, "Social Media Marketing; Gaining a Competitive Advantage by Reaching the Masses" the usefulness of social media (Facebook, Twitter, LinkedIn, etc.) as tools to connect with customers through inventive methods. He also provides an idea regarding social media marketing ideologies through explicating this spectacle, pointing out methods to construct and seizure values within social media in addition to discussing the manner of drafting advertising strategies.

## **CONCLUSION**

As a result of the increasing numbers of consumers who use social media, all kinds of industries had to invest in social media, hoping they would gain new customers and reinforce relations with current ones. Nevertheless, the size of the sources accessible for an impending marketing campaign and the consequences of social media have failed many companies. So, by what means can a business improve social media marketing in a way to ensure success throughout long-term strategy? Rather than simply concentrating on widely-known applications and social media, corporations need a set of rules which they can efficiently handle numerous types of social media as instruments of strategic marketing.

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