The Effect of Social Media Marketing Activities on Customer Intentions

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DESCRIPTION

Department of Economics and Management the purpose of this study is to investigate Social Media Marketing Activities (SMMAs) and their effect on consumer intentions (continuance, participate, and purchase). The mediating functions of social identification and satisfaction are also examined in this study. Social media marketing is the technique of using social media to advertise products or events to potential customers online. Numerous businesses have begun to explore the best ways to use community websites in order to forge lasting connections and open lines of communication with users, fostering the development of online brand communities. Social media marketing effectively promotes customer and marketer interactions and makes possible activities that raise brand awareness. Social media marketing activities is still being considered as a novel marketing tactic because of this, although its ability to influence intents is limited. But up until this point, a lot of SMM research has concentrated on studying consumer behaviour, inventive tactics, content analysis, and the advantages of user-generated material, as well as how these factors relate to building online brand communities.

Due to the internet's development of numerous apps and tools over time, new channels of communication have been established, and there have been significant changes in how people communicate. Due to the growing use of smartphones and the internet, and the fact that most consumers now rely on social media brands, businesses now recognise that sharing brand information and consumers' experiences is a new route for brand promotion. As a result, creating online communities is now quite effective. Without physically meeting, social groups give their members a sense of continuity. A virtual brand community is a group of people who buy things from a certain brand. Customers are interested in building strong relationships with other customers and professionals as well as in purchasing goods and services. Customers become more cohesive when they participate in online communities, which have an effect on the market. Therefore, it is up to the businesses to decide what strategies or elements will motivate customers to participate in these communities.

Regardless of the similarities and differences that exist between real-world communities and online communities, the nature of the online community is similar to that of actual communities when it comes to creating shared experiences, enabling social support, and attending to the members' need to identify them. Online communities are different from physical communities in terms of expressions and technology because the former rely heavily on computers to operate. To create a brand community, a specific brand's goods or services are utilised. Brand communities are specific communities established based on interactions between brand customers that are not constrained by physical boundaries. Since brand communities are formed by customers' social connections, these communities contain traditions, rituals, and a sense of community. The group members respect each other's behaviours and ideas since they learn from one another and exchange knowledge about a product. Therefore, the brand naturally acts as a conduit and a common language connecting the community members once a consumer joins a specific brand community because of sharing brand experiences. Social networking sites are fundamentally judged on their consumer value. The majority of consumers are drawn to social communities to learn about businesses and their products due to the better and simpler options for creating websites that are becoming available. Operators can also learn about consumer behaviour by continuing to interact socially with customers. The social society, however, ought to be quite valuable. By giving them knowledge about the brand in question, it should be advantageous to the potential customers. Customers should also be able to socialise with one another, which will foster a sense of community. It follows that the satisfaction of a brand social community influences community retention and selection.

Marketing Activities on Social Media

To increase brand exposure among consumers, most organisations employ internet marketing techniques include

blogger endorsements, social media advertising, and managing user-generated content. Social media is made up of internet connected programmes based on the conceptual and technical tenets of Web 2.0, allowing for the creation and dissemination of user-generated content. Social media is regarded as the most important communication channel for distributing brand information due to its interactive features that make knowledge sharing, collaborative, and participatory activities accessible to a bigger population than in media forms like radio, TV, and print. The term "social media" refers to a variety of online forums, blogs, review sites for products, social networking sites, and wikis. Social media makes it easier to share content, collaborate, and communicate with others. In addition to social bookmarking, rating, video, photographs, podcasts, wikis, micro blogging, social blogs, and weblogs, these social media platforms and apps also come in other formats. Social media is being used increasingly for communication by social networkers, businesses, and political institutions. Social media is used by businesses and governmental entities for marketing and advertising. Due to the seamless interactions and communication among consumer partners, events, media, digital services, and retailer's social media, integrated marketing activities can be carried out with less expense and effort.