

Effectiveness on Purchasing of Leather Products through Social Media

^{1*}Mugil raj P.T, ²Dr K V R Rajandran

^{1*}Research Scholar, Department of Management Studies, Periyar Maniammai Institute of Science and Technology

^{1*}Corresponding Author Email: mugil.raj1996@gmail.com

²Professor, Department of Management Studies & Director International Studies, Periyar Maniammai Institute of Science and Technology

²kvrrajan@pmu.edu

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ABSTRACT

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Introduction: Social media and networking sites have been evolving into a means for merchants to expand their marketing campaigns to target broader consumer base in today's technologically advanced world.

Objectives: Social media platforms and online media goal is to promote communication, collaboration, and content exchange. Social media pushes power beyond businesses and towards people and communities—that is, creative users.

Methods: This has had both positive and negative consequences on well-known companies. The study aims to demonstrate the impact of social media towards purchasing of leather goods by examining a number of characteristics, such as (customer attitude, brand engagement, brand equity, and brand commitment).

Results: The study used a field research and survey methodology to collect quantitative data on 150 online shoppers' opinions.

Conclusions: Using mean and correlation analysis on graph pad prism were used to determine the relationship of the study. The study's findings show the customer prefer branded leather goods with latest design.

Keywords: social media, customer attitude, brand engagement, brand equity and brand commitment

INTRODUCTION

Several billions of individuals are online at any given time in the modern world. New social and economic ramifications result from social media's obsolete traditional channels, item information, and purchase. Social media is getting easier and more vital over time because it is used for customer service, internal staff communication, and overseas marketing advertisements. Due to its 55% greater ability to stick in people's memories compared to traditional advertisements, social media-based marketing has garnered a lot of attention. On the other hand, a 2013 study claims that social media affected 90% of purchases. (2013) Marketingcloud.com. Even though social media marketing is becoming more and more important in a variety of industries, research on social media marketing activities (SMMAs) has been conducted, but most of the studies focus on the impact SMMAs have on behavioural goals or customer satisfaction (Sano 2015). Social media plays a big part and presents potential when businesses use it to sell to their customers in a unique way (Kelly et al., 2010). Through the process of generalising social media across the community, researchers are able to examine the motivations behind the usage of social media, as well as the length of time and frequency of use within a certain time frame. (Bolton et al., 2013) social media is a tool that most businesses utilise for social media marketing in order to communicate with their current and future customers. Engaging with customers on social media can operate as an advertisement for encouragement or proactive usage, much like traditional marketing does. The study discusses about the effectiveness on purchasing of leather products through social media with the sample size of 150 respondents at college staff and students. The results deliver that appearance, consumer brand engagement, brand trust and brand awareness of the product influence the consumer on purchase intention through social media.

REVIEW OF LITERATURE

Hossein Bodaghi Khajeh Nobar et al. (2020) studied about the Impact of social media marketing activities on brand equity and brand commitment in the leather industry. The impact of SMMAs on brand commitment was the primary goal of this study, with a focus on the mediating roles of brand awareness and brand image in Novin Charm Company. The outcomes demonstrated the appropriateness of the structural model's fitness metrics for the analysis. The study's hypotheses and results also supported the model's variables' positive correlations. The findings indicate that social media activities have an impact on brand recognition and image, and that this influence increases brand commitment. Mohammad Kosarizadeh et al. (2015) researched about the Effect of social media on Consumer Purchase Intention (Case Study: Leather Products). The goal of the current study is to determine how social media affects consumers' intentions to make purchases. It is applied objectively and descriptively, with a focus on the causal model. The study's statistical society is comprised of all leather goods users. To extract data from the questionnaire, a sampling technique was employed. The study hypotheses state that the value equity factors are impacted by the social media marketing habits variables, and that the purchase intention variable is impacted by these variables as well. All of the study's hypotheses were supported by the data analysis results. Rizwan Raheem Ahmed et al. (2023) Studied about the Effect of social media marketing of luxury brands on brand equity, customer equity and customer purchase intention. The main focus of the study was how social media marketing affects brand equity, which in turn creates purchase intention and customer equity. We used Smart-PLS 3.0 to do structural equation modelling for this purpose, and a structured questionnaire was used to gather data from 312 respondents. The results indicate a significant connection between brand equity and social media marketing. Customer equity is directly impacted by the way social media marketing initiatives through brand equity work: In addition to internet shopping, testing and trial sessions have a greater influence on Pakistani consumers' decisions to buy expensive fashions. In Pakistan, there aren't many online brand communities where consumers may engage with like-minded individuals and discuss high-end brands. Zirui Jiany (2023) studied about the Influence of social media interaction on consumers purchase intention. The benefits, disadvantages, opportunities, threats, and interaction form are all studied using the SWOT analysis method. Additionally, it examines how parasocial contact affects consumers' purchasing decisions. In summary, people's purchase intentions can be positively stimulated by suitable engagement. The study question is predicated on the use of maintain software to compile and examine the effects of consumers' interactions with vendors during the course of making purchases. Suman parajuli et al. (2022) studied about the social media and purchase habits of consumers. The study concluded that Customers' actions were found to be strongly and positively connected with the degree to which they trusted content published on social media sites, according to descriptive statistics, regression analysis, and correlation analysis. Nonetheless, it was shown that there was a negative and substantial correlation between perceived risk and customer behaviour. Furthermore, it was shown that there was a strong positive correlation between consumer behaviour and perceived value. Regression research revealed that perceived value and social media trust had a big impact on customer behaviour. Simultaneously, it was shown that consumer behaviour was significantly negatively impacted by perceived risk. Sang Vo Minh et al. (2022) Studied about the role of social brand engagement on brand equity and purchase intention for fashion brands. The objective of this research is to ascertain the influence of social brand engagement through social media platforms on brand equity and purchase intention towards fashion companies in the Vietnamese market. 637 Vietnamese individuals between the ages of 18 and 50 had their primary data collected for the study using a quantitative methodology. According to research findings, social brand interaction has a direct beneficial impact on brand equity and an indirect positive effect on purchase intention. Furthermore, social brand engagement functions as a moderator and positively influences the relationship between brand awareness and purchase intention; however, when examining the impact of this variable on brand association and buy intention, it is not statistically significant. These results add to the body of knowledge demonstrating the significance of social brand. Saadet sagtas (2022). Studied about the effect of social media marketing on brand equity and consumer purchasing intention. This study aims to investigate how social media marketing influences consumers' intentions to make purchases. Using the established model, this study has investigated the impact of social media marketing activities on perceived brand equity and purchase intention. A study-related online survey was administered to 227 Facebook users who actively follow any brand profile on the social media platform. The SmartPLS programme was used to analyse the collected data. It has been concluded

from the investigation that social media marketing positively affects brand equity and purchase intention. Based on the study's results, it can be concluded that companies can improve the way people perceive their brands. Ahsan Raza et al. (2022) studied about the Influence of social media marketing on consumer purchase intention: investigating the effect of non-local brands. The issue from our earlier study is that it's simple to use the websites and applications of non-local firms. our could be problematic for Pakistani social media users' purchase intents, which is why our research is looking into it along with other factors. The study's literature goes into great detail to explain the hypothesis, which consists of the connections between purchase intention and brand loyalty as well as the relationships between brand trust, brand community, brand awareness, emotional attachment, and interaction and ease of use with purchase intention. This study used a quantitative methodology. Online information was gathered from 351 Pakistani social media users. Homa Kavoosi Kalejahi et al. (2019) Studied about the Impact of social media on brand commitment: testing the mediation role of perceived value and brand image. The purpose of this study is to assess how social media affects brand commitment, with a focus on the mediating effects of perceived value and brand image. The clients of LG Company comprise the target sample for this study. Cronbach's alpha and composite reliability indices, which have been acquired more than 0.8 and 0.5, respectively, for all variables, indicate that the research's validity and reliability are assessed. The study's findings supported the suitability of the suggested model for assessing the social influence of media on brand commitment in light of the mediating roles of perceived value and brand image. Furthermore, the outcomes demonstrated that perceived value and brand image have a substantial impact on brand commitment. X.Lim et al. (2017) Studied about the Impact of social media influencers on purchase intention and the mediation effect of customer attitude. The purpose of this study is to examine the efficacy of social media influencers with particular attention to meaning transfer, product match-up, source attractiveness, and source legitimacy. It is suggested that the relationship between the exogenous and endogenous factors is mediated by consumer attitude. The purposive sampling approach was used to create the data collection process, and the PLS-SEM technique was then used to evaluate the 200-responder dataset. With the exception of source credibility, all hypotheses are found to be justified. The consumer attitude's mediating impacts are also identified. There is also additional discussion of the implications, constraints, and suggestions for suggested study.

SOCIAL MEDIA

In order to build and sustain relationships with customers social media platform are the effective tool that business leaders can use. Social media marketing is the key to attract customers and generate content beneficial to its agency and the customer (J. Joe 2020). Social media marketing allows businesses to expose themselves to a wider audience, attract more clients, and save a significant amount of money compared to using other forms of advertising and communication. Businesses also use social media to gain fresh insights into the needs and desires of their client (Sarabdeen.J 2013). Traditional media is gradually being replaced by social media, and more customers are turning to them for information about goods, services, and brands⁹ (Siriwardana.A 2020)

BRAND EQUITY

Brand equity relationship marketing and are still paying attention to scholars and practitioners. To maintain a balance between the emphasis on short-term profitability, managing the marketing function, and weighing other options, the holistic brand entity must be measured (Ambler. T 1995). In addition to having an impact on perceived quality, brand recognition, and brand loyalty, social media marketing initiatives also have an impact on brand equity (Karamian H 2015). Online reach is positively correlated with brand equity; it is positively correlated with active user responses (such as sharing and comments); it is negatively correlated with the frequency of company-initiated posts. A company's brand equity can be negatively impacted by over-posting content on social media, as it can lower a company's cumulative online reach. Other implications include empirical evidence of the return on investment of social media marketing and the conclusion that social media metrics that measure active audience responses—like comments and sharing—are more valuable to a company's brand equity than those that measure passive audience responses—like likes, hearts, and video views (Shay. R2019).

BRAND COMMITMENT

Through empirical evidence, the authors show that while brand customer orientation and social responsibility have a greater impact on brand commitment in cultures that are collectivist, long-term oriented, and high on power distance (i.e., China), brand innovativeness and brand self-relevance have a greater impact on brand commitment in cultures that are individualist, short-term oriented, and low on power distance (i.e., the United Kingdom) (Eisingerich.A 2010). One of the most often used platforms for brand connection building by businesses nowadays is social media. It is necessary to investigate how social media affects the development of client loyalty (Ersoy A.B 2021).

CONSUMER PURCHASE INTENTION

Social media and internet technology have made a lot of opportunities available to consumers and marketers worldwide. Marketers are doing all in their power to predict customer purchasing behaviour in the future (Gautam. V 2017). While a consumer's engagement with a brand on its social media page was significantly influenced by brand familiarity and information quality, the consumer's engagement with the brand's social media content was more significant. Additionally, social media engagement with a brand generated a favourable opinion of the page, which in turn influenced future buy intentions from the brand (Mc clure. C 2020).

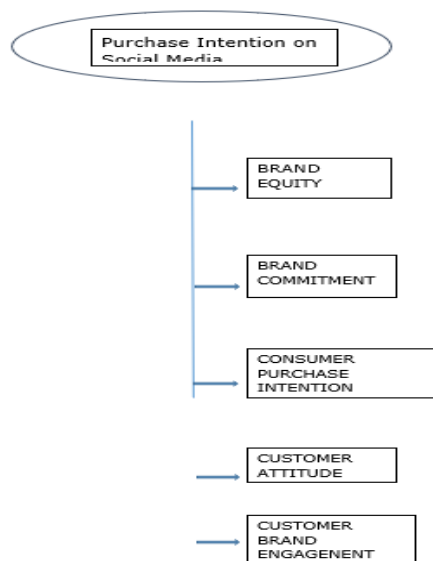
CUSTOMER ATTITUDE

Customers' information sources have a big impact on their attitudes and future behaviour. These days, social media is among the most significant sources of information for consumers (Farhangi. A 2015). In addition to providing a personalised means for businesses to market their goods and services, social media usage is skyrocketing as a result of internet users' need for social interaction. Historical data indicates that social media has played a major role in altering consumers' perceptions during the purchasing process. Businesses cannot overlook the increasing influence that social media sites have on consumers' purchasing decisions (Motwani. D 2014)

CUSTOMER BRAND ENGAGEMENT

The use of engagement in marketing has become increasingly important in order to strengthen consumer relationships and brand loyalty. In spite of this, there aren't many empirical studies that concentrate on how customers engage with brands (Kumar.V 2020). In the traditional perspective, the consumer is only a passive recipient of the value that the firm creates; the process of value creation occurs inside the company. Yet, in the era of social media, consumer brand engagement has emerged as a novel element of supply chain and service value, as it has the potential to produce transaction value (Yu.J 2018).

PROPOSED FRAME WORK



OBJECTIVES

1. To assess the influencing factor of consumer purchase intention on social media in purchasing leather products.
2. To study the relationship between customer relationships (i.e., brand awareness, Consumer attitude, Consumer brand engagement, Brand trust & loyalty intention) and purchase intention in leather products.

RESEARCH METHODOLOGY

This study employs a survey-based quantitative research design. Non-probability sampling is the method used to collect research samples. The respondents are MBA pursuing graduates and faculty member at Thanjavur, Tamil Nadu, who have experience making purchases (shopping) on online marketplaces. Collecting data through the distribution of questionnaires for additional analysis. The surveys are distributed directly to Thanjavur college and are hosted on Google Forms. At the conclusion of the data collection process, 150 valid answers were gathered using slovin's formula. This indicates that the sample satisfies the requirements for a good sample. Mean and graph pad prism was used in this study's analysis to process the data and provide the findings.

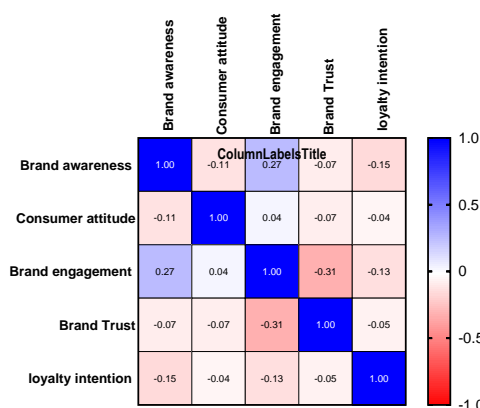
DATA ANALYSIS AND INTERPRETATION

Table 1: Mean analysis to assess the influencing factor of consumer purchase intention on social media in purchasing leather products.

	N	Mean
Quality	150	3.67
Appearance	150	3.74
Review	150	3.60
Seller Interaction	150	3.63
Offer and Discount	150	3.47

From the table 1 it is evident that the mean value of appearance is (3.74) (i.e) appearance acts as the influencing factor of consumer purchase intention on social media in purchasing leather products following that quality stands as a second top mean value (3.67) further seller interaction is concentrated as the influencing factor of consumer purchase intention on social media in purchasing leather products with the mean value of (3.63). The above variables are widely concentrated by the customers as the influencing factor of consumer purchase intention on social media in purchasing leather products.

Table 2: Pearson correlation to study the relationship between customer relationships (i.e., brand awareness, Consumer attitude, Consumer brand engagement, Brand trust & loyalty intention) and purchase intention in leather products



From the table 2 it is evident that Pearson correlation of relationship between customer relationships and purchase intention was found to be statistically significant on total of 3 out of 5 variables namely customer attitude, brand

engagement and brand awareness. Mentioned this shows customer relationship concentrating on the variables would lead to more purchase intention.

CONCLUSION

In this quantitative survey, the researcher examined the influence of social media on the effectiveness of purchasing leather products. The study revealed a favorable correlation between social media engagement and purchasing decisions. Consequently, the findings underscore the importance of businesses enhancing their online connections with customers. The findings show that customer brand engagement, brand awareness and customer attitude have a significant impact between customer relationship and purchase intention. The results further show that appearance of the product, quality of the product and seller interaction has significant intermediation in the relationship between social media marketing and customer purchase intentions. The study concludes that there is a direct relationship between social media advertisement and purchase intentions.

The results indicate that companies should focus on specific outcomes related to social media network activity and device customized strategies to enhance the relationship. The findings suggest that social media activity outcomes are particularly advantageous for promoting their brands and can be utilized more effectively in social media management by understanding the nature and impact of various social media network activity outcomes.

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