

IMPACT OF SOCIAL MEDIA ON CONSUMERS' PURCHASE INTENTION IN MOBILE NETWORKS



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2016



ABSTRACT

Social media has become the modus operandi of the 21st century. Building on the foundation of Web 2.0, social media applications have facilitated unprecedented growth in human interaction in modern times. Communication through social media has found impact on consumer decision-making and marketing strategies. Also, the advertising on social media page has built new consumers' behavior.

This study assessed the Impact of Attributes of Social media on Consumers' Purchase Intention in Mobile networks in Nuwara Eliya Divisional Secretariat Council. The researcher aims to achieve mainly two objectives. Those are to study the existing level of the Attributes of Social Media and Consumers' Purchase Intention in mobile networks in Nuwara Eliya Divisional Secretariat Council and examine the relationship between the Attributes of Social Media and Consumers' Purchase Intention in mobile networks.

Sample selected through convenience sampling method, the researcher has selected 192 Social Media users from Nuwara Eliya Divisional Secretariat Council and questionnaires were sent online and Statistical Package for Social Science (SPSS 19.0) was used to present, analyze and evaluate data. Mainly, descriptive analysis, correlation and regression analysis methods were assisted to it.

In terms of the existing level of the Attributes of Social Media and Consumers' Purchase Intention in mobile networks in Nuwara Eliya Divisional Secretariat Council, there is a higher level at the particular context. In terms of second objective, findings reveal that there is a positive significant relationship between the Attributes of Social media and Consumers' Purchase Intention in mobile networks.

Key words: Attributes of Social Media, Purchase Intention



TABLE OF CONTENTS

| | |
|---|------|
| Acknowledgement..... | I |
| Abstract..... | II |
| Table of Contents..... | III |
| List of Tables..... | VIII |
| List of Figures..... | X |
| | |
| Chapter One: Introduction..... | 01 |
| 1.1 Background of the Study..... | 01 |
| 1.2 Problem Statement..... | 03 |
| 1.3 Research Questions..... | 04 |
| 1.4 Research Objectives..... | 05 |
| 1.5 Significance of the Study..... | 05 |
| 1.6 Scope of the Study..... | 06 |
| 1.7 Chapter Summary..... | 06 |
| | |
| Chapter Two: Literature Review..... | 07 |
| 2.1 Introduction..... | 07 |
| 2.2 Social media background..... | 07 |
| 2.3 Social Networking Sites..... | 09 |
| 2.4 Social Media Marketing..... | 10 |
| 2.5 Growth of Social Media Marketing..... | 13 |
| 2.6 Attributes of Social Media..... | 15 |
| 2.6.1 Entertainment..... | 15 |
| 2.6.2 Interactivity..... | 16 |
| 2.6.3 Trendiness..... | 17 |
| 2.6.4 Customization..... | 17 |
| 2.6.5 Word of Mouth..... | 17 |
| 2.7 Facebook Marketing..... | 18 |

| | |
|--|-----------|
| 2.8 Purchase Intention..... | 20 |
| 2.10 Chapter summary..... | 21 |
| Chapter Three: Conceptualization and Operationalization..... | 22 |
| 3.1 Chapter introduction..... | 22 |
| 3.2 Conceptualization..... | 22 |
| 3.2.1 Definition of Independent variable and dependent variable..... | 22 |
| 3.3 Operationalization..... | 23 |
| Chapter Four: Methodology..... | 29 |
| 4.1 Chapter Introduction..... | 29 |
| 4.2 Research Design..... | 29 |
| 4.3 Sampling..... | 30 |
| 4.4 Methods of data collection and measure..... | 30 |
| 4.4.1 Source of Data..... | 30 |
| 4.4.2 Structure of the Questionnaire..... | 31 |
| 4.5 Data Presentation and Analysis..... | 33 |
| 4.5.1 Method of Data Presentation..... | 33 |
| 4.5.2 Data Analysis and Evaluation..... | 33 |
| 4.6 Summary..... | 39 |
| Chapter Five: Data Presentation and Analysis..... | 40 |
| 5.1 Chapter Introduction..... | 40 |
| 5.2 Data Reliability..... | 40 |
| 5.3 Personal Information..... | 41 |
| 5.3.1 Personal Information: Gender..... | 42 |
| 5.3.2 Personal Information: Age..... | 42 |
| 5.3.3 Personal Information: Occupation..... | 43 |
| 5.3.4 Personal Information: Monthly Income..... | 45 |
| 5.4 Social media usages..... | 46 |
| 5.4.1 Analysis of Online social media and Traditional media..... | 46 |



| | |
|--|----|
| 5.4.2 Analysis of social media method of using..... | 47 |
| 5.4.3 Analysis of the Service Provider..... | 48 |
| 5.4.4 Comparison between most popular social network platforms..... | 49 |
| 5.4.5 Social Media Access Point..... | 50 |
| 5.4.6 Accessing Device..... | 51 |
| 5.5 Research Information..... | 52 |
| 5.5.1. Level of Social Media Marketing..... | 52 |
| 5.5.1.1 Entertainment..... | 53 |
| 5.5.1.2 Interaction..... | 54 |
| 5.5.1.3 Trendiness..... | 54 |
| 5.5.1.4 Customization..... | 55 |
| 5.5.1.5 Word of Mouth..... | 55 |
| 5.6 Descriptive Statistics for Consumers' Purchase Intention of Mobile Networks..... | 56 |
| 5.6.1 Consumers' Purchase Intention..... | 57 |
| 5.6.1.1 Attitudes towards the Behavior..... | 57 |
| 5.6.1.2 Subjective Norms..... | 57 |
| 5.6.1.3 Perceived Behavioral Control..... | 58 |
| 5.6.2 Relationship between Social Medium Marketing and Consumers' Purchase Intention..... | 58 |
| 5.6.2.1 Bivariate Analysis..... | |
| 5.6.2.2 Correlation Analysis..... | 58 |
| 5.6.2.3 Relationship between Entertainment and Consumers Purchase Intention..... | 59 |
| 5.6.2.4 Relationship between Interaction and Consumers' Purchase Intention..... | 59 |
| 5.6.2.5 Relationship between Trendiness and Consumers' Purchase Intention..... | 60 |

| | |
|---|----|
| 5.6.2.6 Relationship between Customization and Consumers' Purchase Intention..... | 61 |
| 5.6.2.7 Relationship between WOM and Consumers' Purchase Intention..... | 61 |
| 5.6.3 Multiple Regression Analysis..... | 62 |
| 5.6.4 Simple Regression Analysis..... | 65 |
| 5.6.4.1 Regression Analysis between Social Media and Consumers' Purchase Intention..... | 65 |
| 5.6.4.2 Regression between Social Media and Consumers' Purchase Intention..... | 65 |
| 5.6.4.3 Regression between Entertainment and Consumers' Purchase Intention..... | 66 |
| 5.6.4.4 Regression between Interaction and Consumers' Purchase Intention..... | 67 |
| 5.6.4.5 Regression between Trendiness and Consumers' Purchase Intention..... | 67 |
| 5.6.4.6 Regression between Customization and Consumers' Purchase Intention..... | 68 |
| 5.6.4.7 Regression between Word of Mouth and Consumers' Purchase Intention..... | 69 |
| 5.7 Hypothesis Development..... | 69 |
| 5.8 Chapter Summary..... | 72 |
| Chapter Six: Discussion..... | 73 |
| 6.1 Chapter Introduction..... | 73 |
| 6.2 Discussion of Research information..... | 73 |
| 6.2.1 Existing Level of Social Media and Consumers' Purchase Intention..... | 73 |
| 6.2.2 The Relationship between Social Media and Consumers Purchase Intention..... | 75 |
| 6.5 Chapter Summary..... | 77 |

| | |
|---|----|
| Chapter Seven: Conclusion and Recommendation..... | 75 |
| 7.1 Chapter Introduction..... | 75 |
| 7.2 Conclusion..... | 75 |
| 7.3 Recommendations..... | 77 |
| 7.4 Limitations for the study and suggestions for the future studies..... | 78 |
| 7.5 Chapter Summary..... | 79 |
| References..... | 80 |

Appendix

Appendix - 1: The Questionnaires used for the study