

The impact of social networks (Facebook) on Consumer Purchase.

تأثير شبكات التواصل الاجتماعي (الفايسبوك) على نية شراء المستهلكين .

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ملخص

الهدف الرئيسي من هذه الدراسة هو تقديم اطار نظري وتطبيقي لتأثير تطبيقات وأنشطة الفيسبوك على نية شراء المستهلكين وهل يساعدهم بمعلومات حول السلع والخدمات . تحليل معادلات الانحدار التي أجريت على نتائج لعينة من 500 مستخدم الفيسبوك على صفحة biwoichirat أكدت الدراسة الاحصائية على ان استخدام الزر "أعجبي" و "الزر" تقاسم " و الكلمة الإلكترونية المنطوقة لها تأثير إيجابي على نية شراء وتؤثر على قرار المستهلك. بينما اعجاب الاصدقاء ومكان المتجر لا يظهر له أي تأثير كبير على نية الشراء.

كلمات مفتاحية: نية الشراء ،الكلمة الإلكترونية المنطوقة، الفيسبوك، التسويق عبر وسائل التواصل الاجتماعي.

Abstract:

This study investigates the influence of Facebook applications and activities on consumers purchase intention and provide insights into whether consumers take information from Facebook and whether that activity influences consumer purchase intention. Regression analyses conducted on the results from a survey of 500 of the biwoichrat page Facebook users that suggest to use like button, location E-wom, check-in service and the share button. The variables likes, Electronic word of mouth and Sharing have positive effect on consumers' purchase intention. Place notification, Friends likes did not have positive effect on consumers' purchase.

Keywords: purchase intention, E-wom, Facebook, Social Media Marketing.

1-Introduction:

Social media have provided new opportunities to customers to engage on internet interactions. Customers use social media, to generate content and to communicate with other users. It is a must for Build relationship with customer using the latest technology (Christou et al, 2016 p 608). This includes social media that could be accessed 24 h in mobile devices. Thus social media becomes a hub for market intelligence as marketers begin to understand consumer's purchasing behavior and gain insight as to why consumers feel the way that they do about certain brands.

These opportunities allow the marketer to create dialogue with the consumer fine tune the marketing message and maintain the brand's presence in online market places. Consequently , as part of future marketing effort and one-to-one relationship building , social media is not only selling products but also develop brand loyalty .Today, Facebook has become one of the most solicited means of entertainment, a marketing tool and an advertising channel to which consumers have direct and interactive access (Brahim et al , 2016, p 03). According to the IWS, Algeria has 18,580,000 internet users.

That is a penetration rate of 44.2% between the years 2000-2017 which corresponds to a growth of 37.06%. A meteoric rise when we know that in 2000 Algeria had only 50 thousand Users. According to Facebook, 18 million Algerians use this social network against 15 million for Morocco and early 7 million for Tunisia. However, despite the widespread use of social media in marketing, the lack of understanding of the impact of social media marketing on various products and services needs to be explored.

Therefore, a more complete study on several social media sites is needed like for example Twitter, Google Plus, LinkedIn, Instagram. One of the most popular social networking sites is Facebook so users can stay in touch with friends, family or communicate new friends through common communities. The average Facebook user spends 700 Minutes a month online, averaging 130 Facebook friends Facebook recently ranked first for the most viewed sites ; Daily occurrence of users to sign in to Facebook . Facebook is a way to stay Connected 24/7 with the ability to log in through computers, laptops, iPads and mobile devices, many companies view it as a cost-effective strategy to use when communicating with consumers.

1-1-Research Problem

Online social networks have become an efficient major part of human communication and interaction life and influence in many different ways on people's behavior and communication (Facebook, MySpace, Twitter, YouTube, virtual communities, etc.), this tool have been recognized as an important effective source of information for products and services and cues for behavior and action for individuals . This applications whit Likes, Friends, Likes, sharing, Place Notification, EWOM, influence a consumer's intention to purchase a product. Thus it is of interest to examine the influence of Facebook social applications on consumers purchase intention. Consequently, the research question is;

“Do Facebook social applications have an Influence on consumers purchase decision?”

1-2-Research Objectives:

For the purpose of the study, the question arises:

1. Does social media marketing have an influence to purchase intention?
2. Does E-wom have an influence purchase intention?

The objectives of this study are:

1. To determine the impact of social media marketing on purchase intention.

2. To determine the impact of E-wom on purchase intention

I-Literature review:

Social media marketing (SMM) involves methods pertaining to direct and indirect marketing to generate consumer awareness, recognition and recall for a product, person or a brand being executed through web tools of social networking (Simona Vinerean, 2013,P67). In simpler terms it is referred to as a practice of advertising done online, that makes use of the ethnic and characteristics of a society , in the form of social networks (Facebook & YouTube), virtual networks (Second Life) and opinion oriented sites (Eopinions) to accomplish strategic mar-keting objectives . It has the ability to convert consumers into marketers and advertisers who have the tendency to formulate, edit and disseminate online information pertaining to product and services and brands.

I-1-Social Media Marketing:

Social media can be defined as "consumer-generated media that covers a wide variety of new sources of online information (Salih Yildiz, may 2016,P86), created and used by consumers intent on sharing information with others regarding any topic of interest " (Pütter, 2017,P25) Social media is a powerful component of an integrated marketing channel that its platforms included blogs , micro blogs , email , and social networking sites provides many benefits for both marketers and consumers to achieve marketing communication. It is a set of new types of electronic media, which share most or all of the following characteristics:

Participation, engagement, openness, awareness, dialogue, symmetry, interdependence and interaction (Hanaysha, 2016, P 47) . There are four types of social media, they are weblogs, social networks micro-blogs , photo and video sharing sites (Laksamana, 2018 ,P 14) . The advantage of this new electronic channel is that it can be used to communicate globally and to enrich marketing toward consumers at the personal level. Through users ‘feedback or by observing conversations on social media, a company can learn about customers ‘needs, potentially leading to involvement of members of the community in the co-creation of value through the generation of ideas (F. Safwa Farook, 2016).

I-1-Social Media and Facebook:

Attracted by the large number of users , companies have created brand communities in social media such as Facebook, which boasts having more than a billion monthly active users (Face-book , 2013). Facebook initially began as a series of forums through which young people connected (Jafar Mousavi, 2015), and rapidly evolved into important platforms for social and commercial exchange . When a registered Facebook user visits a page , that user can become a fan by clicking on the button like‘ (ElAydi, 2018, p 03). This permits the owner of a page to post informational content that will appear in the news for their fans, who will react by liking it, commenting on it and sharing it. In this way Facebook gives brands a voice and establishes an active conversation with Facebook users. Facebook has 1.44 billion users and 74.2 million pages in the world. Also, facebook that increase total number of users 12% between 2014 and 2015 date , can affect many markets. Widespread usage of facebook has led researchers and academicians to research on this subject.

I-2-Electronic Word of Mouth:

Electronic word of mouth is the transformation of traditional word of mouth as how people interact in traditional word of mouth , but on a platform over the Internet .Word of mouth on the Internet (e WOM) is defined as a online platform for sharing positive or negative Reports between current users and future customers (Erfan Severi , 2014 , p86). We also believe that word of mouth is one of the powerful options for sharing information

between peoples be-cause word of mouth is the procedure Transfer opinions and views from one individual to another.

I-3-Purchase Intention:

With the constant buying decisions every day and numerous options in the market, consumers have to cope with information overload. Purchase intention is defined as the possibility of consumer in purchasing product or service in the near future (Bamini KPD Balakrishnan, 2014 ,P 179) . online purchase decision research indicates online stores are important and hig-hly visible representatives of the ‘new economy’ (James E. Richard, 2014,P02).

One of the most well-known HOE model in purchase decision is attention , interest, desire, action (AIDA). Purchase intention is expressed as consumer’s will to promise certain activity related to future consumption or possibility of purchasing in the future purchase intention is carries several meanings which are the willingness to consider buying , an intention to buy in the future, and the decision to repurchase (Heba Sadek , 2017, P 239) . Beyond that, purchase intentions refer to the degree of perceptual conviction of a customer to buy a product . that depend on several factors such as cue that triggers consumer towards considering a product or a brand to be included in their consideration set (Ismail, 2017,P4). Consumers will undergo a process of recognising the intended product to purchase, then will further research and ana-lyse the product before commit to buy.

II-Hypotheses Development :

Likes, comments, messages , and other types of communication play several roles in social network sites . The warranting principle suggests that when making judgments about a per-son , we weigh information generated by that person less strongly than information generated by other people, since other-generated information is less prone to manipulation (Michel ; La-roche, 2013,P77). Therefore , visible actions performed by others shape the impressions we make about a person (Fischer , 2011, P15). For example, friend’s posts and comments on a person’s wall influence others’ assessments of that person’s attractiveness more than that person’s own content.

II-1-Likes :

Facebook's " Like " button feature allows consumers to share pages of the website and / or company in one click in their Facebook profile. By " loving " a page, the user has voluntarily chosen to communicate permanently with the owner of this page .Companies can create Face-book pages and then encourage Facebook users to become " fans " of these pages by clicking the "Like" button on the page . Once this page has been "liked", the user receives commercial updates and the opportunity to observe the activity of other fans within this page via his personal news feed. Therefore , announcements of new items , discounts, recommendations and third party notices can and will be viewed by the user . When a user clicks the ‘like’ button under an item of content , that item of content may be distributed into the news feeds of their friends . The item will be accompanied by a message telling their friends they ‘liked’ it, So: **H₁: The number of “ likes ” a page of interest or item of interest receives positively influences consumer purchase intention.**

II-2-The likes of friends:

Consumers are likely to participate in purchases via social networks ;trust their friend's recommendations via Facebook . Google is the search engine of choice, but the information provided by friends is becoming more reliable and consumers are more likely to buy products or services recommended by their friends. So:

H₂ : The more a consumer’s Facebook friends have liked a page or product positively influences the consumer purchase decision.

II-3-Location based check-in service:

Users can check in at a particular location, which pushes a message into the news feeds of their friends telling them they are there. This application increases word of mouth and local knowledge, and also helps retailers to reach potential consumers. This is a relatively new application on Facebook and leads to the third hypothesis:

H₃: ‘check-in’ services have positively influences consumers purchase intention.

II-4-The Comment:

Users can write a comment under most items of content. The comments are then visible to all those who view that item of content, or when the item of content appears in friends’ news feeds ‘comment’ feature may influence consumers purchase intention. The effect of friends and other users ‘posting’ comments on purchase decision has not been widely researched and leads to the fourth hypothesis:

H₄: Friends ‘posting’ comments have positively influence consumer purchase intention.

II-5- Sharing:

Every 20 minutes one million links are shared on Facebook. Users can share an item of content by reposting it to their own, or to a friend’s, wall and news feeds. When they share the item on their wall it may be pushed into their news feed where friends can like, comment on it, and share it again. As the image is shared into different peer networks, it is viewed in multiple contexts and generates new strings of comments. A user on a brand page can see how many times an item of content has been shared, but cannot see the different contexts in which it has been shared and new comments attributed to it.

H₅: Friends and businesses ‘sharing’ pages, products or services positively influence consumer purchase intention

II-6- E-WOM

has a significant effect on purchase intentions regardless of the type of virtual communities. Explained Tseng, Kuo, and Chen in their study, which also stated that, “E-WOM was found to play a very important role on purchase intentions. Furthermore, this study found that positive E-WOM is positively related to purchase intentions and has a greater effect on purchase intentions than ads. The findings suggest that firms should encourage members to share their knowledge or experience rather than just posting ads, especially in no transaction virtual communities. In addition, low-involvement ads have negative effects in virtual communities so firms should design high-involvement ads, such as virtual props, blogs, and rich media, to attract the attention of potential customers”.

H₆: E-wom have positively influence consumer purchase intention

III-Methodology:

This study is an empirical research. It was conducted a sample of 500 individuals. A questionnaire was administered online, with the fans of Algeria bi3oichrat Facebook page. The measurement scales used and the items measuring our variables are taken from the literature and as such they have already been validated.

III-1-Data Collection:

The questionnaire has two parts and 20 questions. First part included questions regarding the likes, friends likes, sharing, place notifications, electronic word of mouth communication an purchasing trend. Second part consists of questions to determine demographics. Items for each factors came from empirical studies in the literature and adapted to study. All questions were measured by five-point Likert scale. For instance, Further, a five-point Likert scale was used, where 1 = “strongly disagree” and 5 = “strongly agree.” The questions from the survey was derived from previous studies.. For research and especially creating scales study of Richard and Guppy (2014) was used.

III-2-The model variables:

The model we would like to test is of three variables:

- **the independent variables** : facebook variables (Likes ,Friends, Likes, Sharings, E-wom)
- **dependent variable** :Purchase Intention.

IV-Results and discussion :

IV -1-Characteristics of the sample

Data were collected over a one-month period in June 2019. Participants took part via an online survey with an average of five minutes. This survey yielded 488 usable respondents, out of a total of 488, of which 78.8% of the 16 aged 24 to 24 connect to Facebook at least once a day and 83.0% of respondents log in at least once a day,. The investigation consisted of 18 questions with a three additional demographic questions on age, sex and work experience. Eighty four of the sample was 24 to 36 years old, with 22% women and 88% of men. 65% of the respondents worked either or part time. The data was analyzed using SPSS version 18 software.

IV -2-The analysis of the validity and reliability of the factors :

for the purpose of confirming the reliability of the model of built, we used indicators such as the Chronbach's Alpha when the number of items varies greatly. Nunnally (1978) recommends a Chronbach's Alpha greater than 0.7 to pronounce on the reliability of the measurements. In our case, the alpha the lowest reaches 0.84. The exploratory factor analysis was conducted to test the construct validity of the scale. General Alpha Coefficients of scales are found as 0,88 (Likes), 0,62 (Friends like), 0,736 (Sharings),0,71 (Place notifications), 0,81 (e-WOM) and 0,76 (Purchase intentions). According to this results it is possible to say that research is a good degree of reliable.

IV -3-The analysis of the correlation between the latent variables :

using the table 1 (Correlation matrix)below, the correlation between (Likes), (Friends like), (Sharings), (Place notifications),(e-WOM) and (Purchase intentions)will show positive (+) and significant ($p < 0.01$).

	Likes	Friends like	Sharings/Place	notifications	e-WOM	Purchase intentions
Likes	1					
Friends like	0.625	1				
Sharings Place	0.327	0.323	1			
notifications	0.792	0.658	0.531	1		
e-WOM	0.259	0.679	0.501	0.878	1	
Purchase intentions	0.618	0.857	0.589	0.845	0.962	1

Table 1 : Correlation matrix

Source:Result of Amos

IV-4-The analysis of the validity and reliability of thevariables:

We have retained the items of the (Likes, Friends like, Sharings, Place notifications), (e-WOM) and (Purchase intentions). The adequacy of the data to analyze with this type of analysis has been verified: the test of Bartlett's test is significant (sig. : 0.00) the test KMO is 0.788 . The quality of representation of items is good, the overall percentage of variance explained is of 78.658 %.The exploratory factor analysis of the commitment:the principal component analysis explain 78.88 % of the variation of our model. The Bartlett's test is significant (sig: 0.00) the test KMO is of 78.658 %.The exploratory factor analysis and reliability analysis on the fidelity: the adequacy of the data to analyze with this type of analysis has been verified: the Bartlett's test is significant (sig. : 0.00).

Results of Regression Analysis According to β in table 2, electronic word of mouth is the most important factor for purchasing intention and sharings is the second important factor. As seen in table 3 results of regression coefficients are accepted at 0.05 significance level.

Table 2: Results of Multiple Regression Analysis

Variable	B	Standart Error	β	t	p
Constant	,225	,144		9,187	,000
Likes	,168	,012	,053	0,298	,001
Friends Likes	,045	,058	,012	1,258	,530
Sharings	,115	,056	,32	6,321	,000
Place	,008	,031	,019	,160	,301
EWOM	,510	,021	,215	6,156	,000

Source:Result of Amos

$$\text{Purchase Intention} = 0.225 + 0.168 \text{likes} + 0.115 \text{sharing} + 0.510 \text{ewom}$$

As seen in equation while electronic word of mouth ,likes and sharings have significant and positive effect on purchase intention, friends likes and place notification have not a significant effect.

IV-5-Hypothesis Testing:

In combination,(Table3) Likes, Friends Likes, Sharings, Place Notification,EWOM, accounted for a significant 63.33% of the variability in consumers purchase intention, $R^2 = 0.863$, adjusted $R^2 = 0.75$, $p < .001$. As Table 3 shows, sharings has the largest impact on consumers purchase intention with a β value of .510 ($p = .004$). Place Notification,Friends Likeshas no significant influence on consumer purchase intention. Consequently, hypothesis 1, 4, and 5 are supported while hypothesis 2and 3 is not supported Table 2: Results tests

Table3 : Hypothesis Testing

Hypothesis	R	t	p
H1: Likes have positive effect on consumers' purchase intention positively	,168	0,298	,001
H2:Friends likes have positive effect on consumers' purchase intention positively.	,045	1.258	,530
H3: Place notification has positive effect on consumers' purchase intention positively	,115	6.321	,000
H4: Electronic word of mouth has positive effect on purchase intention consumers' purchase intention positively	,008	,160	,301
H5: Sharings have positive effect on purchase intention consumers' purchase intention positively	,510	6,156	,000

Source: Result of Amos

V-Conclusion :

Social interaction via social networking sites especially Facebook has provided advertisers a platform to reach their targets. Especially on Facebook because it creates a good relationship and interaction between the advertisers and the consumer. The Facebook page should therefore provide information on products and services for users to generate a positive attitude that could lead to a purchase In the concept of the study it is aimed to examine the effects of likes, friends likes, sharing, place notification and electronic word of mouth on consumers' purchase intention. As a result, it is founded that likes, electronic word of mouth and sharing have effect on purchase intention. But friends likes and place notification have not a significant effect on purchase intention. It can be said that the Facebook network is constantly spreading in Algerian society and occupied An important place in the lives of individuals and the multiple beneficiaries of it, so established Pages via Facebook network for possibility Marketing.

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