Contextual Rapport of Peoples' Attitude and Social Media on Buying Pattern

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Abstract- This research paper focuses the effect of social media communication on peoples' cognitive, affective and behavioural attitude at Dhaka City, Bangladesh. This research paper emphasises on several factors also such as frequency of using pattern, demographic information of peoples' attitudes toward social media communication pattern. A self-administered questionnaire was allocated to people at Dhaka City in Bangladesh. A linear model was used as for data analysis. The study focuses that social media communication medium had depth component such as positive impact on city people such as in Dhaka. The outcome of the study revealed that people at Dhaka city who used social media for long periods have the most favourable attitudinal responses to social media marketing communications. Here social media was collectively considered and did not do any individual social media type separately. The location of data collection was only Dhaka city in Bangladesh where as other parts of Bangladesh could have been considered. The organisations who are selling brands or products should consider their selling techniques and strategies based on social media marketing activities and the different angles of usage and demographic basis when on each people or potential clients/customers. This study focused the favourable impact to cognitive, affective and behavioural elements among people in Dhaka city and in the declining stage, it is in purchase funnel model. This research is recommending provide attitudinal research on customer buying pattern in developing countries.

Keywords: Attitudes, Social media marketing communications.

1. INTRODUCTION:

Over the past two decades, the exponentially growing interactive digital technology has been overpowering the quotidian life of consumers. Internet, which has its own immense bunch of 3 billion subscribers (Internet World Stats, 2015), has been a major cause of this revolution (Arens, 2004). With the advent of internet and globalization, social networking has accelerated itself, contributing to the rise of ground-breaking information communication technology channels, in other words, social media which is also termed as Web 2.0. In fact, social networking is nothing new but a built-in aspect in human nature; people cannot live without socializing each other through communication, recommending, commenting, and alerting each other about business affairs (Uitz, 2012). Consequently, the lion's share of the people is using the online social media, in its single or various forms, for their social networking (Barenblatt, 2015). Undoubtedly, social media has now become a part and parcel of human life.

Social media sites such as Instagram, Pinterest, Twitter, LinkedIn, Facebook, YouTube, WhatsApp, WeChat, Tumblr and Google have created the opportunity for the young users to open personalized online pages through which they can communicate and interact with friends and acquaintances, and share their own blogs, posts, and information about brand-related sources (Matthee, 2011; Statista, 2015). Traditional broadcast channels like television and radio, along with print media like newspaper and magazines have been playing the role of transmitting information regarding consumers' social behaviour and how they think until this 21st century when social media is gradually supplanting those traditional channels in the role, particularly for the city people. The shift in the consumers' behaviour regarding the use of media has been a hope and, at the same time, a matter of concern for organizations (Uitz, 2012; Nhlapo, 2015). However, marketers are quite often seen to heavily depend on the social media and cell phone ICT channels for conveying their brand's promotion to the people. In addition to that, people are seen more enthusiastic to share and communicate information to their friends from the notion of implementation of entertaining and popular content; this particular social media behaviour is now regarded as a significant social media feature – word-of-mouth and considered as the future of marketing communication in social media (Yaakop et al., 2013).

There is an insufficiency of theoretical viewpoints that confirm social media as a marketing communication tool, reported by Okazaki and Taylor (2013), due to the while the theory building process took and the fact that the development of theoretical foundation was a cumulative process. In response to the absence of enough theoretical framework, a proposition from Hoffman and Novak (2012) asserts making a theoretical framework of social media exist for the sake of organizations' marketing tactics to be practiced precisely, especially for the variability in consumers' usage such as their cell phone access. In this regard, Peters et al. (2013) recommends a more holistic approach which includes various elements of social media so that marketing communication decision can be even more precise.

2. THEORETICAL CONTEXT:

Among the marketing communication tools, social networking sites, which are yet to be a generally familiar one in the arena of commercial message delivery, have reshaped the way companies communicate with their consumers. Although online marketing communication is assisted by most of the social media, it cannot be, to some extent, defined as online advertising because it has the Web 2.0 component in it which is about promoting the user-generated content, given the word-of-mouth sharing through these media (Meyerson, 2010). In its simplest definition, online marketing communication is the dissemination of company messages in text, image, video, audio, and different other advanced formats through hyperlinks. To create awareness of brand image, notify about information, secure market demand, stimulate traffic, maintain relationship with customers, provide services to customers, maintain two-way relationship, create word-of-mouth, achieve brand loyalty, generate lead, and increase sales are the primary motives of online communication effort (Thomas, 2011; Stokes, 2013). These motives suggest consideration of different attitudinal aspects in the online marketing communication. Cox (2010) advises organizations to take the attitude of social media users into account while performing online marketing communication in its different formats, especially in advertisements on the growing social networks.

There have been efforts for more than a hundred years to posit several advertising models to establish marketing communication objectives which are in line with the consumers' attitude while buying products (Barry, 1987). In this regard, attitudinal models were proposed which were two in types – single-component or one-dimension model, and multi-component model; none of these was universally agreed upon to be used (Bagozzi and Burnkrant, 1980; Barry, 1987; Weilbacher, 2001; Barry, 2002; Maio and Haddock, 2015). However, multicomponent models were agreed as valid by Bagozzi and Burnkrant (1980) and Barry (2002), and many other advocates who, keeping in line with, suggested multicomponent models to be used for assessing advertisement (Barry and Howard, 1990; Durvasula et al., 1993) recommended the use of multicomponent models to assess consumers' attitudes, especially that of Dhaka city consumers, towards the marketing messages they receive through social media and other interactive ICT platforms. As most studies are remarkably in favour of multicultural advertising models, this has been chosen to be used in this study.

Several attitude models have been figured out, categorized under the three components of attitude – cognitive, effective, and behavioural (Hamidizadeh et al., 2012). The first two consecutive cognitive attitude responses are brand awareness and acquaintance with the brand's offers. These are followed by the effective attitude responses which are liking for the brand and preferring it to others of the kind. And lastly, the behavioural attitude responses are purchase conviction and final purchase. So, a final purchase is made when these attitude response phases are passed through, although there might be variations in time lapse in between each of the phases because consumers may go through these stages all at a time or in various sequence (Lavidge and Steiner, 1961). Attitudes usually last longer with consistency over time (Hamidizadeh et al., 2012). The postulation about attitude towards advertising (Aad) suggests positive attitude towards brand is created when positive attitudes towards advertising is used, and this compliance eventually leads to positive purchase intention (MacKenzie et al., 1986; Bruner and Kumar, 2000). However, there are some other factors which act as influencers such as demographic factors like age, gender, and ethnicity, behavioural factors like media usage, and even psychological factor like an individual's mood (MacKenzie and Lutz, 1989). Nevertheless, effectiveness of advertising is still considered to be significantly affected by Aad (Yoo et al., 2010).

Studies have investigated numeral attitudinal responses towards various types of social media marketing communications. According to the study of Gensler et al. (2013), from the influence of unique connection with brands via social media marketing communications, consumers create brand stories which produce both positive and negative attitudes. A particular social media phenomenon, word-of-mouth (WOM) has been brought in light by the study of Kumar et al. (2013) which uncovers the action inducing impact of WOM. According to this study, WOM shared by influential friends in social media does create cognitive and behavioural reflection towards the brand which has been propagated. Study of Malthouse et al. (2013) revealed consumers' behaviour

towards customer relationship (CRM) messages and advertisement sent through social media; consumers check those messages and advertisements, and then share if they have liked it. Tham et al. (2013) found in their study that people are more trustful to WOM spread through traditional media and rather cynical towards the WOM information on social media. However, this study adds, social media marketing communication took its own action to take step against negative WOM propaganda that have a great deal to do with tourists' choice of their tourist spots. Study of Lukka and James (2014), which was conducted on 465 students of Bangkok University grouped in three clusters, found that attitudes towards social network advertising vary as negative, positive, and neutral. A study in Ireland conducted by Murphy (2014) revealed that user generated content in social media significantly induced purchase actions (positive behavioural responses).

To put it into a summary, this study suggests that designing contents for social media marketing communication and formulating online ICT strategies require taking consumers' perception towards social media adverts (SNA) as well as factors that shape their attitude towards SNA into serious consideration. Apart from that, it also investigates the details on how the attitude components are affected by different usage behaviours and various demographic features. This study also tries to figure out whether marketing communication in social media is more influential on the city people than that in the traditional media, which was followed by some attitude models developed from this difference of influence. Along with all of these investigations, this study also attempts to attract attention to the limited work on developing countries, hinting at the value of research to be conducted in those countries.

3. METHODOLOGY:

This study is quite empirical, and large samples were used to collect data. The statistical analysis was used to test theory. The investigation used the data from survey to find out the attitudes of people towards social media communications. This investigation was on people who use social media as buying supporting component. The population of this study is from south part of Dhaka. The concerned forms were given, they allowed and then survey was conducted. The sampling method was systematic sampling method and the participants were taken on voluntarily (Gupta, 2010). The respondents were assured fully assistances if they did not understand any of the question from the questionnaire. The respondents were not asked about any products, they were asked about determining social media communications.

This was helpfulto get the answer from each respondent to figure out the attitude stage of the respondents. Also, it helped the respondents to choose independently their assessment of component. In the questionnaire, there are three attitudes model of components have been added and the respondents founded it more comprehensive with adequate depth of information. There are three types of questions sections here such as respondents' usage variables with five multiple-choice questions, attitude components with cognitive, affective and behavioural. A scale method was used and that was given by Duffett (2015). Throughout the six months, the data was collected, about 13000 questionnaires were completed, coded and analysed.

Outcome with Analysis:

The numbers of female who are using social media as their selling component are more than male such as females are 58.46% whereas males are 48.46%. This table is showing basically the demographic information of the users of social media. The main basis was about devices by which people are using social media, duration of using social media for buying any kind of products or services, frequency of buying through social media, online/social media using hours, gender and lastly age of the users or buyers.

Pattern of Social Media Usage & Demographic Information								
Usage Pattern	Overall		Cognitive		Affective		Behavioural	
Devices of access internet								
Cell Phone	8200	63.07%	2984	58.8%	2328	55.7%	2414	57.4%
Personal Computer	953	7.34%	461	9.1%	332	7.9%	242	5.8%
Both	3847	29.59%	1631	32.1%	1520	36.4%	1550	36.9%
Years of usage								
1 year or less than 1 Year	2390	17.8%	1107	21.8	721	17.2	562	13.4

2 Years	2975	22.1%	1106	21.8	934	22.3	935	22.2
3 Years	3163	23.5%	1076	21.2	998	23.9	1089	25.9
4 Years	2365	17.6%	820	16.2	738	17.7	807	19.2
5 Years or less than 5 Years	2569	19.1%	967	19.1	789	18.9	813	19.3
Frequency								
One time in a week	8402	62.4	3127	61.6	2639	63.1	2636	62.7
2-3 times in a week	2793	20.7	1033	20.4	882	21.1	878	20.9
1-4 times in a month	1295	4.2	495	9.8	383	9.2	417	9.9
Once in a month	401	3.0	157	3.1	110	2.6	134	3.2
Spending time in online (Duration)								
Less than 1 hour	4920	36.5	1645	32.4	1684	40.3	1591	37.8
2-3 hours	2425	18.0	1014	20.0	692	16.6	719	17.1
4-5 hours	1642	12.2	639	12.6	537	12.8	466	11.1
Gender								
Male	6300	48.46%	2179	42.9	1784	42.7	1891	45.0
Female	7600	58.46%	2897	57.1	2396	57.3	2315	55.0
Age								
13-20	2458	18.2	664	13.1	889	21.3	905	21.5
21-30	5152	38.3	1793	35.3	1653	39.5	1706	40.6
31-Above	5852	43.5	2619	51.6	1638	39.2	1595	37.9

Table: 01 Usage& Demographic Information

There is another table noted as Table two which focuses all the attitudes elements; purchase, liking, preferences and so on. This table is showing that each response towards social media are progressively going down until it meets up with culminating in the eventual purchase.

Attitude Constructs				
Attitude Components	Mean	SD	Cronbach's α	p
Purchase	2.79	.61	.81	0.000
Intension-to-purchase	2.88	.77	.89	0.000
Preference	3.06	.61	.79	0.000
Liking	3.06	.67	.80	0.000
Knowledge	3.24	.74	.84	0.000
Awareness	3.29	.77	.88	0.000

Table: 02 Attitude Constructs

The attitude model element increases as more demanding for achieving the highest position and the numbers of consumers progressed down until these would reach the position on 'purchase'. Purchase construct is basically one-way communication and is a traditional marketing communication tool. As it is known that Cronbach's Alpha coefficient is an accepted reliance of measure of reliability and the measure should be more than 7.0 and obviously 0.8 is showing a good internal consistency (Pallant, 2010). Table two is showing that all the scores from Cronbach's Alpha has the internal consistency since these are in between 0.79 to 0.89. It is showing that there is a significant attitude steps on social media marketing communications among all the respondents at Dhaka City at $p=0.0001$. Thus, it is also indicating that social media communication systems obviously are helping organizations and their products to reach customers in better and efficient ways.

This study reveals the result of positive cognitive on brand interaction through social media activities. The outcome also reveals that people of Dhaka City have positive attitudes toward social media with a maximum number of additional executions. It is showing that respondents have the most positive cognitive and affective

attitudinal response via their mobile devices. The study shows that social media has significant effect on all attitude elements and the mean value decreased in a successive step. People have huge sentiment to buy the products through social media with less effort. That is why a plenty of research still need to be done to articulate or express how to use social media as a major tool for marketing communication to develop the positive attitude in consumer mind.

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