Mediation of Online Brand Community on the Relationship of Social Media and Purchase Intention

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ABSTRACT

This paper defines the mediator performanceof the online brand community (OBC) over social media (SM) and customers' purchase intention. Tocomprehend the relationships between the variables, a survey was conducted to quota the clash of online brand community and purchase intention of individuals through social media using Instagram for a makeup community in Nigeria and to explore the ramification of online brand community toconsumers purchase intention. 384 people responded to the questionnaire distributed in a Nigerian online brand community. To comprehend the liaison between social mediaalong with purchase intention, and mediator roles of online brand community, an analysis called mediationwere conducted by applying PROCESS macro for IBM SPSS refined by Hayes.The indication of this probe was to aid brand owners to understand the usefulness of a brand community and social media platforms to increase sales.

Keywords*: Social media; Consumer's purchase intention; Consumerbrand engagement; Online brand community; Brand loyalty*

INTRODUCTION

Social media is a term used to define the relation between end user-arising media which consists of a wide range of online datamade and passed down by customersto collaborateknowledge within members in regards to any subject of interest" (Kohli, *et. al.,* 2014). Cyberspace has transformed into many patterns of media and apps,it has also altered conservativeindividual connections while creating new communication bridges. With the rise of the Internet, the dependence on social media trademarkchoices, partitioning of customerproficiencies/reviews, and brandsdata have become a new growing pitch of brand promotion. As a result, social groups are formed among individuals who have never met, which bath a community known as online-based communities.

In actuality, there are legions of distinct social media mediums (for instance social networking, text messages, sharing photos, making podcasts, streaming videos, documenting blogs). There are rich and diverse social media platforms (like Instagram, Facebook, Tiktok, and Snapchat) that vary in regards to their performances and goals. On an estimate, a user on social media spends between 30 minutes to 2 hours daily using different social media platforms. According to statistics available on Napoleon CAT (may, 2021) Instagram users in Nigeria is 8,598,000, of this population 57.6% are male, while 42.4% are female.

Social networking applications like Instagram introduced aninnovative means by providing interconnected materials from brandswhile also havinginteractions with customers through developing customer engagements. Instagram is

a video and picture participatingappthatgrants customersthe advantage to discoverrecent viral material and surfthrough other users' contentsthrough tags or places. The significanceof this clue is centered upon the transition in which the techniquefrom the internet is exploited, even events (such as hosting live streaming events) are growing in popularity. Social media hasdeveloped into a meaningful factor in branding as a resultofthe change in the layoutacross which customers connect with end-products and its brands. Customers are graduallystimulated to communicate with others, make content that represents their styleinclinations whilst engaging with businesses. When customers are enthusiastic about this route, they are more likely to encourage others to explore specific brands (Christodoulides, 2009).

Academics have conceded that technology has developed into a key factor in growing marketplaces and can define the completepromoting strategy. The spread of social media producedanentirelyfreshstart for business marketing teams, which led to pursuinginnovative communicationmeansto reach and communicate with their clients (Gallagher & Ramsbotham, 2010).

1. LITERATURE REVIEW

1.1 Social Media

These are sites and mobile apps that allowindividuals to produce and share ideas or contribute in collective meetings, which enables sharing ideas, views, oreven information through the structure of virtual networks. It was first an Internet-based platform that gives users swift electronic communication of information. For establishments, it is ausefulmedium for advertising, aids in growing lasting loyalty, and promptscustomers to purchase (Maha, 2019). Like other social media websites, the ties created on social networking sites are mostly centered on the actual lives of social networks.

Businesses may use social media to become more widely appealing (Aksoy et al., 2013). This has the potential to greatly affect consumer purchasing decisions (Prendergast et al., 2010). Online forums, groups, reviews, criticism, and recommendations are examples of social networking. Such social contacts were made possible through online support. Online vendors and buyers may be trustworthy due to this. Additionally, social media explorationpermits us to comprehendin what way people form their virtualcommunityconnections (Kuss& Griffiths, 2011).

1.2 Purchase Intention

Thissignifies a purchaser's willingness to acquire an item or partake in a service that includes the specificsituations and timing when the buyer will procurea product. (Lu, Chang 2014). Kim & Ko (2012) said purchase intention is a blend of buyers' awareness of and the probability of purchasing an item, and these purchasing behaviorsare habitually determined by want or needs that surface,(Lu et al. 2014). Hence to measure consumers' purchase intention it is assumed that consumers' forthcoming purchases areestablished on their mindsets.

The trade of info, criticism, and rankings on social media platforms helps to prevent the barricade of uncertaintywhilstintensifying the confidence of the customers and subsequently leads to the readiness to obtainan item or service (Bong, 2017; Hajli, 2014). Purchase intention is usuallycategorized into three types, such as urgency, cyclicity, and impulsiveness (Anderson et al. 2014; Ko &Megehee 2012; Moore 2014).

1.3 Online Brand Community

Muniz and O'Guinn (2001) described a brand society as "a specific, non-geographically society, grounded on a well-thought-out set of communalinteractions among enthusiasts of a brand." A brand group has threeprincipalfactors, including awareness of kind,traditions, and moral accountability (Muniz &O'Guinn, 2001). The realization of kind insinuates the intrinsic networking among participants. Members with thisperception have a commonunderstanding and feel distinctive from or even rebuffpeople who are not associated with the group. Combined rituals and traditions related to the brand background, pastevents, and awareness. Allocating and replicating brand history allows participants to redesign the groupbackground, fortify its worth, and intensifyparticipantcommonawareness.

Sellers could profit from thesedualvarieties of brand groups in various ways. For instance, a brand society on a site is considered as one of the most important factors in attracting and keeping consumers on the website (Nysveen and

Pedersen, 2004). Customers-madecyber brand groups may grantusers helpful knowledge about other users' experiences with a particular product or service, as well as its strengths and liabilities (Jang et al. 2008).

The achievement of online brand societies is greatlyreliant oncustomercontribution in the virtual brand society. Businesses acknowledge the position of virtualgroups, which requires the capacity to involve in operational and well-organizedinteraction with consumers and thusgetvital details from the consumers. These people do not exclusivelyenable trust, but likewise, make acquaintances with persistent customers.(de Vries &Kommers, 2004). Also, as result, brand communities hold the key to success.

MEDIATION

Thiscomprises a pivotal antecedent variable associatedwith a solitary consequent variable through a particularintercessor variable or mediator. This very popular and widely estimated simple mediation role (intervening variable) is used to introduce the mechanics of path analysis and to demonstrate how a variablestimulation on an outcome can be segregated into direct and indirect effects which are easily calculated using bootstrap regression.

CONCEPTUAL FRAMEWORK

This discusses the viewpointin which way the variables relay to one another.It alsoconcludes the variables required for the study analysis and acts as the academic's "roadmap" for boosting the analysis.
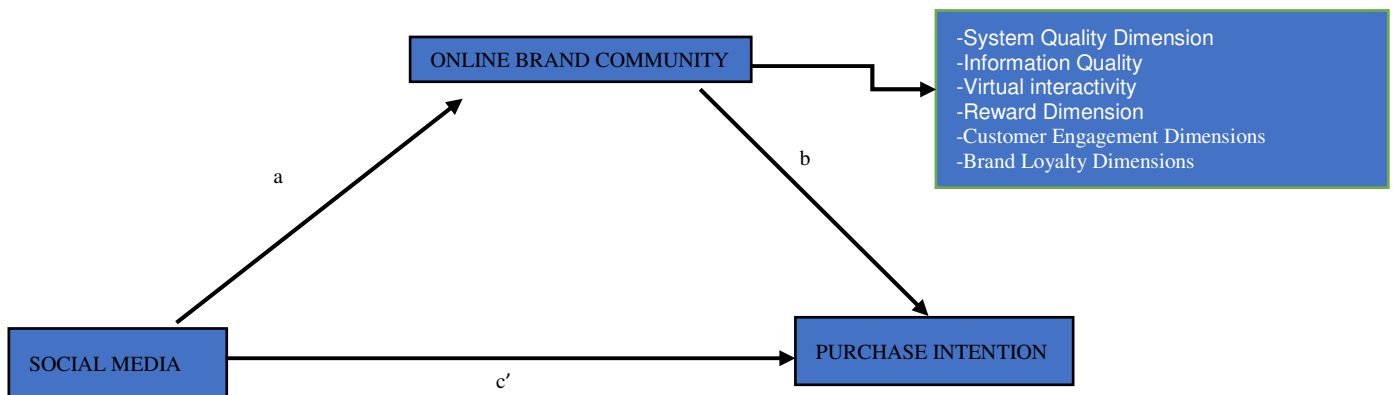
Model specified

PI = F (SM, OBC)

Where;

 PI = Purchase Intention

SMM = Social Media

OBC = Online Brand Community

The study conceptual framework is presented as:

METHODOLOGY

This investigation will include both a sampling approach as well as a methodological summary. The interrelated summary was used to indicate this expository assessment to describe the basis for specific conditions. In this technique, the presence of two or more variables is often evaluated to test the hypotheses under investigation. A google form questionnaire was developed to gather information from the participants who use Instagram in Nigeria. The questionnaire was structured in 5 Likert form that comprisesof strongly disagree, disagree, neither disagree nor agree, agree, and strongly agree, and was constructed in twofold: firstly, the biodata the participants, while the second section covers the participants' view on the effect of purchase intention and social media also the role of mediator in Nigeria social media space using Instagram.

Table 1: Demographic response of respondents

Demography	Frequency	Percentage (%)
Residents in Nigeria;		
Yes	246	64.1
No	138	35.9
Age;		
Below 20	8	2.1
21-30	325	84.6
31-40	46	12.0
41-50	4	1.0
Above 50	1	0.3
Marital Status;		
Single	334	87.0
Married	49	12.8
Divorced	1	0.3
Education;		
Secondary school	14	3.6
Bachelor's degree	272	70.8
Master's and above	98	25.5

Results and Data Analysis

RELIABILITY

Table 2. Cronbach's Alpha

	Cronbach's Alpha	No of items
Social Media (SM)	.783	7
Purchase Intention (PI)	.636	5
Online Brand Community (OBC)	.902	16

The reliability analysis given in Table 2 illustratesthat Cronbach's alpha value of SM has a value of 0.783 with 7 items, while the value of OBC is 0.902 with 16 items, which shows that the entriesare higher up at 95 % reliability. Reliability should surpass 0.70 but for the reliability analysis for PI it displays the Cronbach's alpha value of 0.636 with 5 entries, however when the reliability was first analyzed it had a lower Cronbach alpha value (0.3) so two questions had to be exempted to get a reliable Cronbach's alpha and there was a negative question added to the purchase intention variable but it was reversed coded when carrying out the analysis.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PI1Ithinkshoppingon Instagramsavesmytime	12.22	6.329	.478	.535
PI2Instagramhastheadvantageofbuyingproduc	11.88	7.009	.431	.564
PI6Onlineshoppingisassecureastraditional	12.99	7.297	.299	.628
PI7Informationgivenaboutproductsandservice	12.65	6.950	.461	.550
PI3POS	12.45	7.481	.293	.629

Table 3. Correlation

		SM	PI	OBC
SM	Pearson Correlation	1	.605**	.535**
	Sig. (2-tailed)		<.001	<.001
PI	Pearson Correlation	.605**	1	.525**
	Sig. (2-tailed)	<.001		<.001
OBC	Pearson Correlation	.535**	.525**	1
	Sig. (2-tailed)	<.001	<.001	

There is a 0.605 correlation amid Social Media and Purchase intention,0.535 correlation among Social media and Online brand community. and purchase intention. Purchase intention and online brand community have a correlation value of 0.525. Since all p values are < 0.01, the variables are significantly correlated at a 99 % confidence level hence the double-asterisk (**). Social media is highly correlated to Purchase intention at 60.5 %, while SM and OBC are following up by 53.5 %. The least correlated variables were OBC and PI with 52.5 %.

Regression equation 1

OUTCOME VARIABLE:
 OBC

Model Summary (OBC positively affects SM)

R	R-sq	MSE	F	Df1	Df2	p
0.5348	0.2861	45.0893	153.0547	1.0000	382.000	0.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	30,2909	2,0964	14,4491	0,0000	26,1690	34,4128
SM	1,0220	0,0826	12,3715	0,0000	0,8596	1,1844

This equation shows the regression of OBC over SM. The regression slope is 1,0220 , therefore the path (direct effect) from the OBC to SM is positive and significant (a=1.0220, s.e = 0.0826, p<0.05). Also, t value is 12,3715 which is greater than 1.96. R-sq is .2861, which means OBC accounts for almost 28% of the variance in SM.

Regression equation 2

OUTCOME VARIABLE:
 PI

Model Summary (OBC mediates the relationship between SM and PI)

R	R-sq	MSE	F	Df1	Df2	p
0.6500	0.4225	5,8314	139,3641	2.0000	381.000	0.0000

Model

	coeff	se	T	p	LLCI	ULCI
constant	0,5805	0,9376	0,6191	0,5362	-1,2630	2,4239
SM	0,3461	0,0352	9,8438	0,0000	0,2770	0,4152
OBC	0,1128	0,0184	6,1288	0,0000	0,0766	0,1489

This equati on shows the regression of PI over SM and OBC. The t values of SM and OBC which are 9,8438 and 6,1288 respectively are higher than 1.96. Their significances are less than 0.05 so OBC and SM are significant. This indicates that OBC mediatessocial media and consumers' purchase intention.

Regression equation 3

OUTCOME VARIABLE:
 PI

Model Summary (PI positively affects SM

R	R-sq	MSE	F	Df1	Df2	p
0,6046	0,3656	6,3896	220,1001	1.0000	382.000	0.0000
	coeff	se	t	p	LLCI	ULCI
constant	3,9964	0,7892	5,0640	0,0000	2,4447	5,5480
SM	0,4613	0,0311	14,8358	0,0000	0,4002	0,5225

Model

This equation shows the regression of PI over SM. The t value is 14,8358 which is greater than 1.96 and p value is less than 0.05 therefore SM is a significant variable on PI. This shows that R-sq is .3656, which means consumers' purchase intentions account for 36% of the variance with social media.

Mediation analysis

To comprehend the connection between social media and purchase intention, and mediator roles of the online brand community an analysis called simple mediation were conducted by means ofan extension called PROCESS macro with the highest model number as 4 was used to IBM SPSS which was established by Hayes. Bootstrap regression was usedto know how variable the models are when small changes are made, bootstrap was done on 10000 samples

The total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps	c_cs
0,4613	0,0311	14,8358	0,0000	0,4002	0,5225	0,1456	0,6046

The direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
0,3461	0,0352	9,8438	0,0000	0,2770	0,4152	0,1092	0,4536

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
OBC	0,1152	0,0246	0,0694	0,1653

In the analysis above, the lower-level confidence interval is 0.0694 while the upper-level confidence interval is 0.11653 since 0 does not fall between these intervals it is said to be an indirect effect,so there is a mediation occurrence. Therefore, OBC mediates the relationship between SM and PI.
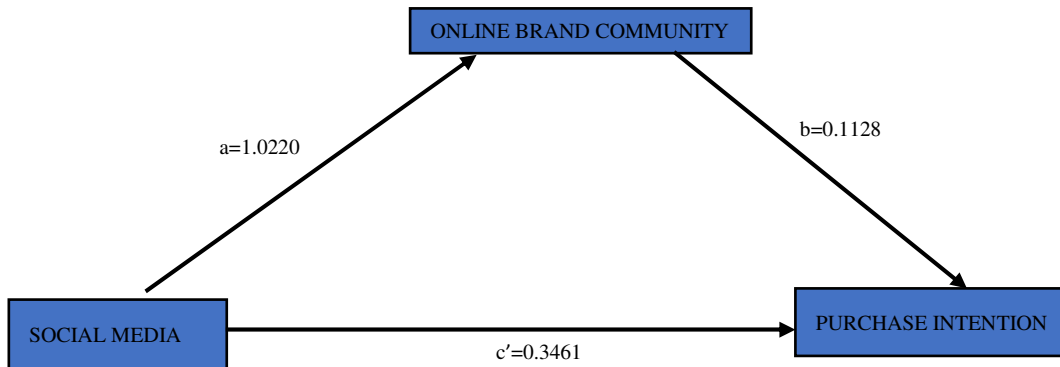
c =c' + ab: where c is the total effect;

c' is the direct effect;

  ab is the indirect effect.

Direct effect which is represented as coefficient " c' " illustrates the magnitude to which the predicted variable (Y)fluctuatesafter the controlled variable(X)escalates by a single unit and the mediator variable (M)remainsunchanged.
The indirect effect determines the degree to which the dependent variable (X) varies when the independent variable (Y) is stationary and the mediator variable (M)fluctuates by the quantity it would have changed had the independent variable increased by one unit. The lower and upper confidence intervals is above 0 therefore the indirect effect is positives When both effects "a" and "b" are significant, it is called mediation. The mediation effect is assessed as the product "a"multiplied by "b", and the addition of c′.
The total effect is theequivalentof the summation of the direct and indirect as illustrated in the model.

CONCLUSION

These results show that online brand communities significantly affect consumers' purchase intentions and Social media. Consumers are more inclined to acquireproducts over social networking sites when they noticehigh condition systems or data from their colleagues or friends in the online brand community. This research adds more information by recommending how the part and effect of social media in onlinemorale building. It also gives information on how social media marketing componentscontrol a consumer'sfaith and purchase intentions when utilizing social media sites. More so, it was established that social media and purchase intention have a substantial positive correlation, social media and online brand community have animportant positive correlation, purchase intention and online brand community have a noteworthy positive correlation.

Recommendations

This study recommends that:
Social media entrepreneurs and cosmetics companies should be encouraged to harness the potential of Instagram in marketing their products and reach out to the intending customer. Also creating an online community could be beneficial to the brands and their customers as the customers could have a say on how they feel about the products made by that particular brand and the brands can take the reviews, improve and produce quality products next time. From the responses gathered from the study social media entrepreneur could benefit a lot from engagement on Instagram based on the quality of advert content it allows on the platform, the customer also could use the opportunity available to reach out to the company without barriers from the middlemen in the chain of product distribution. The responses from the study show that all participant is enthusiastic to see a product description on Instagram and the quality of a cosmetic product is important when considering purchases made through Instagram.

Limitation
Although research made examined the effect of social media on consumers' purchasing intention: the mediator role of online brand community, there exist some limitations, like limited period, inadequate information gathered from the respondents, and insufficient finance.
Also question 4 (on prefer of a respondent to shop online if prices are low when compared to the physical market) and 5 (if delivery time affects the intention to buy a product on Instagram) on purchased intention was excluded due to the low-reliability result obtained when included in the analysis. There was reverse coding done for a negative question, which was added to make sure the respondents didn't just click any response without properly reading the question.

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