

# Examining SNS marketing characteristics affecting brand image and repurchase intention

*Jaehun Joo\** and *Chunglo Kim*

Department of Management, Dongguk University-Gyeongju, Dongdaero-123, Sukjang-dong, Gyeongju, Gyeongbuk, South Korea

**Keywords:** Social network service, SNS marketing; Brand image, Intention, Structural equation modeling.

**Abstract.** SNS (Social Network Service) marketing which is a promising marketing based social media such as Facebook, Instagram, Twitter, blog, and Youtube is a critical management activity for online advertising, promotion, sales, and demand creation. What kinds of SNS marketing characteristics are antecedents of brand image and repurchase intention. The present study proposes a new research model integrating SNS marketing characteristics, brand image, and customers' repurchase intention and tests four hypotheses. Finally, the present paper presents academics and practitioners.

## 1 Introduction

Social media or SNS (Social Network Service) media such as Facebook, Instagram, Twitter, blog, Youtube, and Wiki becomes a new marketing approach or tool. SNS or social media enables social interaction and personalized marketing & services through digitalization and two-way communication. In the present study, SNS is interchangeably used with social media. SNS marketing plays a critical role in advertising, promotion, and demand creation. It is necessary to identify the SNS marketing characteristics contributing to brand image and customers' repurchase intention. Thus, the purpose of the present study is to examine what kinds of SNS marketing characteristics are antecedents of brand image and repurchase intention. The present study proposes a new research model integrating SNS marketing characteristics, brand image, and customers' repurchase intention and tests four hypotheses by using structural equation modeling. Data collected from SNS users are used to test four hypotheses.

## 2 Theoretical background and research hypothesis

Many studies argue that SNS like Facebook, Twitter, Instagram, and Pinterest affects brand

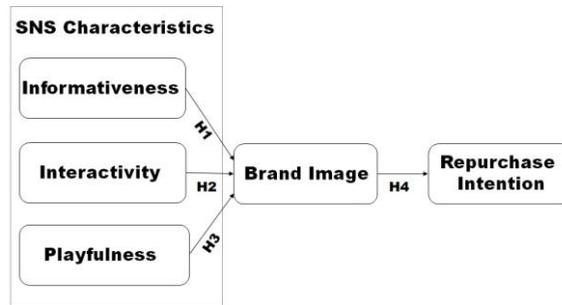
---

\* Corresponding author: [givej@dongguk.ac.kr](mailto:givej@dongguk.ac.kr)

loyalty, awareness on firms, marketing communications, interactivity, and customer participation (Belch and Belch, 2013; Distaso et al., 2015; Ferguson and Greer, 2015). According to Shin et al. [6], hashtags of SNS positively affect product brands through electronic word-of-mouth. Informative advertising increases brand image and purchase intentions (Akpınar and Berger, 2017). According to Lee et al., (2017), informative posts on the Web increase clicks on linked websites. Lee and Hong [4] defined informativeness as “the extent to which SNS messages offer information users perceive as useful.” Interactivity in social media has a positive influence on brand loyalty and purchase intention (Kim and Lee, 2019). According to Lin and Chang (2018), perceived interactivity in social media consists of human-to-human interaction and human-to-information interaction. Lin and Chang (2018) defined “perceived interactivity as the extent to which users perceive their experiences as a simulation of interpersonal interaction and sense that they are in the presence of another user in a social setting.” Interactivity in SNS can be measured by average number of posts made by organizations, likes, comments, shares, and consumer posts answered by organizations. Playfulness in messaging service increases word-of-mouth intention (Hsieh and Tseng, 2017).

Three characteristics of SNS such as informativeness, interactivity, and playfulness increase brand image and brand image has a positive influence on repurchase intention of products presented in SNS. Thus, the present study proposes a new research model as shown in Figure 1 and four hypotheses.

Fig. 1 shows the research model derived from extant studies and four hypotheses.



**Fig. 1.** Research model.

H1: Informativeness on characteristics of SNS marketing has a positive influence on brand image.

H2: Interactivity characteristics of SNS marketing has a positive influence on brand image.

H3: Playfulness characteristics of SNS marketing has a positive influence on brand image.

H4: Brand image has a positive influence on repurchase intention.

### 3 Methodology and analysis

Measurements regarding a total of four constructs with 16 question items were employed for final survey. All measurement items were measured by five-point Likert scales ranging from 1 (strongly disagree) to 5 (strongly agree). Data were collected from SNS users from June 4, 2019 to July 10, 2019. A total of 199 valid returned samples were collected for analysis.

SPSS Statistics (version 23) and Smart PLS (version 3.2.7, Ringle et al. 2015) were employed to analyze the data. Table 1 shows the demographic characteristics of respondents. 58% of respondents were female and 51% of respondents were aged 20 to 39 years. 60% of respondents have used SNS for more than 5 years.

**Table 1.** Demographic characteristics.

Variable	Categories	Frequency	Percentage
Gender	Male	84	42.2
	Female	115	57.8
Age	20-29	39	19.6
	30-39	63	31.7
	40-49	58	29.1
	50-59	32	16.1
	Over 60	7	3.5
Experience	Under 1 year	9	4.5
	1-3 years	25	12.6
	3-5 years	46	23.1
	5-10 years	80	40.2
	Over 10 years	39	19.6

Table 2 shows SNS types which have been used by respondents. The percentages of Facebook and Instagram are 69% and 61% respectively, allowing multiple responses.

**Table 2.** SNS Types.

SNS	Frequency	Percent
Facebook	137	68.8
Instagram	122	61.3
Kakaostory	107	53.8
Naver Band	83	41.7
Daum or Naver Cafe	97	48.7
Blog	70	35.2
Others	11	5.5

Table 3 shows Cronbach's alpha, composite reliability, and average variance extracted (AVE). All Cronbach's alphas exceed the 0.7 threshold for internal consistency. Composite reliabilities (CRs) for all constructs also exceed a cutoff value of 0.7. Thus, reliability and convergent validity of the model are satisfactory.

**Table 3.** Internal consistency and convergent validity.

Variable	Cronbach's alpha	Composite reliability	AVE
Information	0.801	0.869	0.625
Interaction	0.730	0.829	0.549
Enjoyment	0.839	0.892	0.675
Brand Image	0.866	0.909	0.714
Intention	0.895	0.927	0.761

Table 4 shows the inter-construct correlations and the square root of AVE for each construct. The bold values in diagonal cells indicate the square root of AVE. The square root of AVE for each construct is higher than its correlations with other constructs. According to the Fornell and Larcker criterion, discriminant validity is satisfactory.

**Table 4.** Discriminat validity: Fornell-Larcker criterion.

Construct	Information	Interaction	Enjoyment	Brand Image	Intention
Information	<b>0.790</b>				
Interaction	0.629	<b>0.741</b>			
Enjoyment	0.705	0.742	<b>0.821</b>		
Brand Image	0.631	0.680	0.774	<b>0.845</b>	
Intention	0.638	0.673	0.760	0.756	<b>0.872</b>

In general, when using PLS, the standardized root mean square residual (SRMR) is used as a measure of approximate fit of the structural model. The structural model has good fit because the SRMR value of 0.070 is below the cutoff of 0.08.

R-squared, known as the coefficient of determination, is measured by the variance explained through the model. Chin [60] classified the levels of explanatory power into “substantial”, “moderate”, and “weak”, with cutoff thresholds of 0.67, 0.33, and 0.19, respectively [60 (p. 323), 68]. R-squared value of brand image is 0.631 exceeding the 0.33 cutoff value. In particular, brand image explains 51% of the variance in repurchase intention as an endogenous variable.

As shown in Table 5, all hypotheses were supported. H1 and H2 were supported at the significance level of 0.05 and Hypotheses, H3 to H4 were supported at the significance level of 0.01.

**Table 5.** Path coefficients and results of hypothesis testing.

Hypothesis	Path	Path coefficient	SD	T statistics	<i>p</i>	Result
H1	Information→ Brand Image	0.127	0.061	2.097	0.037 (*)	Supported
H2	Interaction→ Brand Image	0.207	0.082	2.532	0.012 (*)	Supported
H3	Enjoyment→ Brand Image	0.531	0.081	6.572	0.000 (***)	Supported
H4	Brand Image→ Intention	0.756	0.036	21.181	0.000 (***)	Supported

## 4 Summary

In sum, three characteristics of SNS marketing such as informativeness, interactivity, and playfulness have a positive influence on brand image, in turn, it positively affect repurchase intention. The findings give guidelines to implement the SNS marketing.

This work was supported by Dongguk University-Gyeongju.

## References

1. Ann-Kristin Kupfer, A., ahler vor der Holte, N.P., K`ubler, R.V., and Hennig-Thurau, T. (2018), The Role of the Partner Brand’sSocial Media Power in Brand Alliances, Journal of Marketing, 82 (May 2018), 25–44.

2. Hsieh, S.H. and Tseng, T.H. (2017), Playfulness in mobile instant messaging: Examining the influence of emoticons and text messaging on social interaction, *Computers in Human Behavior*, 69, 405-414.
3. Kim, J. and Lee, K.I. (2019), Influence of integration on interactivity in social media luxury brand communities, *Journal of Business Research*, 99, pp. 422–429.
4. Lee, J., Hong, I.B. (2016), Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity, *International Journal of Information Management*, 36, pp. 360–373.
5. Lin, H. and Chang, C. (2018), What motivates health information exchange in social media? The roles of the social cognitive theory and perceived interactivity, *Information & Management*, 55(6), 771-780.
6. Shin, J., Chae, H., and Ko, E. (2018), The power of e-WOM using the hashtag: focusing on SNS advertising of SPA brands, *International Journal of Advertising*, 37(1), pp. 71–85.