



# **Survey the Role of Social media marketing and e-wom on Brand Image and Purchase Intention in Iranian Food Industry**

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## **Abstract**

Nowadays, despite a fast growing of the role and important of social marketing as one of modern marketing tools, research on it is rare. The purpose of this paper is explore how the power of social marketing and eWOM in food industry leads to brand image and purchase image in Mashhad fast food industry. Applied method has been used for this research in which the questionnaire method has been utilized in order to gather the required data for describing the research variables and interpreting the relations among them. The Analysis unit in this research is a company that were expert in Mashhad fast food industry and active in Instagram. In order to describe the data, the frequency distribution tables have been used and the PLS has been used to describe the data. The results gained due to this research indicate that all of hypothesis were accepted. Discussion and Managerial implication concerning social media and future research were offer.

**Key words:** Social Media, eWOM, purchase Intention, Food Industry

## **Introduction**

Development from increasingly sophisticated technology from time to time has created the birth of the digital era, causing humans to have dependence on technology, one of them is the use of the internet. Born the internet has changed the way humans communicate, the availability of internet networks is getting better. For the community will make it easy community members to communicate (Hamidun, 2018).

Internet is a wide public network that originates from computers and connects all types of users around the world by with each

other and linking them with information stores that so large (Kotler & Gary, 2004).

The use of this technology does not escape the communication system long distance and computer the so-called internet that affects a lot of pattern life, political system, socio-cultural and economy which is widely supported and the influence of the internet, especially now that the marketing system is shifting from marketing by traditional (offline) to marketing by modern (online). The use of technology is also used by business people, promotional activities create new challenges for today's marketing profession, marketing is required to understand and learn new things, to influence

the market and look for opportunities which of course will affect the marketing pattern of a company (Barreda et al., 2015).

Social media marketing or social media marketing is part of internet marketing. That is an online marketing technique that uses social media Facebook, Instagram, Twitter as a communication medium for a company or brand. Whereas a channel of information exchange between customers and companies/brands, good communication. Where this system become a channel of information exchange between customers and companies/brands, communication good ones can't strengthen good relations with consumers (Elseidi & Baz, 2016).

That matter will be satisfaction separately for consumers because consumers feel a noticed, when consumers get satisfaction then a consumers will give feedback or testimonial positive then would recommend to people else or which is called word of mouth (WOM). The use of this technology does not escape the telecommunication and computer system called the internet which has influenced lifestyle, political, socio-cultural and economic systems, each of which is heavily supported and influenced by the internet, especially now that the marketing system is shifting from traditional (offline) to modern (online) marketing (Husin & Susi, 2019).

The industry of food product has simultaneously increased with the growing popularity of the leisure lifestyle among Iranian people. Food products range from fast food to other types of food in the Iranian food industry. Food is one of the most popular themes for social media users. Several food-related hashtags such as #food, #instafood, #foodporn, and #yummy ranked among the world's top 100 hashtags in 2022 (Lee et al., 2021).

Nowadays, if you are not aware of this fact, you drop behind the transformative influence

of those social media platforms. Instagram food marketing is probably the best marketing tool in these days, especially when you run a business in the food industry. In recent years, market researchers have discovered that the food industry gathers information through technological communication channels. As a result, they are paying more attention to e-wom in the food industry (Bu et al., 2021).

Therefore, the purpose of this study is to investigate the impact of social media marketing and eWOM on purchase intention via Instagram to stimulate consumer response in food products (Ismail & Chris, 2016). The aim of this study are to explore the relationship between social impact eWOM theories, and in turn, elucidate the relationships between social impact and consumer responds in food industry (Kholik, 2018).

## **Literature review**

### *Purchase Intention*

Intention to purchase is the desire to purchase a particular product or service within a given term of time. The consumer's willingness to buy from an e-commerce company also has consequences in online purchasing intention. Consumers are more likely to visit an online shopping site with the intention of buying if they have knowledge and familiar with e-commerce businesses. Knowledge of e-commerce means that consumers can understand what is happening and why and what will happen next (Kwandy, 2017), the intention to purchase represents what consumers believe they will buy to satisfy their needs and wants in future. However, the purpose of consumers can change because of unforeseen circumstances. It is therefore vital for companies to take proactive measures to ensure their products and services are viewed



positively by their consumers (Patricia, 2018). The purchasing intentions of consumers are often dependent on the marketing strategy, their attitudes and how much they care about the deals made by a particular business. Hence, it is an obvious call for online companies to meet consumer demand to improve purchasing intentions because organizations must comply with consumer requirements and standards (Naseri, 2021).

### *Social Media Marketing*

(Kotler & Keller, 2012) mention Social Media Marketing is an activity relationship good marketing. User electronic media (online) for bring consumers or businesses in kind of way like to increase awareness, business image and to improve raise sales. The indicator used in this study is the opinion of Chris Heuer who argues that there are 4Cs in using social media, namely, Context, Communication, Collaboration, and Connection.

### *eWOM*

According to eWOM is a positive or negative statement made by potential current customers, about a product or company that is available to many people and institutions via the internet. The substantial growth in online social networks has expanded the potential impact of eWOM on consumer purchasing decisions (Farzin et al., 2018). eWOM is also useful for product marketing

in the form of communication such as weblogs, discussion forums, social networks and websites. The indicator used in this study is the opinion of there are several indicators of eWOM, namely, Positive Reviews/good impressions, buying confidence, buying consultation, self-confidence (Zhu & Zhang, 2010).

### *Brand Image*

Brand Image identified as a representation of the brand in the minds of consumers or a set of perceptions about a brand, both objective and subjective. Hence, brand image can be defined as perception reasonable consumer or emotional which attaches a certain brand and emphasize the importance of brand image for the company service because when customers or consumers use product or service, they see company and resources based on their evaluation to the interaction between them and their product or service provider (Dahnil & Yi, 2014).

### **Methods**

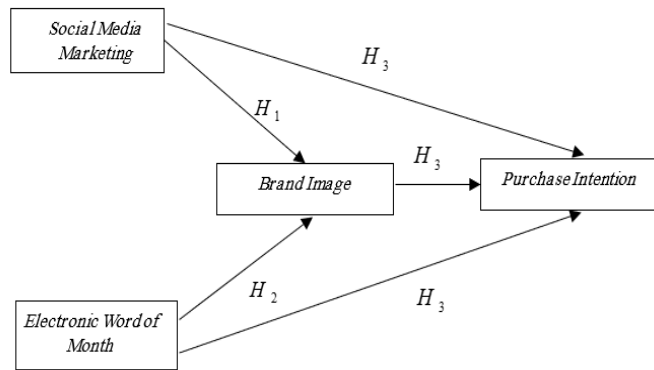
The population in this study are social media users who have made a purchase at fast food in the city of Mashhad. The method used is a non-probability sampling method, and the number of samples is 296 people. The data collected by distributing questionnaires using google form to Instagram social media users in the city of Mashhad, the data analysis used in this study is PLS (Partial Least Square) analysis technique (Table 1).

**Table 1.** Profile of quantitative respondent

Classification	no	percent
Gender (n=296)		
Male	212	72.1
Female	79	26.9
Missing value	3	1.0
Education (n=296)		
Before diploma	37	12.6
Diploma & after	121	41.2
Licensee	103	35.0
M.S	10	3.4
PH D.	10	3.4
Regional Education	10	3.4
Missing Value	3	1.0
Employment (n=296)		
Employees	199	67.7
Unemployed	87	39.6
Miss value	8	2.7

Points the indicator used in research this that is According to (Kotler, 1997) measuring brand image can be done based on aspects of

a brand, namely, Strength, Uniqueness, and liking (Figure 1).



**Figure 1.** Extract Model

*Research hypotheses*

- H1: Social media has a positive influence to purchase intention.
- H2: eWOM positive effect on Purchase Intention
- H3: social media positive influence to Brand image
- H4: eWOM positive effect to Brand image

H5: brand image positive influence on Purchase Intention



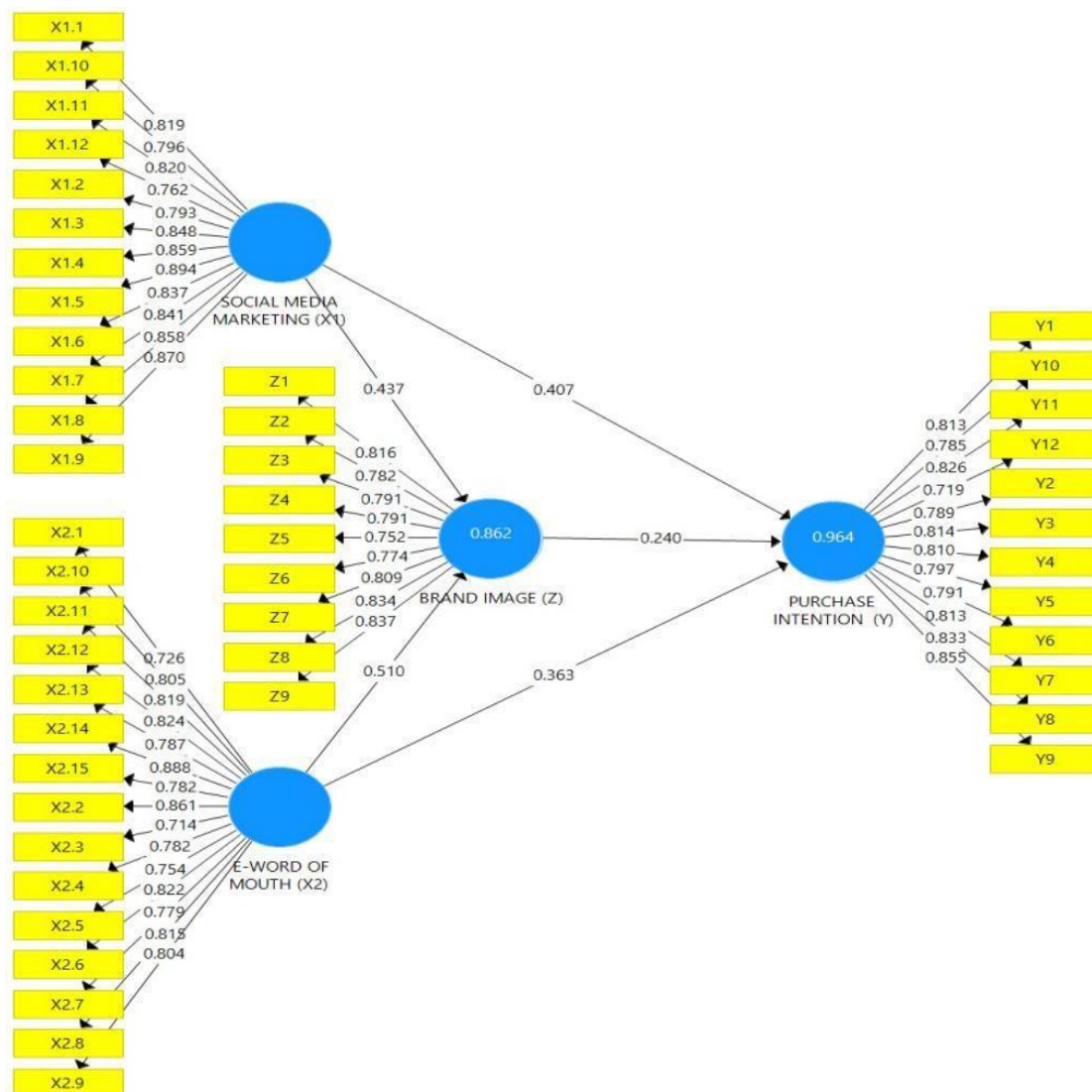
## Results

The measurement model of the outer model is used to assess the validity and reliability of the model.

### *Convergent Validity*

The validity test is carried out using Smart PLS 3.0, through the calculation of the PLS

Algorithm by looking at the outer loading value, it is known that the Social media marketing variable, eWOM, Purchase Intention and, Brand image correlation value which is greater than R-table which is greater than 0.5 then can be interpreted as an explanation marker getting very good results, the AVE value for the Social media marketing indicator is 0.695, for the eWOM indicator. Mouth is 0.638, for the Purchase intention indicator is 0.647, and for the brand image indicator is 0.638 (Figure 2).



**Figure 2.** Variable Relationship Model Researched

Based on the reliability test aims to show that the instrument can be used if the instrument has reliable and reliable results. In this reliability test, there are two reliability

measures that must be observed, namely the composition reliability and Cronbach's alpha as seen below this (Table 2).

**Table 2.** Cronbach Alpha and Composite Reliability

Variable	Cronbach	Composite Reliability (0.7)	Information
Social Media Marketing	0.960	0.965	Reliable
E-WOM	0.959	0.963	Reliable
Brand Image	0.929	0.941	Reliable
Purchase Intention	0.950	0.956	Reliable

Based on the data from the Smart PLS processing, it can be seen that the Cronbach Alpha and Composite reliability values each construct pass through 0.7, if seen from rules of thumb compost value it's reliability and Cronbach's alpha yang between one value memory high of 0.7 (> 0.7) all variables from the researchers were declared reliable.

*R-Square Value*

Model testing structural or inner model is done for see relationship between constructs, significance value and R-Square of Research Model. Model structural evaluated by using R Square to dependent construct of t test and the significance of parameter coefficient path structural (Table 3).

**Table 3.** R-square

Variable	R- Square Nilai Value
Brand Image	0.860
Purchase Intention	0.964

R-square value for the variable brand image of 0.860, this result shows that 86% of social media marketing and e-word of mouth variables contribute to the variable brand image, while the rest a influenced by variable other from outside research this. See that other variable purchase intention in could

sleeve 0.964, this is my show 96.4% variable social media marketing, e-word of mouth and brand image contribute to the variable purchase intention and the rest influenced by other variables from outside the research this (Table 4).



**Table 4.** Results Analysis Inner Model

Row	Original Same1 (O)	Samel Mean (M)	Standard Deviation (STDEV)	T Statistics (O/ STDEV)	P Values
Brand Image (Z) → Purchase Intention (Y)	0.240	0.249	0.094	2,559	0.011
E-Word of Mouth (X2) → Brand Image (Z)	0.510	0.358	0.093	5.502	0.000
E-Word of Mouth (X2) → Purchase Intention (Y)	0.363	0.433	0.059	6,128	0.000
Social Media Marketing (X1) → Brand Image (Z)	0.437	0.437	0.094	4,669	0.000
Social Media Marketing (X1) → Purchase Intention (Y)	0.407	0.403	0.074	5,468	0.000

Based on the (Table 5) know t-statistic value of the indirect influence of social media to *purchase intention* and Brand image many be  $2.015 > 1.96$ . Can be know if so social media significant influence to purchase intention through brand image on Mashhad food

industry consumer. Then consumer of food industry increasingly more ride, so eWOM significantly brand image, which will further improve significantly increase *purchase intention* or the desire to buy a product on Mashhad food industry.

**Table 5.** Results of quantitative study

Hypothesis	Relationship of construct	Result	T – value
H1	social marketing → purchase intention	Accepted	0.01
H2	eWOM → purchase intention	Accepted	8.83
H3	social media → brand image	Accepted	5.08
H4	eWOM → brand image	Accepted	0.20
H5	brand image → purchase intention	Accepted	8.83
$\chi^2$		261/90	
DF		98	
CFI		0.85	
NFI		0.94	
NNFI		0.91	
RMSEA		0.84	

Note: Significant at  $p < 0.05$

## **Discussion**

The root mean square error of approximation (RMSEA) which is reported in a decimal way is based on the decentralized parameter. If  $X^2$  is lesser than the degree of freedom, the RMSEA will be zero. This index for suitable models equals 0/05 or lesser than 0/05. The model in which its RMSEA index is 0/1 or higher, has a lower fitness. The confidence interval can be calculated for this index. Ideally, the lower limit of the confidence interval is close to zero and the upper limit is not too large. The root mean square residual (RMSR) is an indicator for measuring the mean of the residuals and can only be interpreted in relation to the value of variance and covariance. Usually, the smaller value of this index will indicate more goodness of fit index. The goodness-of-fit index is influenced by sample size and can be larger for poorly formulated models. The value of this index varies from 0 to 1. The value of 1 indicates the complete fitness of the model and 0 shows any fit. The closer this value to 1, the goodness of fit index for that model will be more. Since the adjusted goodness of fit index (AGFI) is affected by sample size, the adjusting goodness of fit index moderates the value of AGFI to some extent relative to the sample size and degrees of freedom. This index can also range from zero to one, in which values close to 1 indicates more goodness of model. Fit indices are generally placing in the range from zero to one. Those coefficients which are higher than 0.90 considered acceptable, although this value is optional (like in some other levels such as  $P = 0.05$ ). The noticeable point about fitting data to a model is that while it shows the fit of the structural model, it never proves that it is the only valid model. The above analysis shows the fit of the collected data.

## **Conclusion**

Based on analysis and discussion on the previous section, then a can be drawn the following conclusions: Existence influence direct and significant positive between social media and purchase intention and eWOM with purchase intention to Mashhad fast food industry. This means consumers in fast food industry feel that the use of social media can increase their willingness to make a purchase. There is a direct and significant and positive influence between eWOM with brand image to consumers in fast food industry. Existence positive significant direct effect in between brand image and purchase intention on consumers in fast food industry. There is an indirect and significant and positive influence between electronic word of mouth and purchase intention through brand image and social media with purchase intention on consumers in fast food industry. The higher the level of electronic word of mouth on the object consumers in fast food industry, it will significantly affect the increase in brand image which will significantly increase purchase intention towards consumers in fast food industry.

## **Suggestions for further research**

It is suggested to design an in-depth exploratory or mixed method research about each dimension of “social media marketing”, “eWOM” and “brand image” in fast food industry (or other industries like this), to identify and evaluate each of its categories and reviewing these categories in the cultural context of Iranian digital end users. It is advised to future researchers that gather their research data from experts and follow the wider samples due to the growth of the fast food industry and conduct such research internationally. It is therefore recommended that future research establish a measurement





scale for this concept to assess its relevance to social media and other elements in fast food industry.

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