

Influence of persuasive messages, Cohesion of popularity and spread the message on social media marketing

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Abstract

Marketing by social media is one of the new ways that has opened the growth of electronic information and communication systems and virtual world to the organizations. Social media that are gathering place for people with common interests and activities, have been turned into the strong channels for marketing activities of companies .web sites, blogs, Internet banners to share papers and different news and so on are some of different ways for entering and activity in social media that lead in increasing the awareness of customers and increasing the number of targeted audiences. It has been tried to investigate the persuasive messages, Cohesion of popularity and spread the message on social media marketing in insurance companies in this research. The statistical population of this research had been 60 of managers of insurance companies that have been selected as sample due to the small size of community .The considered data has been collected through questionnaires and has been analyzed by path analysis by using LISREL software. The results of researches showed a significant relationship between the studied variables, so that three factors of persuasive messages, Cohesion of popularity and spread the message on social media marketing lead to customer loyalty. Finally main hypothesis as persuasive messages, Cohesion of popularity and spread the message on social media marketing is also investigated.

Keywords: persuasive messages, Cohesion of popularity, spread messages, social media marketing, and customer.

Introduction

Participation and increasing the number of target audience cause that dealing with thousands and even millions of potential customers creates suitable opportunities on social media suitable for companies to absorb many customers and potential markets by their correct consciousness and behavior, with low costs and make them loyal in the long run in themselves by establishing an ongoing relationship with them, (Taj Zadeh Namin, 2003).

Social media marketing activity requires knowledge of principles and rules of activities in them in social media. companies should respect the laws and ethics in social media marketing and social media are in the beginning of their activity and it cannot be said that these media themselves are good or bad, but depending on the type of use that is made of it, can be beneficial or destructive. Social media have a significant impact on how Internet users communicate. Unfortunately, despite many social difficulties and problems and limited equipments that there are at the present time in various countries, especially developing countries like our country and not developed countries, it seems thriving this pattern can be useful in culture making of social issues that is considered one of the major steps of development (Riahi Far, 1999).

Many today senior managers of companies state their most important issue to development, implementation and review of competitive marketing strategies and policies, and therefore demand of companies for high-level marketing managers will increase day by day. Media has been become a powerful marketing channel as the number of online and the time of browse the sites has been increased. Only tangible and persuasive messages can only change attitudes of users and inspire the eagerly interaction (Battacherjee and Premkomar, 2004, Coulter and Punj 2004). This research seeks to answer this question, by making effective the messages and advertisements intend to put stronger effect on potential buyers.

This research also is looking that can effect on the social media marketing by use the spread the message, Cohesion of popularity and persuasive messages. In other words, how should be the meaning of the message which causes to attract customers and we be able to establish coherence between the customers and what means should be used to spread the message in the market.

Theoretical concepts and research background:

Social Media Marketing

Social media marketing first was raised in fifty decade of solar by (Cotler and Zaltman, 2001). These two researchers found that the same methods that are used in marketing knowledge to sell products to customers can be used by health and social activists to sell an idea to the audience.

Social media is a structure of that has been made of nodes that are generally individual or organization and they are connected to each other by one or a few specific types of attachment, for example, prices, inspirations, ideas and financial transactions, friendships, relatives, business, web links, infectious the epidemiological diseases or paths of aircraft and obtained structures are often very complex (Chang et al, 2015).

Social marketing is a field and area of new science that seeks to meet social purposes and objectives by using commercial marketing techniques. Based on the concept of social marketing, marketing managers of organizations are forced to consider important factors such as consumer demands and interests of society in the short and long term in determining their marketing strategies and policies

Despite the fact that this area is in its infancy compared to commercial marketing, but its role and importance in social development has been caused to be considered strongly by public interest. In

other word, it is a form of Internet marketing that uses social media to achieve marketing communications and branding that focuses on people, not on products (Chang et al, 2015).

Social media did the thing that creates a new concept. This includes a centralized network and sharing with customer relationship management approach. This method recently has been emerged and follows maintaining customer relationships. (Greenberg, 2010)

Persuasive messages

Despite the expanding the use of the SMS system in various businesses, yet some people does not have full confidence in the ability of this advertising method. They ask themselves: How can a text message encourage customers to buy? In fact, the first false belief that there is among the people, is sending only one message. SMS marketing is not only a means of sending SMS to customers. But also it is planned campaign that sends in appropriate times and according to pre-defined strategy sends the message for customers by the panel of SMS.

Persuasive messages include an essential element in understanding of receiver that may lead to his/her attention (Chang et al, 2015). In fact, persuasion is a kind of actively trying that causes to change the practices and beliefs of the recipient by the reasonable and logical phrases (Lee and Xia, 2011). Persuasive messages focus on the interests and communicate with receivers (Lee, Keller and Sternthal, 2010).

Cohesion of popularity

When we talk about Cohesion, we mean that the product should have qualities that covers customer demands and can meet customer satisfaction in terms of quality of packaging, color of services, after sale.

This product should with product in pricing and the pricing method should be used that matches with product quality after-sales service and product appearance and for example a product that has no suitable quality and does not meet all demands of customers, should not have a price that it is higher than the quality of the product or expectation that customers have that this Cohesion of product is not created by price and sale encounters with problem and the sale that it is expecting for you does not occur.(Kotler & Armstrong, 2001).

Cohesion of popularity is a manner that directly and indirectly will effect on the behavioral intentions of selecting the environmental routes In this research, (Chang et al, 2015).

Spread the messages

Promotional content spread on various social networks consistently not only has no significant effect on the behavior of your audience to become a customer, but also in the case of too repeat causes to ignorance and annoying them and finally cutting their relationship with you. So messages will be less effective until this message is spread in an environment without interfering agents. But if the message is inconsistent with our beliefs, interfering factors will reduce our ability to adjust the opposite argument of it. These factors, reduce the rate of encouraging of message especially among listeners and audiences that were neutral at the beginning or doubt in the origin of message.

Spread of messages is advertising to promote and introduce the products and services of company to existing and potential customers in return for payment of a certain sum (Chang et al, 2015). Today communication technologies are two-sided (Camarero and San Jose, 2011).

Both administrators of marketing and users of the Internet deliver messages, targeting individuals and social obligations that include links or relationships between them. Communication technologies such as bulletin board systems to collect public opinion, Blogs to share personal messages and interactive and connective and social media can achieve consistency of popularity and spread the message (Karnik, Saroop and Borkar 2013).

Research background

Khorshidi and Moghadami (2008) have explored and explained the concept of social marketing and have concluded that profit and self-interest are not considered as main priority in social marketing. In other words, social marketing emphasis is not only satisfy the needs and desires of the community through the process of exchange and trading, but has a higher purpose and its influence is on the actions and behavior of individuals in the community.

Petty (1986) has examined the social media one of the effective methods on marketing. The findings show that three types of persuasive messages to like and to share the sent messages have utmost importance. In addition, messages that have different characteristics and user groups have different behavior to communicate

This research provides valuable recommendations for activities of social media marketing. Mozas (2006) has examined the impact of the Internet on social marketing and has concluded that the marketing activities of companies should be such a creative process to be able to attract audiences with its inherent creativity and bring to their marketing objectives and to achieve this goal, companies should use all its capacities and abilities to attract members of social networks toward their advertisements.

Gounaris (2010) in an article entitled marketing through social networks concluded that, social media have numerous benefits for both parties (client and agency) . Rashid (2003) concluded in an article entitled Social Media Marketing that with the increasing popularity of product recommendation systems, websites of social media and online chat programs and big social media will exist everywhere.

Development of hypotheses and conceptual model

The theoretical framework makes clear the relationship between variables, fosters the theories that are perincipals of these relations, and also describes the nature and direction of these relationships (khaki, 2008).In this study, the effect of persuasive messages, continuity of popularity and spread the message on social media marketing will be investigated according to the Chung model (2015). Therefore, the conceptual model of research is taken from model of Chang (2015). Research proposed model suggests the persuasive messages, continuity of popularity and spread the message has an impact on social media marketing, the relationship between variables has also been displayed.

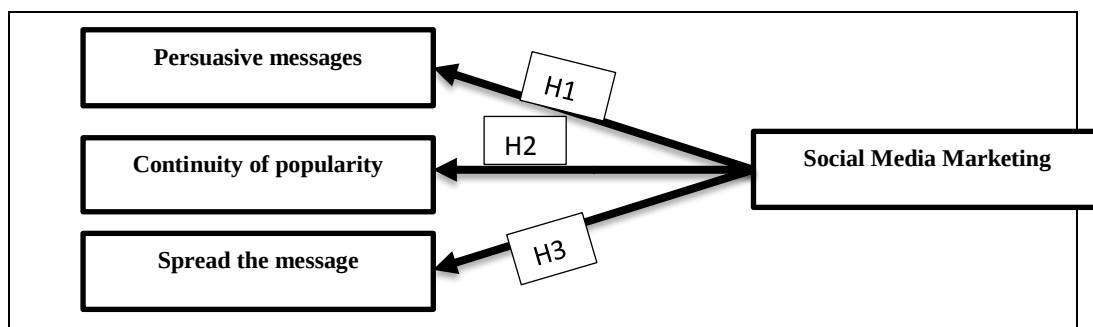


Figure 1: proposed model of Chang (2015, Chang)

The research hypotheses are as follows:

Persuasive messages have a significant impact on social media marketing.

Cohesion of popularity has a significant impact on the Social media marketing.

Spread the message has a significant impact on social media marketing.

Research materials and methods

The present research method is descriptive - survey and is a kind of correlative and it is in the field of field studies. In this research, given that questionnaire is quantitative data collection tool. Field method of survey branch was used in data collection. Also library and documents studies method in taking notes method have been used in the research literature development. Persuasive messages, Questions 1 to 7, Cohesion of popularity questions 8 to 13, spread messages questions 14, 19 and social media marketing questions 20 to 22 have allocated to them. Statistical methods used in this research are structural equation model, test of analysis of variance, t-test and t test for two independent samples.

Statistical population and sample

The statistical population of this research is managers and experts of insurance companies of Chaharmahal and Bakhtiari Province that its number is 60 and due to small size of statistical population, all individuals in the statistical population are selected in analysis.

Data analysis

Spss software version 19 and LISREL version 8.8 and a structural equation model were used In studying and testing the research hypotheses that, the first order confirmatory factor analysis is reviewed in this context and significant of effect coefficients in structural equations has been used with significance level. Kolmogorov-Smirnov statistic was calculated and interpreted in investigation the data normalization, Analyzed sample consists of 60 people that among those who have announced their gender, 55.2% male and 44.8 are women. The largest number of respondents, means, % 46.7 had from 30 to 39 years of age and the lowest number of respondents means 5 % have ages of 50 and older. The largest number of respondents, means 65% have undergraduate education and the lowest number of respondents, means,% 13.3 are with lower level of bachelor degree. Also 721.7% of respondents have a bachelor's degree and higher. Among those who have announced their occupational history, the largest number of respondents, means, and 37.9% has from 6 to 10 years of

work experience and the lowest number of respondents, means 19% of 11 to 15 years old have a working experience.

Discussion and conclusion

First hypothesis: Persuasive messages have a significant impact on social media marketing.

The following table shows that the results of persuasive messages have positive and significant impact on social media marketing by 0.86 standard coefficients thus the first hypothesis is confirmed. The coefficient of determination (R²) had been calculated 0.74 and shows about 74 percent of social media marketing changes are explained by persuasive messages.

Table 1: Results of the first hypothesis test

From	To	Standard coefficient	standard error S.E.	t-value	P Significant	R²	Result
persuasive messages	Social Media Marketing	0.86	0.12	2.58	0.001	0.74	It Is confirmed

Second hypothesis: Cohesion of popularity has a significant impact on the Social media marketing.

The following table shows that the results of Cohesion of popularity has a positive and significant impact on social media marketing by 0.55 standard coefficients thus the first hypothesis is confirmed. The coefficient of determination (R²) had been calculated 0.303 and shows about 30 percent of social media marketing changes are explained by Cohesion of popularity on marketing.

Table 2: Results of the first hypothesis test

From	To	Standard coefficient	standard error S.E.	t-value	P Significant	R²	Result
Cohesion of popularity	Social Media Marketing	0.55	0.17	4.54	0.000	0.303	It Is confirmed

Third hypothesis: Spread the message has a significant impact on social media marketing.

The following table shows that the results of Spread the message has a positive and significant impact on social media marketing by 0.44 standard coefficients thus the first hypothesis is confirmed. The coefficient of determination (R²) had been calculated 0.194 and shows about 19.4 percent of social media marketing changes are explained by Spread the message.

Table 3: Results of the first hypothesis test

From	To	Standard coefficient	standard error S.E.	t-value	P Significant	R²	Result
Spread the message	Social Media Marketing	0.44	0.17	2.61	0.001	0.194	It Is confirmed

Summary and Conclusions

Social media that are gathering place for people with common interests and activities, have become to potent channel for companies' marketing activities. Web sites, blogs, banners Internet, sharing articles and different news etc are some different ways to enter and work in social media that lead to increase customer awareness of the brand and the company's products and increase the number of the target audiences. Social marketing emphasis is not only satisfy the needs and desires of the community through the process of exchange and business; But it has a higher purpose and aim and it is influence on the actions and behavior of individuals in the community. Marketing through social networks is one of the new ways that has opened growth of communication and information systems to organizations and companies In addition to all advantages that is known as opportunity to companies, In this regard, relational marketing by creating and maintaining long-term relationships with existing customers tries to reduce the cost of attracting new customers and thereby increase the company's profitability. As a result, the recognition of marketing through social media and the extension of its dimensions is essential factor to maintain and enhance marketing Competitive power of companies .According to the first hypothesis can be inferred that insurance companies management should be increase persuasive messages to improve social media marketing, with careful planning. According to the second hypothesis, we can conclude that the insurance companies management should be increase cohesion of popularity to improve social media marketing, with careful planning. And according to the result of the third hypothesis can be deduced that insurance companies management should be increase spread the messages to improve social media marketing, with careful planning. It is suggested the management of insurance companies of social media marketing strengthen take into consideration of indicators such as the following cases:

Giving cohesion to customers with the insurance industry with the help of social media

Increase in market share compared to other competitors, with the help of social media

Increase in the popularity of insurance industry with the help of social media

Awareness and encouraging people to participate in various social activities with the help of social media

Strengthening and cohesion of people with the help of exchanged content in social media.

Familiarizing people with the rights and responsibilities of the insurance industry in social media

Creating an appropriate atmosphere for spread the message to people with the help of social media

Researchers interested in research in the field of enhance the performance can use the following topics:

1. Examine the relationship between marketing and social media among students and universities
2. Examine the relationship between marketing and social media in different jobs

In any research, researchers are always face with limitations and obstacles in his investigations .In this study, also limitations such as the following cases were on the way of researcher.

1. Shortage of domestic and foreign researches on the subject.
2. Given that the questionnaire was used to collect qualitative data, so the lack of proper responsiveness or biased responsiveness is inevitable.
3. This research only examined the persuasive messages, cohesion of popularity and spread the message in the of social media marketing.
4. This research has been only conducted on insurance companies

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