

The Influence of Social Media Marketing Activities on Satisfaction with the Mediating Role of Social Identity and Perceived Value (Case Study: Adidas Brand)

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Abstract

The development of social media reflects people's need for interpersonal interactions. Social networking sites have created social activities in the online virtual world. This phenomenon shows that companies are using social media as an important part of their online marketing strategies. This study aimed to investigate the impact of social media marketing activities on satisfaction with the mediating role of social identity and perceived value in relation to the Adidas brand. In this research variables were evaluated by questionnaire. The questionnaire was distributed among 385 sample population of all adidas brand customers in Shiraz city. The research method was descriptive correlational. Structural equation analysis and partial least squares (PLS) method were used to answer the research questions and research hypotheses using Smart-PLS software. The results of this study indicate that social media marketing activities have positive and significant effect on social identity, perceived value and satisfaction. The results of this study also confirm the positive and significant effect of social identity on perceived value and satisfaction. The results also show that perceived value has a significant effect on satisfaction.

Keywords: Social media marketing activities, social identity, perceived value, satisfaction, adidas brand

1) Introduction

Social media shows widespread influence with over 71% of the internet space. Users worldwide communicate with the help of social networking websites. Therefore, it is not surprising that manufacturers and retailers are increasingly using some form of social media marketing to promote their services or products (eMarketer, 2017). Research, statistics and reports show that social media campaigns have a potential positive impact on brand development, but business owners do not know how to use them. According to the Social Media Examiner site, 85% of marketers who use social media do not know exactly which social media tool is most useful for their business (Yahia et al., 2019).

The rise of social media has reflected people's need for interpersonal interactions. Social networking sites have brought social activities into the online virtual world. For example, the real-time texting facilitates information sharing and online social contacts among people. This phenomenon suggests companies use social media as an important part of their online marketing strategies. Social media marketing is defined as commercial marketing events or processes that use social media in an attempt to positively influence consumers' purchase behavior (Dann, 2010). In the face of the rapid rise of virtual community websites, many companies have already begun to think about how to rely on such sites to deepen their communications and interactions with users in order to build a sense of close and friendly relations and form virtual brand communities (Kaplan and Haenlein, 2010; Chen et al., 2014).

As the Internet has developed different forms of media and applications over time, it has changed the traditional human interactions of the past and also created new bridges for communication. With the popularity of Internet and mobile technologies and the widespread reliance on online social media brand preferences, the sharing of consumer experiences and brand information has become a new field of brand marketing. Therefore, the development of social groups has become more efficient. Even among group members who have never met each other, a good sense of community can take shape. Communities that collect goods and services of a specific brand are called virtual brand communities. Prahalad and

Ramaswamy (2004) suggested that consumers are not only interested in making product purchases; rather, they also want to create experiences with other consumers or experts. Therefore, participation in online communities can lead to a high degree of cohesion among consumers, thereby affecting the market. Companies must therefore identify the factors or methods necessary to drive customers to participate in such communities.

With regard to the similarities and differences between online communities and real-world communities, Wellman (2001) believed that the nature of an online community is the same as that of a real community in terms of meeting the members' needs for self-identity, shared experiences and social support. Online communities mainly use computers as their platform for operations, which makes them different from real-world communities in terms of technology and manifestations. Brand communities are set up by specific brand products or services. According to Muniz and O'Guinn (2001), brand communities are defined as specific communities based on social relationships between brand consumers that are free of geographical restrictions. As the brand community is built on users' structured social relationships, it is among the types of social communities, which also feature community awareness, rituals, traditions, moral responsibilities and other core features of communities. Therefore, members of the community can spread brand knowledge and learn from other consumers' evaluations of products, thus producing ongoing and widespread influence on other members' ideas and actions. For example, past research has pointed out that when consumers become part of a brand community, the brand in question becomes a common language and set of beliefs that links the members of the community together through the sharing of brand experiences (Muniz and O'Guinn, 2001; Muniz and Schau, 2005; Sicilia and Palazon, 2008).

The majority of the studies on social communities cited thus far have been from the perspective of operators. However, there were few discussions of the benefits created by community members from the member perspective aimed at analyzing the connotations of social community value, as well as its influence on members. In terms of consumer behavior, value is the key factor in determining individual choice and behavior. The higher the perceived value based on consumers' overall assessment, the higher the consumers' loyalty to the service provider will be developed (Sirdeshmukh et al., 2002). Farquhar and Rowley (2006) pointed out that consumers' recognition of and loyalty towards a social community depends on the value created by the community. If community members are regarded as the customers of a social community, consumer value can be used to understand members' evaluation of the social community. In the past, luxury brands could rely on growing assets and regular customers, but the recent entry of numerous new brands into the luxury market, coupled with increased competition, reflects unforeseen changes in the market. Considering the role of social networks as an intermediary program affecting brand societies (Putu Wuri Handayani, 2016) and its impact on improving customer-brand relationships (Godey et al., 2016), a significant focus on social networks as There is a promising advertising strategy for luxury brands (Ananda et al., 2015).

Therefore, it is necessary to identify the relationship between social media activities and their consequences (such as loyalty, brand preference and premium prices) as well as the impact of social media marketing activities on satisfaction with the mediating role of social identity and perceived value. Therefore, this study seeks to investigate how social media marketing activities mediate the role of social identity and perceived value on adidas brand customer satisfaction?

2. Research Literature

2-1-Theoretical Foundations

Social media marketing is the use of social media platforms and websites to promote and promote a product or service. However, e-marketing and digital marketing information is still prevalent in academia (Willemsen et al., 2011). But the term social media marketing is very popular for both practitioners and researchers. Most social media platforms have data analysis tools. It enables companies to track the progress, success, and engagement of advertising campaigns. Companies are trying to introduce new products and services with the help of social media and one of the valuable results of social media is word of mouth marketing. With the advent of digital and the Internet today, word of mouth marketing has become a new platform for action. In fact, social media marketing has changed the way word-of-mouth marketing has gone into viral marketing (Marchand et al., 2017).

To remain in this competitive market, there are openings for customer satisfaction, retention and loyalty

(Ningsih & Segoro, 2014). One of these is the optimum and continuous use of social networking, which encourages high popularity and potential benefits such as easy and extensive access, cost perception and diverse communication capabilities of many companies to participate in such events. (Kaplan & Haenlein, 2010). Social media has given rise to a new suspicion of communication and content sharing on the Internet, and by fostering or building a brand, it is quickly key to success in changing the mindset of the company and adopting new strategies in response to preferences. Consumer creates (Kohli et al., 2014).

In the 21st century, customers are using social media to interact with others and branding, forcing the company to redirect its communication and branding activities by creating a more participatory approach (Munnukka et al., 2015). Quantifying the impact of social media will allow luxury brands to more accurately predict the future shopping behavior of some of their customers and to guide them in managing their assets and marketing activities (Godey et al., 2016).

So for brands looking to gain and improve their competitive edge, the impact of using social media can be crucial. Therefore, given the high value and importance of this topic, and the research conducted, it seems that there is no comprehensive research on the impact of social media marketing activities on satisfaction with the mediating role of social identity and perceived value. Therefore, the present study attempts to investigate this issue.

2-2- Development of hypotheses

Social media provides individuals with shared interests a virtual space to share and discuss ideas. Social media allows users to build a community through sustained communication. Long-term exchanges of information and growth enhance members develop loyal social relationships (Raacke and Bonds-Raacke, 2008). According to Java et al. (2009), the amount of information published on social media by a user is positively correlated with the number of followers said user has. There fore the following hypothesis is presented:

Hypothesis 1: Social media marketing activities have a significant impact on customers' social identity.

The social media environment encourages user interaction and participation; thus, when browsing the website, users are influenced by the website's multimedia, content interaction, and content information (Keng and Ting, 2009). Past literature has found that companies can use their employees and environment to create A experiential setting to stimulate consumers' experiential value and feelings (e.g. Grace and O'Cass, 2004; Keng et al., 2007; Wu and Liang, 2009). There fore the following hypothesis is presented:

Hypothesis 2. Social media marketing activities have a significant effect on perceived value.

The benefits of these communities include conveying marketing information as well as customer service, exploring demands, and managing a community. These activities can increase customer satisfaction and improve consumer rights. Verhagen et al. (2011) found that when making online transactions, customers will have higher satisfaction with the website they if have a highly enjoyable experience. McAlexander et al. (2002) stated that the interactions and communication between community users, establishing community loyalty, increasing customer satisfaction, and the degree of customer loyalty are key to the long-term management of a community platform. There fore the following hypothesis is presented:

Hypothesis 3. Social media marketing activities have a significant impact on customer satisfaction.

According to the social identity theory, on a group level, people can have different social identities based on social comparisons or self-categorization and define themselves as a member of this category or group, and thus, the motivation for individual behavior is extended from personal benefit to group benefits. Social identity theory holds that individuals play down their personal values during self-categorization. Changes in self-concepts affect community processes, such as standard behavior, group superiority, cooperation and interaction, empathy, positive group attitude, and cohesion. From a customer perspective, the higher the identification with an organization or a brand, the greater likely the consumer is to be satisfied with the organization's products (Papista and Dimitriadis, 2012).

Similarly, existing studies empirically validated the fact that perceived value is influenced by the level of brand identification (He et al., 2012; So et al., 2013). Abdullaha et al. (2016) also stated that there is a

positive impact of perceived website interactivity on customer perceived value. There fore the following hypothesis is presented:

Hypothesis 4. Social identity has a significant effect on perceived value.

After studying American consumer behavior, Bagozzi and Dholakia (2006) concluded that members' participation in brand community activities (such as browsing, discussion, and meetups) significantly influences members' brand-related behavior. He et al. (2012) pointed out that consumers' brand identity positively affects satisfaction. McAlexander et al. (2002) stated that consumers use online communities to easily and regularly share their thoughts and experiences regarding a brand. These community experiences form part of the customer brand experience and create a group identity and feelings of belonging and trust. Is summary of the above findings, this study proposes that group identity is the reason that members recognize the community, confirmation that members share the same feelings and experiences with a brand, and feelings of unity and commitment as part of the group. A stronger group identity indicates that members are more closely integrated into the brand community and hold community opinion of the brand in higher regard. There fore the following hypothesis is presented:

Hypothesis 5. Social identity has a significant effect on customer satisfaction.

Transaction utility theory proposed by Thaler (1985) indicated that perceived value positively influences consumers' willingness to purchase. Dodds et al. (1991) and Grewal et al. (1998) stated that consumers develop willingness to purchase after establishing perceived value. Petrick and Backman (2001) pointed out that PV is an antecedent to customer satisfaction. Another past studies found that perceived value, satisfaction, and behavioral intention are all correlated (e.g. Kim et al., 2007; Chen and Lin, 2015). There fore the following hypothesis is presented:

Hypothesis 6. Perceived value has a significant impact on customer satisfaction.

2-3- Conceptual model of research

All research studies are based on a conceptual framework, which specifies the variables and the relationships between them. This conceptual framework is the model by which the researcher theorizes about the relationships between the factors that have been identified as causing the problem. This theory may not necessarily be the researcher's point of view and is reasonably derived from the results of previous research on the problem.

Since any field and survey research requires a mental map and conceptual model that is plotted in the form of appropriate analytical tools, variables and relationships between them, the theory is conceptually illustrated in Figure 1 with six possible hypotheses. The test is visible. Please note that all direct communication is assumed to be positive.

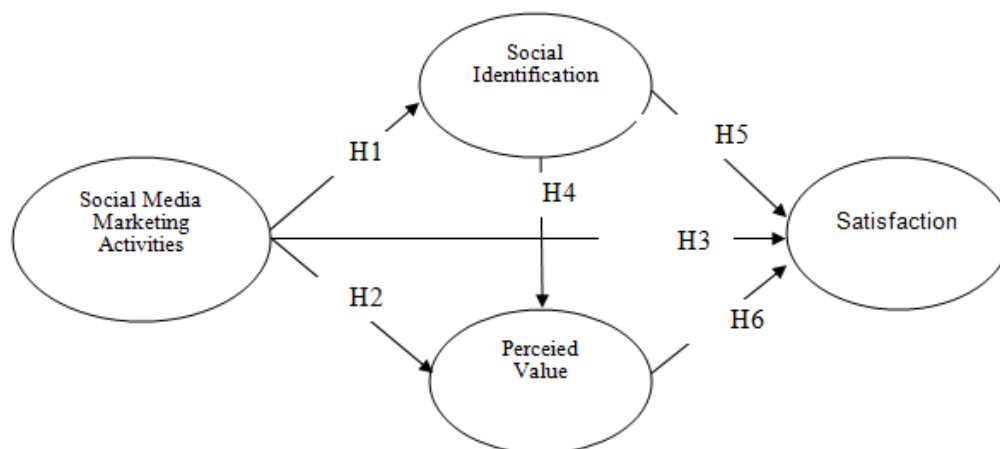


Figure 1: Conceptual model of research

3. Research methodology

Methodologically, this research is a correlational research. The present research is based on descriptive research on how to obtain the required data and in terms of classification of research according to their purpose. This is an applied research and a descriptive-survey method.

In this study, a standard questionnaire was used to formulate the basics, definitions and theoretical concepts of library resources including documents, books, and existing scientific articles. Who comment on any questions. This questionnaire was designed and developed by Chen and Lin (2019).

The questionnaire of this research was subjected to the judgment of several experts and professors of business management and marketing working in universities for content validity. It distributed about 30 questionnaires to the statistical population and at first it was not possible to understand some of the questions for the respondents. The data collection tool was used.

The target population of this study is all customers of Adidas brand in Shiraz. In the present study, since no accurate information is available on the number of statistical population due to confidentiality of information and competition between companies producing and delivering apparel and footwear, therefore, the population of the study is unlimited and for estimating sample size from The relative estimation formula with 5% error and maximum variance of 50% is used. Thus, the sample size is estimated to be 385.

4. Analysis

In this study, structural equation modeling using partial least squares method and PLS software was used to test the hypothesis and model accuracy. PLS is a variance-based approach that requires fewer conditions than similar techniques to structural equations such as LISREL and AMOS (Lijander et al., 2009). Its main advantage is that this type of modeling requires less sample size than Lizzell (Wicksom & Watson, 2001). It is also proposed as a powerful method in situations where the number of samples and measurement items is limited and the distribution of variables can be uncertain (Hayer et al., 2010). PLS modeling is done in two stages. In the first step, the measurement model should be examined through validity and reliability analysis and confirmatory factor analysis, and in the second stage, the structural model is examined by estimating the path between variables and determining model fit indices (Holland, 1999).

4-1- Step 1: Measurement Model

The test of measurement model is related to the validity and reliability of measuring instruments.

4-1-1- Validity

For evaluation of convergent validity, the criterion AVE (mean variance extracted) and CR (composite reliability) were used. Composite reliability higher than 0.7 and mean variance higher than 0.5 are two prerequisites for convergent validity and correlation of structures (Qing Lin & Chi Huang, 2009). As it can be seen from Table (1), all composite reliability values are higher than 0.7 and values of mean variance are higher than 0.5 and this indicates that the convergent validity of the present questionnaire is acceptable Is.

Table 1: Results of the mean variance extracted from the research structures

| Variables | Compound reliability | AVE |
|-----------------------------------|----------------------|--------|
| Social Media Marketing Activities | 0/8794 | 0/5119 |
| social Identity | 0/8833 | 0/6034 |
| Perceived value | 0/8488 | 0/6102 |
| satisfaction | 0/8494 | 0/553 |

In the divergent validity section, the difference between the characteristics of one structure is compared with that of other structures in the model. This is calculated by comparing the AVE root of each structure with the values of the correlation coefficients between the structures. To do this, a matrix must be formed that the values of the original diameter are the root matrix of the AVE coefficients of each structure and the low values of the original diameter are the correlation coefficients between each structure with the other structures. This matrix is shown in Table (2). As it can be seen from Table (2), the AVE root of each

structure exceeds the correlation coefficients of those structures with other structures, indicating that divergent validity of the structures is acceptable .

Table 2: Comparison matrix of AVE root with structure correlation coefficients (divergent validity)

| | Social Media Marketing Activities | social Identity | Perceived value | satisfaction |
|-----------------------------------|-----------------------------------|-----------------|-----------------|--------------|
| Social Media Marketing Activities | 0/715 | | | |
| social Identity | 0/485 | 0/776 | | |
| Perceived value | 0/603 | 0/369 | 0/781 | |
| satisfaction | 0/544 | 0/547 | 0/469 | 0/730 |

4-1-2-Reliability

To evaluate the reliability of the questionnaire, in addition to the Cronbach's alpha coefficient presented in Table 3, which confirms the appropriate reliability of the questionnaire, PLS method was used. The PLS method uses index reliability (Ryward & Hoff, 1988). Reliability of the index is also calculated by measuring the factor loadings by calculating the correlation coefficients of the indices of a structure with that structure, if this value is equal to or greater than 0.6 (Holland, 1999), confirming that the reliability in The case is the accepted measurement model. But if the factor load between one question and the relevant dimension is less than 0.6, that question can be excluded from the subsequent model and analysis. As can be seen in figure (2), all values of factor loadings between constructs and questions are greater than 0.6, indicating a high correlation.

Table 3: Cronbach's alpha coefficient

| Variables | Cronbach's alpha |
|-----------------------------------|------------------|
| Social Media Marketing Activities | 0/8346 |
| social Identity | 0/8341 |
| Perceived value | 0/9433 |
| satisfaction | 0/7999 |

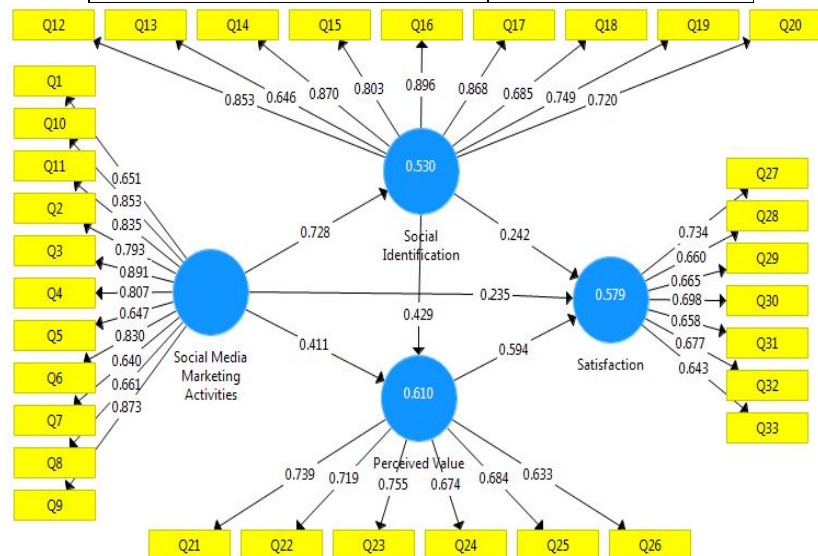


Figure 3: Software output - Modified research model (path coefficients and operating loads)

4-2- Second step: Structural model and hypothesis testing

Structural pattern testing that relates to testing research hypotheses and the effect of hidden variables on each other. Bootstrapping command Smart PLS software was used to confirm the research hypotheses, which shows the output of the coefficients t (Figure 3). When t values are greater than + 1.96 and less than -

1.96, it indicates that the relevant parameter is meaningful and subsequently confirms the research hypotheses.

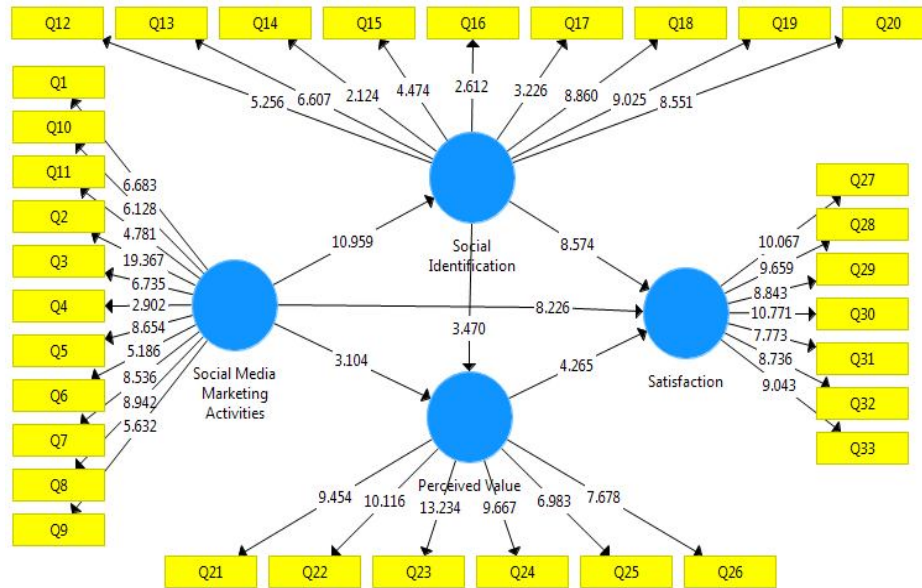


Figure 4: Software output - coefficients t

4-3- Methods for evaluating shaping measurement models

One way to evaluate shaping models is the coefficient of determination (R²). The coefficient of determination (R²) examines how many percent of the variance of a dependent variable is explained and explained by the independent variable (s). So it is natural that this value is zero for the independent variable and for the dependent variable is greater than zero. The higher this value, the higher the coefficient of influence of the independent variables on the dependent. According to the coefficient of determination of the model, it can be said that social media marketing activities have been able to explain 0.530 of the variance in social identity and 0.610 of the perceived value variable. Also social media marketing activities and social identity and perceived value were able to explain 0.779 of the variance of satisfaction variable; the researchers described three values of 0.19, 0.33 and 0.67 as the criterion for the values. Low, medium and strong R² have been introduced. Based on this, it can be concluded that the model has good predictability, the remaining amount is related to the forecast error and can include other factors affecting social identity, perceived value, and satisfaction.

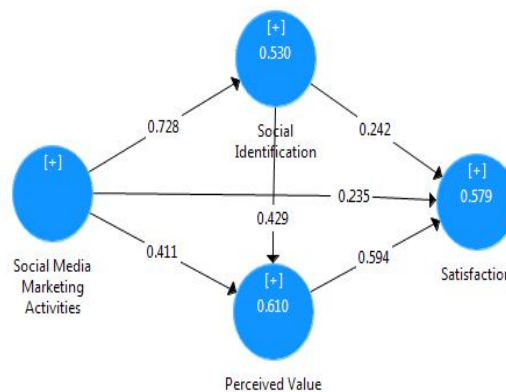


Figure 4: Evaluation of shaping measurement models

4-3- Response to research hypotheses

According to the results of the path coefficient and t-statistic, all the research hypotheses were confirmed, and the results showed that social media marketing activities had a positive and significant effect on social identity, perceived value, and satisfaction. The results of this study also confirm the positive and significant

effect of social identity on perceived value and satisfaction. The results also show that perceived value has a significant effect on satisfaction.

Table 4: Direct effects, t-statistic and result of research hypotheses

| theories | Standardized path coefficient β | statistics T | Meaningful | No rejection or Reject |
|---|---------------------------------------|--------------|------------|------------------------|
| Social Media Marketing Activities → Social Identity | 0/728 | 10/959 | Sig>0.05 | No reject |
| Social Media Marketing Activities → Perceived Value | 0/411 | 3/104 | Sig>0.05 | No reject |
| Social Media Marketing Activities → Satisfaction | 0/235 | 8/226 | Sig>0.05 | No reject |
| Social Identity → Perceived Value | 0/429 | 3/470 | Sig>0.05 | No reject |
| Social Identity → Satisfaction | /242 | 8/574 | Sig>0.05 | No reject |
| Perceived Value → Satisfaction | 0/594 | 4/265 | Sig>0.05 | No reject |

5. Conclusions and practical suggestions

This study was based on the social media marketing activities proposed by Kim and Ko (2012) and examined the impact of social media marketing activities on satisfaction with the mediating role of social identity and perceived value. The empirical results of this study showed that the effects of social media marketing activities on the majority of studies on social websites were neglected. The study confirmed that social media marketing activities had a significant impact on social identity and perceived value, which in turn impacted on customer satisfaction. Therefore, this model helps users understand social media intent. Social media marketing helps maintain the company brand. Key ads and weblog ads in the past were content-based. Social media marketing reaches the target audience and improves the impact of transitional information through a long-term relationship with the online community (Holzner, 2008). Social media service providers should consider how to increase the impact of social media marketing activities.

In line with the results of the research, the following practical suggestions for improving the use of social media marketing to improve social identity, perceived brand value and customer satisfaction are presented:

- Businesses can attract collaborators by identifying opinion leaders or influencers on social media. Thus, the high number of followers of these influencers makes it possible for these people to introduce a brand or page of a brand on social media, identify the brand on social media and recommend it to others. Because in this space the power of online recommendation advertising should not be overlooked.
- Creating engaging and entertaining content related to products and services, tailor-made content, introducing new products to social media, and updating and activating brand-related pages on social media are measures that can impact social identity, value Brand perception and customer satisfaction are shaped by the relationship and then affect loyalty.
- Brand presence on different social media platforms is another measure that involves interacting with social media marketing activities, because today, due to the wide variety and variety of media and the various capabilities of each brand, On different platforms, it increases the chances of reaching new customers and creates a variety of ways with existing customers that impact on social identity, perceived brand value, and customer satisfaction with the brand relationship that ultimately impacts. Affects positive customer behavior and responses.
- Paying attention to customizing services on brand social media is another factor that has a significant

impact on brand satisfaction and brand image. This will both enhance the effectiveness of brand activities on social media and influence the consumer's attitude toward the brand and his or her feelings and consequently consumer behaviors and in the existing space as a brand's strengths in It is a digital space.

The following variables are suggested in the context of developing the conceptual model of research:

- 1) Examine the moderating role of customers' emotions and emotional intelligence
- 2) Investigate the mediating role of seller interactive behavior
- 3) Examine the mediating role of word of mouth marketing
- 4) Investigate the mediating role of customer confidence

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