

# **A Study on the Structural Causality of Marketing Attributes on Purchase Intention through Brand Attitude**

**Lee Seung Kwon,**

Department of Health Care Management, Professor, Catholic Kwandong University, South Korea

The purpose of this study is to investigate the structural causal relationship between the SNS marketing attributes of luxury brands on brand awareness, brand involvement, and brand attachment. To this end, a survey was conducted on 427 large Internet communities and SNS users. The results of the empirical analysis are summarized as follows.

First, among the SNS marketing attributes, information, reliability, and latestness had a significant positive (+) influence on purchase intention.

Second, among the SNS marketing attributes, information, interactivity, playfulness, and latestness had a significant positive (+) influence on brand recognition. Reliability, interaction, and latestity had significant positive (+) effects on brand involvement. In addition, in brand attachment, playfulness and latestness had a significant positive (+) influence.

**Keywords:** SNS marketing attributes, brand attachment, brand recognition

## **Chapter 1 Introduction**

Recently, with the advent of Web 2.0 and smartphones that value sharing and communication, the use of Twitter, Facebook, Instagram, or YouTube has become commonplace. The explosive popularity of Gangnam Style, BTS, and recent Brave Girls can also be attributed largely to their popularity on SNS. Accordingly, companies are also trying to actively use SNS for corporate marketing. In particular, in the luxury industry where the brand image of a product is very important, SNS can be seen as the most optimal corporate marketing channel to raise the brand's awareness. Therefore, this study aims to distinguish the components of SNS marketing attributes into information, reliability, interaction, playability, and latestness, and to verify the structural causal relationship between these components on luxury brand intention through luxury brand attitudes.

## **Chapter 2 Theoretical Background**

### **1. Concept of SNS**

SNS generally means a service that allows you to promote yourself online and build new connections, which has been developed due to changes in the web environment and the increase in the number of Internet users. In addition, as access to SNS has become easier due to the development of small IT devices such as smartphones, tablet PCs, and laptops, it is a service that has expanded the number of users and the range of utilization (Song Young-woo,

2016). When interpreting the abbreviation of SNS, 'Social' means society, or 'community', 'Network' means 'relationship network', and 'Service' means 'creating and providing a foundation' that makes these things possible.

## **2. Concept of brand attitude**

Today, in the era of the flood of similar products (metooism), mass production is carried out according to the development and standardization of technology, and the same or similar products are poured out. Therefore, it is difficult to distinguish in detail about raw materials, manufacturing methods, characteristics, values, etc. except for those who have expertise in products. Therefore, most buyers, who are consumers, choose the product, trademark, and name of the media or well-known company, that is, the brand, rather than distinguishing the good or bad of the product. Therefore, it is very important to raise awareness and create a favorable image by widely informing one's company's products through advertisements, promotions, the Internet, and flyers.

## **3. Brand attachment**

Keller (2003) defined brand attachment as 'more than a positive attitude toward the brand (including attitude), and a feeling of love'. In addition, Thomson et al. (2005) argued that brand attachment is an "emotional bond and stability created through a long-term interaction between consumers and brands," and Ahn Kwang-ho et al. (2018) explained that "a combination of passionate support behaviors that consumers who are satisfied with a specific brand have for the brand and positive emotions created in a long-term relationship."

## **Chapter 3 Research Methodology**

### **1. Exploratory Factor Analysis**

In order to analyze the reliability and validity of the measurement tool, an exploratory factor analysis was performed first, and the Cronbach value was obtained to investigate the internal value of the measurement tool. In factor analysis, the factor loading value was estimated by the principal component method, and the rotation method was the varimax method. The criterion for removing inappropriate questionnaires was set to a factor loading value of 0.5/0.4.

### **2. Exploratory analysis of brand attitude**

In brand attitude, factor 1 was recognized as 'brand awareness', factor 2 was recognized as 'brand involvement', and factor 3 was recognized as 'brand attachment', and factor loading value of measurement tool was 0.6 or more, and each factor's intrinsic value was 1.0 or more, and the cumulative change explanation power of 3 factors was 67.700%, which was good.

Composition Concept	survey question	Factor loading value	eigenvalue	Variable explanation power	Cumulative variable explanatory power	Cronbah $\alpha$
Brand Recognition	D11	0.804	3.209	26.742	26.742	0.913
	D12	0.772				
	D13	0.909				
	D14	0.887				
Brand Involvement	D21	0.882	2.707	22.558	49.300	0.873
	D22	0.719				
	D23	0.804				
	D24	0.610				
Brand Attachment	D31	0.711	2.208	18.400	67.700	0.817
	D32	0.699				
	D33	0.841				
	D34	0.663				

#### Chapter 4 Conclusion

Looking at the causal relationship between brand attitudes, it was found that brand awareness had a positive effect on brand involvement, and brand involvement had a positive effect on brand attachment. However, it was found that the effect on brand attachment directly without covering brand involvement in brand recognition was not significant. In other words, since luxury goods are expensive products, on average, it was found that they cannot proceed immediately with brand attachment without sufficient knowledge of the brand. Therefore, if you think that your brand awareness has been established, it is necessary to increase the customer's brand involvement by providing detailed information on products that can attract customers' interest. This is consistent with the result that brand involvement and brand attachment demand consumers' purchase intention even in the influence of brand attitude on purchase intention, while brand awareness alone does not demand consumers' purchase intention.

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