

Investigating the Drivers to Covert Social Media Members to Customers

Yueh-Wei Chen¹, I-ping Chiang²

Graduate Institute of Information Management, NTPU, Taiwan

Abstract

Social commerce resources are abundant, providing rich information and guiding purchases, making it easier for consumers to obtain goods and gradually getting used to this consumption and purchase mode. This study takes Facebook and instagram social fan groups as examples to explore the impact of social characteristics and social participation on guided purchase behavior. This study makes statistical analysis on fans in Facebook and instagram communities. A total of 212 valid samples were collected for statistical analysis. The results show that there are differences in social characteristics (uniqueness, similarity, informativeness) and social participation and behaviors (social participation, parasocial interaction (PSI)) among members of the guidance/purchase subgroup.

Keywords: Social commerce, Social network fan club, Social marketing technique, Guided purchase behavior groups