

The Relationships of Social Media Marketing, Consumer Engagement and Purchase Intention

Cuong Nguyen¹, Nhu Nguyen², An Duong³
Industrial University of Ho Chi Minh City¹, Vietnam.

University of Greenwich^{2,3}, Vietnam.

nguyenquoccuong@iuh.edu.vn¹, languyen2907@gmail.com², giaan1903@gmail.com³

Article Info

Volume 83

Page Number: 24653– 24666

Publication Issue:

May - June 2020

Abstract

This study aims to identify and evaluate the relationship between Social Media Marketing, Consumer's Purchase Intention and Consumer Engagement. The study was carried out in respondents who have at least one social media account and know the impacts of Social Media Marketing on Consumer's purchase intention among Vietnamese Millennials. The authors used regression to investigate the hypotheses. The researcher gathered data from 300 people using a detailed questionnaire. Results indicate that Social Media marketing is significantly related to consumer's purchase intention, Consumer Engagement. They further demonstrate that Social Media Marketing acts as a partial mediator in how Consumer Engagement impact on consumer's purchase intention. This study further builds a model that will help researchers and practitioners in investigating and explaining the Impact of Social Media Marketing on Consumer's purchase intention in Vietnam.

Article History

Article Received: 11 May 2020

Revised: 19 May 2020

Accepted: 29 May 2020

Publication: 12 June 2020

Keywords: Social Media Marketing, Consumer Engagement, Consumer's purchase intention

I. INTRODUCTION

In our daily lives, the Internet has become an indispensable tool in the world today in general and Vietnam in particular. The convenient function that the Internet provides to everyone such as businesses, which is the association with connected devices to conduct transactions and payments. To be more specific, social media is one of the positive benefits that the Internet has offered; it includes social media platforms, Facebook, Zalo, Instagram. It not only affects the daily life of individuals, but it also affects the way

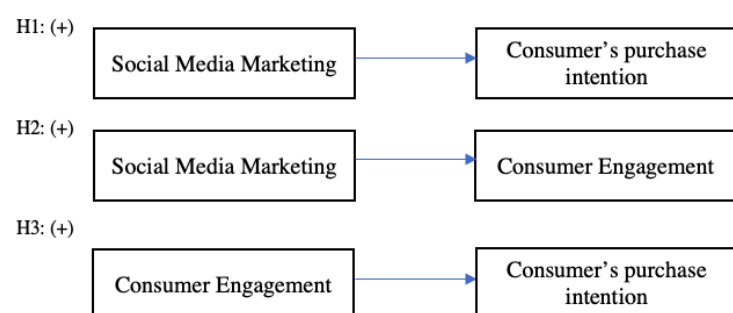
individuals use online to communicate, exchange information, and maintain their relationships (Faraz and Zohaib, 2012). In the 21st century, one of the keys to sufficient business growth is connecting persons to others. Many different manners such as sending messages, posting comments, sharing pictures, group discussions or tweeting acquaintances for a short time without having to go somewhere to meet are the parts that these websites focus on developing, which users can directly interact with others (Bennett, Owers, & Tucker, 2010). At first, keeping in touch with

everyone is one of the goals that social media wants to develop. After that, these websites want social media to be an indispensable tool for both social and commercial needs in order to enter this market. The day-to-day online social network not only affects the daily lives of individuals, but it also impacts on geographic challenges, even cultural and social boundaries. A new phenomenon in both social and commercial goals has emerged around the world based on the development of social media and the widespread use of websites. Over the past few years, in the Vietnam market, the number of media users has increased significantly. According to a statistic conducted by We are social (2015), 28 million people are the number of social media active, such as Facebook (21%), Google+ (13%), Skype (12%)(Chabrol, 2015). In 2018, the number of users had increased to 64 million (equivalent to 67% of Vietnam's population), which is a positive signal that the Vietnamese are increasingly advancing and keeping up with the new phenomenon of the world (Dammio, 2018). Especially with the media aspect, Vietnam's market accounts for 57% (equivalent to 55 million Vietnamese), using media as a necessary tool. Vietnamese (account for 59 million) is ranked 7th in the world in terms of using Facebook in July 2018. This fact proves that investors can earn huge money through exploiting Facebook and various social networking sites (Dammio, 2018). According to Jack Ma - the co-founder and executive chairman of Alibaba Group, customer and business relationships will become closer and

closer based on the tools provided by social media. Moreover, businesses that do not know how to exploit the critical capabilities of this tool will be excluded soon. A new marketing trend will be opened based on social media, which allows businesses to tap into customers more deeply than traditional marketing. In recent years, it is undeniable that social networking has become more and more popular among Vietnamese (Shafique, Anwar, & Bushra, 2010). In this paper, the author aims to explain the following four issues:

1. to determine the factors that impact on the purchase intention of Vietnamese consumers,
2. to determine the relationship between Social Media Marketing and Consumer's purchase intention in the Vietnamese market,
3. to determine the relationship between Consumer Engagement and Consumer's purchase intention, and
4. to determine the relationship between Social Media Marketing and Consumer Engagement.

Figure 1. Research Model



II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Social media and Social Media Marketing

Social networking sites have dominated all communication fields, and it has created new forms of communication thanks to the popularity of the Internet around the world. Moreover, sharing experiences, expressing themselves, enlarging their circle of acquaintance, doing business is the trend that people tend to construct public profiles on social media (Cheung & Lee, 2010). According to Kaplan & Haenlein (2010), media is defined as building on the ideological and technological foundations of Web 2.0 and using the Internet, which allowing applications to create and exchange information or content. Most people can access their news and opinion content through the Internet, and that is how social media describe, not only that, people do not just have a role in consuming and conveying information to others, it can also create and share content with them (Cook, 2008). Instead of one-to-many communication traditional approach, social media has brought users some revolutionary new ways of interacting, participating, cooperating and collaborating and involving users generating content and connecting with people through many-to-many. Moreover, social networking platforms will provide customers with quick, high-tech and reliable products/services. On the other hand, researchers such as Castronovo and Huang (2012) maintain that social media is an essential tool that businesses should begin to explore and leverage to make the marketing strategies involving marketing intelligence, promotions, public relations, product and customer management, and marketing communications are promoted most effectively. Besides, not only because users are interested in using the Internet, the

fact that the information in social media creates is more credibility than the information that companies directly published (Constantinides et al., 2010). Moreover, according to eMarketer (2013), branding, market research, customer relationship management, service provision, and sales promotion are the activities that businesses apply the most through social media. Thanks to the evidence above, various researchers have seen a positive view of the exploitation and implementation of marketing strategies based on social media.

Consumer's Purchase Intention

In the era of technology development and change constantly, in order for every business to survive in the global market, it is prerequisite to understanding consumers' purchase intention. Therefore, academic writers have begun to understand and research the concepts of consumer's purchase intention (Claydon, 2004). This fact has yielded into a variety of definitions of consumer's purchase intention. In terms of the aspects of marketing, selling and advertising, there is no doubt that the decision-making phase of willingness to buy a certain product or service of a consumer is called the buying intention (Wells, Valacich, & Hess, 2011). With regards to marketing researches in various contexts, perceived value (Shaharudin, Pani, Mansor, & Elias, 2010), consumer attitudes (Hidayat & Diwasasri, 2013), perceived risk, usefulness and the ease of use (Faqih, 2013) are considered variables related to consumer's purchase intention. Moreover, the consumer's intention is considered a key and essential factor for the business to be successful in the future. Consumer behaviour will be assessed through purchase intention, and it is considered a significant variable for market researchers because it allows them to measure the

potential of buying an item of individual consumers. To be more specific, according to Mirabi, Akbariyeh, and Tahmasebifard (2015), consumer purchasing intention will be influenced by the important factors such as product quality, advertisement and brand. In terms of the online environment, according to the research carried out by Chang, Cheung, and Lai (2005), 80 variables that serve as antecedents of consumer's purchase intentions have been explored. To be more specific, consumer characteristics, the perceived features of the websites and product features are the three groups categorized by the variables above. Notably, it is realized that there is no way to control them as the customers' buying intentions are continually changing, and they depend on their needs at the right moment. In fact, consumers are increasingly inclined trust information on online shopping channels (Facebook, Zalo, Youtube and Twitter) and consult with other customers before deciding to buy an item (Ahmed & Zahid, 2014). So, social media marketing has become an extremely important trend in building consumers' interests and choices.

Consumer Engagement

In academic marketing literature, a developed platform has defined consumer engagement on social media, and it can provide a robust theoretical lens through several research authors. One of the critical conclusions from Schultz and Peltier (2013) was that researchers and marketers need to identify more clearly, more conceptualize consumer engagement because it is a temporary structure and requires the researcher to operate the appropriate measures to understand the power of relationships better. Broadly, Schultz and Peltier (2013) contend that different structures such as brand loyalty, relationship

marketing, concentric marketing, marketing orientation, customer relationship management and social networks are factors that businesses can consider to attract consumer engagement. Hollebeck et al. (2014) define consumer engagement as social activities related to perceptions, emotions and behaviours in or related to consumption will be positively evaluated by consumers. Similarly, Bowden (2009a) views the author has defined customer engagement as a psychological process that includes cognitive and emotional aspects. Bowden's (2009a) model illustrates consumer engagement as an iterative process commencing with customer satisfaction, moreover, the culmination of a customer in an enterprise's product / service is loyalty. In the lens of Mollen and Wilson (2010), although the engagement of consumers is similar to consumer involvement, in the academic term, the author has pointed out the difference between engagement and involvement of the customers. In general, both require a consumption entity, a positive relationship with a specific brand is an essential factor of participation; they must satisfy both instrumental and experimental values. In terms of this aspect, over the years, the importance of Consumer Engagement has been harnessed. This is due to the fact that the forthcoming of so many media options have created media fragmentation, so consumer devotion will be diminished. In order to minimize these risks, it requires business to devise and adjust appropriate marketing strategies to attract customers because they are committed to being more loyal and emotionally engaged with brands (Sorenson & Adkins, 2014).

Social Media Marketing and Consumer's purchase intention

In 2018, the social media habits of Vietnamese people were surveyed online through W&S - Online Market Research company in Vietnam. The results show that in every aspect of life, work, uploading the latest news and entertainment are essential activities based on social media platforms. Regardless of the virtual world or physical world, companies are planning marketing strategies to be able to penetrate the market and attract customers' attention. Moreover, to maintain customer loyalty for that brand, marketers need to apply many different measures. In fact, some adept companies realize that through social media, consumers have the opportunity to interact and perceive different brands at the time they make a decision (Hutter, Hautz, & Fuller, 2013). Therefore, new methods such as direct marketing, events, social media marketing and Internet marketing will be sought by businesses to improve profits. Social media marketing will be the best choice among these marketing routes to bring products and services to consumers (Keller, 2008; Kotler & Keller, 2007). For these reasons, social media sites will be used by companies to reach their customers. More than any time in the past, the information distribution center such as the introduction of new product lines, the creation of brand awareness, and methods to shape consumer behavior are the benefit that Vietnam businesses achieve when they apply social media sites competently (Muntinga, Moorman & Smit, 2011). Using word-of-mouth marketing to a wide audience, supporting communication from consumers to consumers and raising brand awareness through large-scale social networks are the ways that social media provided to Vietnam businesses (Kozinets, de Valck, Wojnicki, & Wilner, 2010). In addition to its huge popularity, social commerce and spending optimization are one of the benefits that social media marketing brings. The increased intention relating to

making a purchase is a good result that social media marketing brings to Vietnam business because it enables fast and viral delivery (Baird & Parasnis, 2011). So, consumer's purchase intention, in turn, is affected in this manner. In the study relating to social network sites and its impact on customers' behaviour of Pjero and Kercini (2015) shows that information about services and products via the Internet will positively influence consumer's purchase intention. EWOM (electronic word-of-mouth) might affect a customer through other consumers. In Vietnam, online communities are also emerging as a trend. A study is implemented by Asia Plus (2018) – Vietnam Market Research Service indicates that the buying intention of customers will be greatly influenced through the online platform. Moreover, the majority of Vietnam consumers tend to prefer to use the media and Facebook to collect information about brands, products and services (Kengo, 2018). This finding has also been confirmed by the report of Vietnam Advertising Association (VAA), it reveals that comparison with the prior year, sales of sunscreens, drinks, and other summer products have reached their peak (Vaa.org.vn, 2018). The application of social media in marketing strategy has led to the result of this phenomenon. The hypothesis is developed on the basis of these results as follows:

H1: Social Media Marketing impacts positively the purchase intention of consumers

Social Media Marketing and Consumer Engagement

In recent social media marketing, consumer engagement is getting much attention. Customer relationship management, customer service, buyer research, lead generation, sales promotion delivery channel, paid advertising channel, and branding are

marketing activities provided by social media through channels. If consumers want to participate in a brand voluntarily, the information provided by business must be appropriate for them through social media activities (Schmitt, 2012). In fact, the 2013 Social Media Industry Report noted that the brand message, increased traffic to brand Web sites, improved search rankings, and more loyalty among customers may seek increased for marketers find opportunities from the social media communication (Stelzner, 2013). An important goal for marketers is customer engagement, a study in 2012 found that customer engagement was strengthened by 78% of marketers' reports when they apply media to promote their products. Behaviour may go beyond consumer's purchase intention (Doorn et al., 2010). Valence (value), form (type of resources consumable), scope (temporal and geographic) are five characteristics that affect customer engagement objectives (Doorn et al., 2010). With a wide selection of goods, customer engagement can be seen as the supreme attempts of the media and the new shopping experience bring. Besides, word-of-mouth marketing and bring about future profits are the benefits which have built through the emotional connection on the media. Industry experts has also acknowledged that the benefits that online social networks bring not only attract customers, but also enhance the products and branding of business today (Forbes, 2015). Harris and Rae (2009) make an argument that in the future, an important factor to increase customer engagement and marketing is largely based on Social Media Marketing, which is completely accurate for Vietnam businesses. From the outside aspect, consumer infuriation and engagement will be exchanged via online social networks. There is no doubt that online social networks provide Vietnam enterprises with novel and innovative methods to build the relationship with their

clients. The hypothesis is developed in accordance with these statement as follows:

*H2: Social Media Marketing impact positively
Consumer Engagement.*

Consumer Engagement and Consumer's purchase intention

According to Nima Barhemmati and Azhar Ahmad (2015), to achieve marketing goals, the relationship between customers and the company contributes a vital part to the development potential of that company. The chances of consumer's purchase intention about products and services will be higher if their shopping experience is positive. Boyer and Hult (2006) performed a research on customer behavioral intentions for online purchasing utilizing data retrieved from the survey and their findings pointed out that based on the level of customer experience, it can change purchasing intention. Customers who buy the company's corresponding goods and services will be persuaded through this approach. To be more specific, a study was conducted by Magneto in 2015 revealed that 23% higher sales is a benefit that Consumer Engagement brings because they spend more and more frequently on each purchase. So, Yang and He (2011) asserted that consumer buying decisions will be influenced by Consumer Engagement. This results in a lifetime value of customers will be high and the expenditure to have a new buyer will decrease. Theoretically, immensely engaged consumer create a reasonably common trend by persuading their loved ones like family members and social acquaintances as customers. From the earlier results, the hypothesis is developed as follows:

*H3: Consumer Engagement impact positively
consumer's purchase intention*

III. RESEARCH METHODOLOGY

Research design

Since this research takes its starting point in deductive theory, and the aim is evaluating the hypothesis established from the literature review, and the prerequisite of this research is to collect and analyze information quantitatively.

Data sources	Sample size
Students, employees, homemakers and employee retirement; Having at least once social media account and Vietnamese people	300

Data analysis

Statistical Package for Social Scientists (SPSS) version 20 was used for analysis. Moreover, this section concentrates on analyzing the data of the research model. As previously referred, there are three hypotheses in this model research, including H1: Social Media Marketing impacts positively the purchase intention of consumers, H2: Social Media Marketing impact positively Consumer Engagement, and H3: Consumer Engagement impact positively consumer's purchase intention. In order to gain high accurate results, all data are examined through reliability testing and regression analysis. These questions continue to be examined by Regression analysis.

Research Findings

Descriptive Statistics

The author will describe the gender of 300 respondents. For the gender of the respondents, 188/300 respondents were female, equivalent to 62.7%. This result means that the remaining 37.3% are male. Based on the above results, 18-25 years old is the ages with the highest proportion with 68%, equivalent to 204 respondents. The second-largest group of age is 26-35 years old, accounting for 23%, equivalent to 69 respondents. Moreover, the remaining is 36-45 years old, 46-55 years old, under 18 years old, take up less than 10%. There are 171 respondents are students, which is equivalent to 57%. The employee is ranked as the second-highest segment in this survey with the figure is 121, accounting for 40.3%. The total percentage of employee retirement and homemaker is only 2.6%, which is much less in comparison with the two groups mentioned above. Furthermore, we find that most respondents were students, so below, 5,000,000 VND accounted for the highest proportion, with 44.3%, equivalent to 133 respondents. The second highest percentage group belongs to 5,000,000-10,000,000 VND accounted for 34.7%, equivalent to 104 respondents. The third-highest percentage belongs to the income group, 11,000,000-20,000,000 VND accounted for 13%, equivalent to 39 respondents. 4% is divided equally among the remaining two segments.

Table 2. Regression Analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.696 ^a	.484	.482	.600

a. Predictors: (Constant), CE

b. Dependent Variable: CBI

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	100.517	1	100.517	279.633	.000 ^b
Residual	107.119	298	.359		
Total	207.637	299			

a. Dependent Variable: CBI

b. Predictors: (Constant), CE

Coefficients^a

Coefficients^a

Model	Unstandardized		Standardized	t	Sig.	Collinearity	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.018	.143		7.101	.000		
CE	.676	0.40	.696	16.722	.000	1.000	1.000

a. Dependent Variable: CBI

a. Dependent Variable: CBI

IV. RESULTS

The relationship between consumer's purchase intention and Social Media Marketing

After identifying the regression model of this research, investigating the suitability of this regression model is the following stage that need to be done. Looking at the result of regression analysis between Social Media Marketing (independent variable) and consumer's purchase intention (dependent variable), it can be seen that the Adjusted R Square = 0.164, and this figure is lower than R square = 0.167. This demonstrates that this regression is suitable for the data, and it gives an explanation 16,7% of the variance in the data. After that, the author continues to consider F-test. F = 59.853 and sig = 0.000 in the ANOVA table These results of the regression analysis are

compatible with the data and are able to be employed. With the obtained outcomes, the relationship between Social Media Marketing and Consumer's purchase intention is illustrated as follows:

Consumer's purchase intention = 1.650 + 0.465 (Social Media Marketing)

The Relationship between Consumer Engagement and Social Media Marketing

According to the result of regression analysis between Consumer Engagement (dependent variable) and Social Media Marketing (independent variable), it can be seen that the Adjusted R Square = 0.322, and this number is lower than R square = 0.324. This clearly shows that this regression is appropriate for the information and provides 32.4% explanation of the information variance. Further, the author goes on implementing F-test. F = 142.936 and sig = 0.000 in the ANOVA table. This leads to that the regression model is compatible with the data and probable to be applied. With the obtained outcomes, the relationship between Consumer Engagement and Social Media Marketing is illustrated as follows:

Consumer Engagement = 1.014 + 0.666 (Social Media Marketing)

The Relationship between Consumer Engagement and Consumer's purchase intention

From the result of regression analysis between Consumer Engagement (independent variable) and consumer's purchase intention (dependent variable), we can infer that the Adjusted R Square = 0.482, and this figure is lower than R square = 0.484. This result indicates that this regression is conformable for the statistics collected, and it gives an explanation of 48,4% of the variance in the data. Next, the author carries out F-test. $F = 279.633$ and $\text{sig} = 0.000$ in the ANOVA table. This results in the regression model are consistent with the data and could be employed. The relationship between the engagement of consumers and consumer buying intent is demonstrated as follows with the outcome acquired:

Consumer's purchase intention = $1.018 + 0.676$
(Consumer Engagement)

V. DISCUSSION AND IMPLICATIONS

The following regression analysis gives a demonstration of the connection between Social Media Marketing, Consumer Engagement and Consumer's purchase intention:

**Consumer's purchase intention = $1.650 + 0.465$
(Social Media Marketing)**

This equation is employed to draw a conclusion H_1 hypothesis in the research model. The hypothesis in the model is as below:

The coefficient or β of Social Media Marketing is 0.465, which demonstrates that the H_1 hypothesis is supported. Stated alternatively, the β value of

Social Media Marketing is 0.465 after regression analysis, which reveals that Social Media Marketing has a positive influence on consumer's purchase intention. Similar to the outcomes of this research, other academic specialists also advocate such as Carolyn Heller Baird and Gautam Parasnis (2011), Milad Dehghani and Mustafa Tumer (2015) are those who come from Western nations, and Vuong Quoc and The Anh (2016) are those who come from Vietnam. Indeed, the buying intention of Vietnamese consumers is influenced by Social Media Marketing (Van Nhat, 2018). This finding indicates that a trend affecting Vietnamese consumers through social networking platforms is WOM internet. The difference between traditional marketing approaches and Social Media Marketing is that Social Media Marketing allows both people they know and strangers to interact with each other such as chatting, exchanging feedback on real products or services which are provided by the respective businesses. These activities could affect consumers' buying intentions.

Consumer Engagement = $1.014 + 0.666$ (Social Media Marketing)

This equation is employed to draw a conclusion H_2 hypothesis in the research model. The hypothesis in the model is as below:

The coefficient of β of Social Media Marketing is 0.666, which indicate that the H_2 hypothesis is supported. Precisely, the value β of Social Media Marketing reveals that it impacts consumers in

purchase intention. This finding is comparable to what Barhemmati and Ahmad (2015) and VanMeter and Grisaffe (2013) have done in previous researches. All of these studies agree that there is a relationship between social media marketing and consumer engagement. Through social networks such as Instagram, Twitter and Facebook, entrepreneurs can predict interests, political views and specific activities like food services and travelling of consumers. Exchange information, leave feedback and promote ideas and concepts to others are novelty and added attributes provided by social networks so that consumers can interact with each other more. The ability to engage more with the company is expressed through emotional engagement with social media (VanMeter & Grisaffe, 2013). Constructive responses to specific products and brands will be the activities that create actively engaged consumers through Social Media Marketing.

**Consumer's purchase intention = 1.018 + 0.676
(Consumer Engagement)**

This equation is employed in the research model to conclude the H3 hypothesis. The model's hypothesis is as below:

The coefficient of β of Consumer Engagement is 0.676, which means that *the H3 hypothesis* is supported. In other words, the value of β of Consumer Engagement discloses that Consumer Engagement has a beneficial impact on Vietnamese consumers' purchasing intention. This

outcome is also comparable to Rosetta's (2014) viewpoint; the intention to construct a close-knit relationship with a brand will be kept committed to the buyer even though sometimes they have a terrible experience with that brand. Customer loyalty to a brand may increase when the business knows how to promote consumer purchasing behaviour through previous consumers feedback and engagement. One of the most effective ways businesses can apply is to use word of mouth advertising (Barhemmati & Ahmad, 2015). Likewise, another research has been conducted by Ngo and Mai (2017) in the context of the Vietnamese market, has shown that Customer satisfaction will be improved through the efforts of Consumer Engagement. The results show that customer loyalty is also improved. Understanding more about a brand's products and services is a demand that customers are concerned in an environment of social networking. The best solution for Vietnam entrepreneurs is to gather online feedback from friends, family or even strangers. Therefore, consumers' buying decision-making process will be influenced by the views from the three above. Vietnamese consumers tend to become observers and followers on social networks (Kim Lien, 2017), and the proportion of such individuals is continually increasing (Kemp, 2017). This fact is the outcome of Social Media Marketing characteristics that make viral and fast delivery simpler.

The outcomes obtained from this thesis can give a contribution to the section of literature in several

ways. First of all, this research expands the knowledge of the aspects of consumer's purchase intention, which will be impacted through social networking platforms. The author has conducted this research in Vietnam market because the author has witnessed the sudden increase of networks in recent years. The results show that social networking sites are increasingly attached to Vietnamese consumers. Social networking sites will influence consumers' buying intention, and this research can enlarge the potential to underline the above result. It is believed that consumers have many opportunities to share personal experiences and feedback on products, services and brands quickly through the outstanding features of social networking platforms. The impact of consumer engagement in purchasing intention will be emphasized based on this strategy. This research involves evoking consumer needs through the role of strategy, and entrepreneurs should take advantage of it effectively. The maximum of consumer engagement through Social Media Marketing should be promoted more strongly by entrepreneurs. Marketers need to take into account the design of social networking sites. For instance, web site designers should leave a space where customers can share their experience with certain products or services with other customers. The buying intention of the following customers will be further strengthened through this type of information. Entrepreneurs can adjust their strategies to suit the needs of the market, such as customer insights through the platforms of social

media. Consequently, it is a useful and vital tool for entrepreneurs to understand the factors that influence consumers' buying intentions. Based on the interests of consumers, businesses can often revise modifying their online marketing strategies to enhance effectiveness on marketing strategies. In the world of social media, marketers should come up with ideas to attract the attention of every customer. Moreover, entrepreneurs should be a more open attitude when considering the flexibility of social networking sites. The studying of how to shape consumer communication in a manner that is consistent with the goals and strategies of the respective companies will be able to conduct effectively when they know how to apply the information above. The intention and expectation of customers will be research more successful thanks to the deep understanding of today's consumers. Apart from contributions may offer, some restrictions are existing in this research. Firstly, this research only covers closed-ended questions; in order to gain more knowledge related to the views and experiences of online network consumer directly in making purchasing decisions, further researches should be applied more interviews to gather information. Secondly, marketers should broaden the scope of demographic variables to get a better overview of customer insights on social marketing. Finally, research that combines other factors besides engaging consumers had better be further studied.

REFERENCES

- [1] Ahmed, M.A., & Zahid, Z. (2014). Role of social media marketing to enhance CRM and brand equity in terms of purchase intention. *Asian Journal of Management Research*, 4(3), 533-549.
- [2] Baird, C.H., & Parasnis, G. (2011). From social media to social customer relationship management. *Strategy & Leadership*, 39(5), 30-37, doi: 10.1108/10878571111161507.
- [3] Baird, C.H., & Parasnis, G. (2011). From social media to social customer relationship management. *Strategy & Leadership*, 39(5), 30-37, doi: 10.1108/10878571111161507.
- [4] Barhemmati, N., & Ahmad, A. (2015). Effects of Social Media Marketing (SNM) on consumer purchase behavior through customer engagement. *Journal of Advanced Management Science*, 3(4), 307-311, doi: 10.12720/joams.3.4.307-311.
- [5] Barhemmati, N., & Ahmad, A. (2015). Effects of Social Media Marketing (SNM) on consumer purchase behavior through customer engagement. *Journal of Advanced Management Science*, 3(4), 307-311, doi: 10.12720/joams.3.4.307-311.
- [6] Bennett, J., Owers, M., & Tucker, M. (2010). Workplace impact of social networking. *Property Management*, 28(3), 138-148. doi:10.1108/02637471011051282
- [7] Bowden JLH. "The process of customer engagement: a conceptual framework", *Journal of Marketing Theory and Practice* 2009a;17(1):63–74.
- [8] Boyer, K.K. and Hult, G.T.M., 2006. Customer behavioral intentions for online purchases: An examination of fulfillment method and customer experience level. *Journal of Operations Management*, 24(2), pp.124-147.
- [9] Castronovo, C. and Huang, L., 2012. Social media in an alternative marketing communication model. *Journal of marketing development and competitiveness*, 6(1), pp.117-134.
- [10] Chabrol (2015). Internet statistics in Vietnam shows high potential business opportunities in 2015. <http://chabrol.net/2015/06/09/internet-statistics-in-vietnam-2015/> [Accessed 16 Apr. 2020].
- [11] Chang, M.K., Cheung, W., & Lai, V.S. (2005). Literature derived reference models for the adoption of online shopping. *Information & Management*, 42(4), 543-559.
- [12] Cheung Christy M.K. & Lee Matthew K.O. (2010). A theoretical model of intentional social action in online social networks. *Decision support system*. Vol. 49, P 24-30.
- [13] Claydon, T. (2004) *Human Resource Management a Contemporary Approach*. 4th Ed. Harlow. Prentice Hall.
- [14] Constantinides, E., Carmen Alarcón del Amo, M. and Romero, C.L., 2010. Profiles of social networking sites users in the Netherlands.
- [15] Cook, N. (2008). *Enterprise 2: How Social Software will Change the Future of Work*.
- [16] Dammio (2018). *Cac so lieu thong ke Internet Viet Nam nam 2018*. [online] DAMMIO.COM. Available at: <https://www.dammio.com/2018/10/08/cac-so-lieu-thong-ke-internet-viet-nam-nam-2018>
- [17] Dehghani, M., & Tumer, M. (2015). A research on effectiveness of Facebook advertising on enhancing purchase intention of consumers. *Computers in Human Behaviour*, 49(1), 597-600, doi: 10.1016/j.chb.2015.03.051.
- [18] EMarketer. (2013). Advertisers boost social ad budgets in 2013. Retrieved from <https://www.emarketer.com/Webinar/Digital-Advertising-Trends-2013/4000064>
- [19] Faqih, K. (2013). Exploring the influence of perceived risk and internet self-efficacy on consumer online shopping intentions: Perspective of technology acceptance model. *International Management Review*, 9(1), 68-78.
- [20] Farooq, F. and Jan, Z., 2012. The impact of social networking to influence marketing through product reviews. *International Journal of Information and Communication Technology Research*, 2(8).
- [21] Forbes (2015). *6 Strategies to Drive Customer Engagement in 2015*. Available at: <https://www.forbes.com/sites/forbesinsights/2015/01/29/6-strategies-to-drive-customer-engagement-in-2015> [Accessed 16 Apr. 2020].

- [22] Harris, L., & Rae, A. (2009). Social networks: The future of marketing for small businesses. *Journal of Business Strategy*, 30(5), 24-31, doi: 10.1108/02756660910987581.
- [23] Hautz, J., Fuller, K., & Hutter, K. (2013). “Let users generate your video ads? The impact of video source and quality on consumers’ perceptions and intended behaviors”, *Journal of Interactive Marketing*, 28(1), 1-15.
- [24] Hidayat, A., & Diwasasri, A. (2013). Factors influencing attitudes and intention to purchase counterfeit luxury. *International Journal of Marketing Studies*, 5(4), 143-151, doi: 10.5539/ijms.v5n4p143.
- [25] Hollebeek, L., Glynn, M., & Brodie, R. (2014). “Consumer brand engagement in social media: Conceptualization, scale development, and validation”, *Journal of Interactive Marketing*, 28(2), 149-165.
- [26] Kaplan, A.M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68, doi: 10.1016/j.bushor.2009.09.003.
- [27] Keller, K. (2008). *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. Pearson Prentice Hall: New Jersey.
- [28] Kemp, S. (2017). *Digital In Southeast Asia in 2017*. [online] We Are Social. Available at: <https://wearesocial.com/special-reports/digital-southeast-asia-2017> [Accessed 16 Apr. 2020].
- [29] Kengo, K. (2018). *Nhung mang xa hoi nao dang pho bien tai Viet Nam?*. [online] Brands Vietnam. Available at: <https://www.brandsvietnam.com/congdong/topic/12420-Nhung-mang-xa-hoi-nao-dang-pho-bien-tai-Viet-Nam?fbclid=IwAR1RLS2VI5emcmkA5w0jYVlDfi-7lGTzNVU79LMYqDrwof4RpseO1kRpSuI> [Accessed 6 Aug. 2019].
- [30] Kotler, P., & Keller, K. (2007). *A Framework for Marketing Management*. NJ, Upper Saddle River: Pearson/Prentice Hall.
- [31] Kozinets, R., de Valck, K., Wojnicki, A., & Wilner, S. (2010). Networked narratives: Understanding word-of-mouth marketing in online communities. *Journal of Marketing*, 74, 71–89.
- [32] Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A study of factors affecting on customers purchase intention. *Journal of Multidisciplinary Engineering Science and Technology*, 2(1), 267-273.
- [33] Mollen, A., & Wilson, H. (2010). Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives. *Journal of Business Research*, 63 (9-10), 919-925, doi: 10.1016/j.jbusres.2009.05.014.
- [34] Muntinga, D., Moorman, M., & Smit, E. (2011). “Introducing COBRAs: Exploring motivations for brand-related social media use”, *International Journal of Advertising*, 30(1), 13-46.
- [35] Ngo My, N. and Mai Vo Ngoc, T. (2017). Analysis of the impact of advertising through social network on consumer shopping intention in Can Tho city. *Scientific journal of Can Tho University*, 48(D), pp.66-76.
- [36] Nguyen Thi Kim, L. (2017). The Impacts of Social Media on Online to Offline (O2O) in Vietnam. *Global Journal of Emerging Trends in e-Business, Marketing and Consumer Psychology (GJETeMCP)*, 3(1), pp.7-12.
- [37] Phan The, A. and Vuong Quoc, T. (2016). Determinants Of Social Media Influence On Consumer's Purchasing Intention: The Case of Facebook in Vietnam. *International Journal of Economics, Commerce and Management*, IV(7), pp.440-441.
- [38] Pjero, E., & Kercini, D. (2015). Social media and consumer behavior – How does it works in albania reality? *Academic Journal of Interdisciplinary Studies*, 4(3), 141-146, doi: 10.5901/ajis.2015.v4n3s1p141.
- [39] Rosetta. (2014). Customer Engagement from the Customer’s Perspective. Rosetta Consulting. Available at <http://www.rosetta.com/> [Accessed 16 Apr. 2020].
- [40] Schmitt, B., 2012. The consumer psychology of brands. *Journal of consumer Psychology*, 22(1), pp.7-17.
- [41] Schultz, D.E. and Peltier, J.W. (2013), “Social media’s slippery slope: challenges, opportunities and future research directions”,

Journal of Research in Interactive Marketing, Vol. 7 No. 2, pp. 86-99.

African Journal of Business Management, 5(16), 6738-6746.

- [42] Shafique, F., Anwar, M., & Bushra, M. (2010). Exploitation of social media among university students: A case study. *Webology*, 7(2), 34-47.
- [43] Shaharudin, M., Pani, J., Mansor, S., & Elias, S. (2010). Purchase intention of organic food: Perceived value overview. *Canadian Social Science*, 6(1), 70-79, doi: 10.3968/j.css.1923669720100601.010.
- [44] Sorenson, S., & Adkins, A. (2014). *Why Customer Engagement Matters So Much Now*. Available at <http://www.gallup.com/businessjournal/172637/why-customer-engagement-matters.aspx> [Accessed 16 Apr. 2020].
- [45] Stelzner, M.A., 2013. Social media marketing industry report. *Social media examiner*, 41, pp.1-10.
- [46] Vaa.org.vn. (2018). *Loi ich cua quang cao truc tuyen*. [online] Available at: <http://vaa.org.vn/so-tay-quang-cao/loi-ich-cua-quang-cao-truc-tuyen.html> [Accessed 16 Apr. 2020].
- [47] Van Doorn, J., Lemon, K.N., Mittal, V., Nass, S., Pick, D., Pirner, P. and Verhoef, P.C., 2010. Customer engagement behavior: Theoretical foundations and research directions. *Journal of service research*, 13(3), pp.253-266.
- [48] Van Nhat (2018). *Social media marketing for business*. [online] Brands Vietnam. Available at: <https://www.brandsvietnam.com/14649-De-tiep-thi-bang-truyen-thong-xa-hoi-dat-hieu-qua> [Accessed 16 Apr. 2020].
- [49] VanMeter, R.A., & Grisaffe, D.B. (2013). Of ‘likes’ and ‘pins’: Measuring consumers’ emotional attachment to social media. *Society for Marketing Advances Proceedings*, 25(1), 209 doi: 10.1016/j.intmar.2015.09.001.
- [50] Wells, J., Valacich, J., & Hess, T. (2011). What signal are you sending? How website quality influences perceptions of product quality and purchase intentions. *MIS Quarterly*, 35 (2), 373-396.
- [51] Zi-Ying, Y., & Ling-Yun, H. (2011). Goal, customer experience and purchase intention in a retail context in China: An empirical study.