

The Influence of the Credibility of Brand Content on Social Media Platforms on Consumers' Purchasing Decisions and Its Communication Mechanism

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Abstract:

The increased usage of social media for communicating with brands has made the credibility of content even more important in influencing purchasing behavior among consumers. The perceived authenticity, authority, and transparency of branded content on social media platforms identify consumer purchasing behavior. Focusing on familiar brands such as Nike and Adidas, the present study pursues research relevant to credibility in terms of establishing consumer trust and amendment of purchase intentions. These will be achieved through a mixed-method approach, where both quantitative and qualitative methods will be employed. The questionnaire to be administered to 500 respondents will measure perceptions of the content's credibility and their subsequent derived impact on purchasing behavior. Additionally, there will be an experimental method of real-time social media engagement to assess immediate consumer reactions to brand messaging in a controlled environment. It is expected that the results will show a strong positive relationship between the credibility of content and consumer trust, and therefore, transparency and authenticity are expected to have the most influence. This supports the findings that clear and honest communications are what brands should focus on to advance the credibility of content and drive purchasing decisions. It therefore follows that the findings of this research provide useful information on how credibility in brand content can be leveraged efficaciously in the enhancement of consumer trust and improved marketing outcomes on social media platforms.

Keywords: Brand content credibility; social media marketing; consumer purchasing behavior; communication mechanism; trust and authenticity.

1. Introduction

The aim of the present study is to investigate how trustworthiness in brand content on social media platforms affects consumer purchase decisions, based on the integration of online media and marketing and changes in consumer habits that rapid digital development has accelerated [1,2]. The overview does illustrate what the study is, which may raise enormous interest from enterprises for a better development of marketing strategies to strengthen relationships with consumers and solve issues of miscommunication or lack of transparency in digital communications. The idea of this paper is to research the intersection of network media and marketing, which can help not only to understand the existing condition of the digital communication ecology but also guide enterprises in their marketing strategies.

Through consumer behavioral change analysis, researchers can provide unique communication paths and marketing strategies for setting brands in a highly competitive market [3]. Furthermore, pen communication and journalism studies to combine the two; we could conduct in-depth discussions over such issues as the credibility of digital communication information, dissemination of false information, and audience composition, bringing up new perspectives to provide solutions for the media industry [4]. While social media has turned out to be a major channel for brand communications, the impacts of branded content's trustworthiness on consumers' purchase decisions remain under-explored. Previous studies have been limited to either the communication effect of brand content or audience engagement without consideration of how this key factor of content credibility would impact purchase decisions. Moreover, in this digital era, the problem of false information and advertisement transparency is serious; therefore, an in-depth study of the credibility of social media content in branding cannot only help a brand to have a more stable consumer relationship but also provide a good research perspective for the communication and journalism field [5].

The analysis basically rests on the role that credibility of content in terms of authenticity, authority, and transparency plays in brand communication on social media. The literature analysis method was applied for finding the relevant information and literature, and then reading it. The first advantage of this method is effectiveness for analysis of theoretical bases of content credibility and its impacts on consumer behavior, which were very conducive for research. The ultimate goal of this study will be to find out the relation between the trustworthiness of branded content and the purchasing decision made by a consumer, as well as to single out effective communication mecha-

nisms that can be used by every brand in order to promote trust [6]. To achieve this, a mixture of methods, including questionnaires and experimental methods, will be used.

The study also gathered users' perceptions in the authenticity, authority, and transparency of brand information, tested their purchase intention, and administered the questionnaires in required users of different social network platforms to test different perceptions of users of different platforms about brand credibility.

With the integration of media and marketing online, and rapid digitization, the pace of change in consumer habits has accelerated, so it is relevant that the present paper discusses the effect of credibility of brand content on social media platforms with respect to influencing consumers' buying behavior [7].

2. Method

This research is based on the analysis of the role of content trustworthiness, including authenticity, authority, and transparency in brand communication on social media platforms. The quantitative approach in the form of a questionnaire survey will be employed in this research in order to provide further support for the analysis. This questionnaire design would be such that it could measure the perceived credibility of the brand content regarding authenticity, authority, and transparency. It will be distributed online to a sample of consumers who actively engage with branded content on social media. The sample will be demographically diverse. Answers will be systematically collected after distribution, and subsequent analysis will be performed along with testing some predefined assumptions with regard to the believability of content and purchasing decisions. In this context, the research will try to establish the effect of trust in branded content on consumer purchasing decisions and effective communication mechanisms for brands to instill trust. In this regard, a multi-method approach is intended—that is, questionnaires and experimental methods—shall bring the overall objective into perspective.

In designing the questionnaire, clear logics and reasonable design of questions can ensure that the data collected by the research is in line with the research objective and possesses analytical value.

The core question addressed in the research is “how the credibility of branded content on social media platforms influences the purchasing decisions of consumers.” This research explores whether the perception that consumers have towards branded content would allow or enhance their willingness to buy as a result of the effects of authenticity, authority, and transparency. Hence, the primary task of questionnaire design is to quantify the degree perceived

by those three factors through subjective evaluation by consumers and analyze the correlation with purchase intention.

Second, the knowledge of basic demographic characteristics of respondents will be helpful for subsequent data grouping and analysis. For example, the frequency of using social media influences age-level variables that influence differences in the credibility evaluation of content and purchase behaviors. These can also serve as controlled variables for subsequent quantitative analysis to examine whether there is a difference in perceived trustworthiness between different groups.

According to the core hypothesis of this research, the credibility of the content would affect the purchasing decision in three dimensions: information authenticity, authority, and transparency. So, when designing the questions, rely on the above three elements to separately measure these factors from the consumer's perception. Score on a 1-5 scale, subjective evaluation quantification helps subsequent statistical analysis.

2.1 Problem Design

First, authenticity determines whether consumers will consider brand content honest and reliable, forming the bedrock of credibility. Authority is a big one, in which the brand is perceived as an authority in relevant fields, directly showing the influence on consumer trust. The third important factor is transparency, which makes content transparent to show a brand open to the world to show its information and build consumer confidence. This research, therefore, will directly measure the willingness to buy of consumers after viewing branded content as a means to investigate the relationship between trustworthiness of content and purchase decisions. Yes/No multiple-choice questions and expectations about the time of purchase will clearly indicate whether a consumer has purchase motivation and will specify the urgency of his or her purchase behavior. Purchase intention is the most direct measure that will show whether trustworthiness correlates positively with a purchase decision, while purchase time expectations further refine purchase intentions to see whether high-trust content accelerates purchasing behavior. Indirectly, it may be indicated by the frequency of engagement with branded content on social media. The frequency of interaction is directly related to the degree of trust consumers develop in branded content, thereby influencing purchasing behavior. The problem design involves assessing the frequency of exposure to branded content.

This frequency can then be quantified to examine the relationship between engagement behaviors and purchase intent with the credibility of content. It could thus be as-

sumed that the results of the questionnaire will prove the hypothesized relationship to be right: the one in which the credibility of the brand's content is positively related to purchase decisions. More specifically, the expectation is that those consumers who perceive the brand's content as highly authentic, authoritative, and transparent will show increased buying intentions in the short term, say within a week.

It will be able to confirm whether different groups, such as high-frequency social network users and younger groups, are more sensitive to the credibility of branded content by analyzing the purchase intention of diverse groups. Given this perspective, the results will serve useful for brands in terms of having better targeting in developing marketing strategies on social media. For instance, it is expected that those that have the highest level of interaction—that is, the more frequent commenters, likers, and sharers—would also possess a higher level of trust in branded content and an increased motivation to buy.

In total, 300 valid questionnaires were collected in this study and then distributed to different social platforms by an online questionnaire tool. By designing the questionnaire and analyzing the data, this study will be able to confirm that information authenticity and authority are the most important dimensions of the trustworthiness of the content which have significant impacts on the purchasing decisions made by each consumer. Data reveal that branded content of higher trust level can effectively increase the purchase intention of consumers.

3. Discussion

From this design and analytics reasoning, the research can form a conclusion compatible with the expectation of the research and thus support effectively the working hypothesis of this paper.

These results bring to the fore some interesting insights about consumer behavior and how effective the digital means of communication are in stating the trustworthiness of branded content across social media platforms with regards to consumer purchasing decisions. The data from this questionnaire yield certain important trends that help in the understanding of how the authenticity, authority, and transparency of brand content affect consumers in building trust to make purchase decisions.

Analysis of the responses to the survey shows that the factor of influence in the need to buy is first and foremost the perceived authenticity of the content. When consumers perceive the content of a brand as honest, free from misleading claims, the intention to buy might be shown at an increasingly higher rate. Authenticity is the base for trust, and trust is that factor that motivates consumer behavior

essentially. In fact, many of the respondents mentioned that they feel a lot more confident when purchasing, provided the brand gives factual information such as correct product description, third-party certification, and realistic claims. This shows how crucial transparency and verifiable information are in the communication of brand messages. We have also noticed that authentic recommendations and user-generated content play a great role in creating an authenticity experience among consumers, and they are more likely to interact and purchase from a brand. A second relevant question relates to the role of authority in branded content. In this context, authority involves the use of endorsements by experts in the industry, cited research, and awards that give credence to claims made by brands. The results showed that brands using authoritative sources within their content are perceived to be more credible by consumers, with an increased likelihood to purchase products from these brands. Respondents said that, more often than not, an endorsement by an expert or mentions of working with a well-recognized industry name increases their perceived value of the product. This means the addition of expert opinion and authoritative voices on social media holds massive potential to boost brand credibility. Brands that work with well-renowned designers or those recognized by popular figures show positive responses to higher purchase intentions. However, it is important to establish that endorsements need to align with brand values, or they might backfire and be perceived as inauthentic.

The third dimension of review credibility is transparency. In this respect, research denotes that transparency, where promotional content clearly differs from consumer reviews, plays a key role in shaping consumer trust. Nowadays, consumers are very suspicious of hidden advertising, with many respondents focusing on distinguishing between sponsored content and real user feedback. Results showed that clarity in sponsored content disclosure, or when a brand has paid for a promotion from an influencer, makes such brands more appealing. This transparency builds trust and adds more weight to the authenticity of what is shared. For example, clear disclosure of a partnership with a brand was more likely to make participants trust the influencers, rather than subtle product integration into content without disclosure.

In addition, from the analysis of the survey results, it has been identified that the convergence of those three elements mentioned above—authenticity, authority, and transparency—constitutes a big determinant in the consumer's choice. The sentiments running through most of the responses in the survey are that no single factor is sufficient to build complete consumer trust; rather, the combination of authenticity, authority, and transparency

has had the greatest effect. It gives consumers a guarantee when the content appears to be authentic, endorsed by experts, and transparent. An interaction of these three dimensions of trustworthiness creates an overall trust framework that eventually guides them in making purchase decisions. Another key finding of this survey is personalized content. Many respondents have expressed their wish to see information prepared according to their particular needs and interests [8]. Personalization of content, either to address very niche consumer pain points or to provide solutions to a specific need, is seen as more credible and trustworthy. Brands that use data-driven insights to customize their messaging usually score higher ratings on the metrics of trustworthiness, thereby having a positive influence on purchase intentions. This showcases the importance of leveraging big data to understand consumer preferences and create personalized, trusted content that resonates well with your target audience.

Of course, a number of potential difficulties in gaining credibility were revealed in the survey. Above all, the proliferation of misinformation and deceitful advertising via social media has made many consumers more suspicious [9]. The majority of respondents maintained that because of misleading advertising on various social media platforms, they often view branded content with suspicion. This suspicion factor presents a challenge for brands: they must pursue consistent, honest, and transparent communications strategies if they are going to defray the negative impacts brought about by misinformation [10].

4. Conclusion

Ultimately, the research results of this study reveal that the credibility of brand content on social media significantly impacts consumers' purchasing decisions, with authenticity, authority, and transparency being key elements in building consumer trust. These findings further conclude that the integration of these three components is essential for creating a strong consumer-brand relationship, leading to higher purchase intentions. This study provides valuable insights for brands to refine their social media marketing strategies and enhance the credibility of their content, which primarily affects consumer trust and purchasing behavior. Future research should focus more on exploring innovative ways to counter misinformation and enhance the transparency of brand communication, ensuring brands can maintain consumer trust in the rapidly evolving digital landscape.

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