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КУПІВЕЛЬНА ПОВЕДІНКА СПОЖИВАЧІВ У СОЦІАЛЬНИХ МЕРЕЖАХ: МОТИВИ ТА ПОКАЗНИКИ РЕЗУЛЬТАТИВНОСТІ

Ключові слова: соціальні мережі, купівельна поведінка, споживчий попит, онлайн покупки, інтернет-магазини.

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BUYING BEHAVIOR OF CONSUMERS IN SOCIAL NETWORKS: MOTIVES AND PERFORMANCE INDICATORS

Key words: social networks, purchasing behavior, consumer demand, online shopping, online stores.

Motives of consumer buying behavior in social networks are complex psychological structures of consumer behavior within the computer and information social platform, certain elements of which are unknown to the consumer himself. In fact, the online buyer reacts emotionally or compulsively to images and incentives that are subconsciously associated with the product.

Motives for purchasing goods by consumers through social networks can be conventionally divided into rational, emotional and socio-ethical ones.

Rational motives include the desire for comfort, which is considered as basic when a consumer buys a product on the e-commerce market. Consumer satisfaction is derived from the fact that while communicating with friends on social platforms, there is an opportunity to purchase the necessary goods 24/7 at any point on the planet. In addition, the online buyer often has the opportunity to choose a convenient payment method and receive additional services.

Another important motive for online shopping is the desire to save money. It is known that the majority of Internet buyers want to buy various goods at the lowest prices. That is why online stores in social networks try to focus on product availability, while using discounts, special offers, and loyalty programs for regular customers. It should also be noted that most online stores offer delivery of goods to the required place, which saves time for the consumer.

Social and ethical motives include the desire to follow the majority. It is expressed in an effort to keep up with fashion, to keep up with the times, to use things that others praise. This category of motives can also include the desire to communicate with the seller and other buyers, discussing various issues in the comments.

Among emotional motives, the motive of prestige is common. Such motivation applies in the case of purchases of various "status" goods. In this way, the consumer emphasizes that he is a "successful person". The motive of striving for superiority pushes the Ukrainian segment of online buyers who are just starting to use this kind of online services to make a purchase. A number of emotional motives include the motive of traditions. This motivation is designed to disrupt the consciousness of regular buyers by enhancing positive emotions with various tools of the internet marketing complex. This approach can attract customers, as it affects the emotional side of perception and distracts from the cold calculation when choosing a product.

Emotional motives include aesthetic motivation, which is associated with art and the idea of beauty. The Internet buyer seeks to get aesthetic satisfaction from the purchase process, starting from the stage of selecting the product, paying for the product, receiving the product, and providing service [5].

Therefore, the purchasing motivation of Internet consumers is responsible for the direction of actions within social relationships, organizes and regulates the process of purchasing behavior in social networks on the way to achieving the desired goal. Based on the basic motives, a complex of Internet marketing is formed, which ensures the effectiveness of marketing activities.

It should be noted the most important point - attracting the attention of consumers of the company's products through social networks is justified in the case when the target audience is widely represented and active on social media resources.

To determine the successful marketing behavior of a brand in social networks, it is necessary to constantly monitor a certain number of indicators presented in the table 1.

Table 1

Performance indicators of marketing behavior of the enterprise in social networks

Indicator	Characteristics of the indicator	The importance of determining the indicator
Brand mention volume	The total number of mentions of a brand (enterprise) for a certain period of time	The growth of the indicator implies the efforts of the enterprise's marketing activity in social networks. Tracking the volume of the brand every week and every month will help to evaluate the general state of the company's presence in the networks.
Share of voice	The number of mentions of the brand compared to competing brands on social networks	The share of advertising voice serves as a benchmark of consumer awareness of the brand in comparison with competitors. It shows how strong the brand's social media buzz was compared to competing brands.

Involvement	The number of times a user interacts with a brand on social sites	Practitioners believe that if the content does not encourage leaving a comment, then its effectiveness is low. Social media is primarily a dialogue. The more actively engaged fans or followers are, the more likely they will become loyal consumers or opinion leaders and promote the product or service within their networks.
Interactivity per post	The number of replies or comments a published post, tweet or update receives	The more often a user comments on a message, the more likely he will be interested in the brand and will be involved in the development of the brand.
Analysis of online consumer behavior	Determining what Internet users who talk about the brand on social media really feel about the brand and the company	Companies (brands) have obvious problems when they are systematically criticized in the networks. Also, if the behavior is neutral in most cases, this may indicate that the marketing activity does not have enough impact, and the brand did not interest anyone enough to make a strong impression on users.
Social CTR	The number of transitions to the company's web resources	As a rule, one of the goals of an enterprise's marketing behavior in social networks is to attract traffic to the brand's website, thereby increasing consumer awareness and, accordingly, increasing online sales or conversion. An increase in CTR can be one of the indicators of effective Internet marketing.
Mentions of opinion leaders	Number of brand mentions among opinion leaders	Having opinion leaders who talk about the brand and act as brand ambassadors is an effective way to expand your online market reach within key communities. Mentions of opinion leaders are considered more valuable because they have a large number of followers.
Platform coverage	Number of social platforms on which a brand is represented or social reach within multiple online networks	A brand (business) may be a hot topic of discussion in various forums, but rarely mentioned on Twitter. This problem depends on the social networks used by the target audience.
Mentions on mobile	The number of mentions of the	Social networks are a mobile form of communication. Posting on the go has

platforms	brand in social networks on mobile platforms	become an integral part of Internet users' lives. If users aren't engaging with a brand through mobile apps, it could be a sign that the brand is lagging behind the competition. This is especially important if the business uses mobile coupons, QR codes, or feedback tools on Android, iPhone or Windows platforms
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Source: compiled by the author

Studying literary sources, no optimal formula was found that would transform the behavior of the enterprise through marketing efforts into large profits. But it is social networks that today popularize the brand, attract and retain online consumers. Marketers also know that users want to speak openly and honestly about their experiences with brand services and their products, they want to hear the voice of the brands themselves, and will always use different channels for this. Therefore, it is important for companies to constantly interact with online consumers, so that they leave positive feedback about the products and the company, stimulate and encourage online shopping through content, and so that they stay and strive to be with the brand and develop it.

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