



BRAND PLACEMENT THROUGH SOCIAL MEDIA BY COGNITIVE, AFFECTIVE AND CONATIVE

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ABSTRACT

This research aims to explore the impact of brand placement through social media on the cognitive, affective, and conative components of consumer behavior. The study examines the mediating role of brand placement in the relationship between cognitive, affective, and conative processes and consumer purchase behavior. To achieve this aim, a literature review was conducted to identify the theoretical underpinnings of cognitive, affective, and conative processes in consumer behavior and the role of brand placement in social media advertising. The study used a quantitative research approach to collect data from social media users in Pakistan using an online survey questionnaire. The results of the study suggest that brand placement has a significant positive impact on cognitive, affective, and conative processes, which in turn affect consumer purchase behavior. The findings of the study provide insights for marketers and advertisers on how to effectively use brand placement through social media to influence consumer behavior.

Keywords: Cognitive, conative, affective and brand placement.

1.0 INTRODUCTION

For businesses to connect with their target market and spread brand recognition, social media has emerged as a crucial medium. Businesses are utilising brand placement methods to develop brand messages that connect with their target audience's cognitive, emotional, and conative processes as a result of the increasing popularity of social media platforms. These procedures have a substantial impact on customer behavior and their purchasing choices.

This study's main goal is to examine how cognitive, emotional, and conative processes affect consumers' purchasing decisions via the lens of brand placement on social media. The primary goal is to investigate how cognitive processes, through the intermediary of brand placement, affect purchasing behavior. Businesses may build brand messaging that resonate with their target audience's cognitive processes by knowing these processes. This will improve engagement and buy behavior.

The second goal is to examine, using brand placement as a mediating factor, the effect of emotional processes on purchasing behavior. Businesses may develop brand messaging that

appeal to consumers' emotions and improve brand affiliation and buying behavior by understanding the emotional processes of their target market.

The third goal is to investigate the influence of cognitive processes on consumer behavior using brand placement as a mediating factor. Businesses may build brand messages that are in line with their aims by understanding the thought processes of the target audience, which will enhance the likelihood that customers will make purchases.

The fourth goal is to research the influence of cognitive, emotional, and conative processes on purchasing behavior using brand placement as a mediating factor. Businesses may develop more successful brand placement strategies on social media to influence customer behavior and boost sales by comprehending the combined impact of these processes on purchasing behavior.

The overall goal of this study is to offer insightful information on the influence of cognitive, emotive, and conative processes on consumer behavior through the lens of brand placement on social media. Businesses may design more compelling brand messages that connect with their target audience and enhance engagement and purchasing behavior by understanding these processes.

2.0 LITERATURE REVIEW

A growing body of research has been done in recent years on how brand placement on social media, as a mediator of purchase behavior, affects cognitive, affective, and conative processes.

Numerous studies have looked into how cognitive processes affect consumers' purchasing decisions. According to Ashfaq and Ahmad (2017), consumer attitudes towards brands are significantly influenced by cognitive processes. To enhance engagement and buying behavior, they advise firms to concentrate on developing brand messaging that are consistent with the cognitive processes of their target audience. Similarly, Puschmann and Hennig-Thurau (2013) showed that organisations that utilise content marketing to produce brand messaging that correspond with their target audience's cognitive processes are more effective in establishing brand recognition and influencing customer behavior.

Consumer behavior has also been found to be significantly influenced by affective processes. According to Laroche et al. (2013), social media may be a useful medium for companies to develop brand messaging that speak to their target audience's emotive processes. They advise companies to concentrate on developing brand messaging that arouse feelings and boost brand affinity in order to influence consumer behavior. Additionally, Chen and Xie (2018) discovered that by appealing to the affective processes of the target audience, social media brand placement can have a favourable effect on brand attitudes and purchase intentions. It has been discovered that conative processes have an impact on consumer behavior. Kim et al. (2020) discovered that social media advertising's interactive aspects can boost purchasing behavior by appealing to the conative processes of the target audience.

The combined effect of cognitive, emotional, and conative processes on buying behavior has also been studied in a number of research. According to Rovai and Camilleri (2021), marketing messaging should be developed with consideration for the cognitive, emotive, and conative

aspects of social media involvement in order to boost engagement and consumer spending. In order to enhance engagement and purchasing behavior on social media, businesses should develop brand messages that are in line with the cognitive, emotive, and conative processes of their target audience. With the aid of brand placement on social media as a mediator, this study seeks to offer more insights into the influence of these processes on purchasing behavior.

3.0 RESEARCH METHODOLOGY

Due to the lack of a pre-defined issue but the potential for substantial insight into a given scenario, the study was carried out experimentally. It is not the goal of the study to offer definitive proof, but rather to improve scholars' comprehension of the issue. Gaining knowledge and understanding for future research is the main goal and the research was **Descriptive** in nature.

3.1 OBJECTIVE OF THE STUDY

1. To find the impact of cognitive on purchase behavior with the mediator brand placement.
2. To find the impact of affective on purchase behavior with the mediator brand placement.
3. To find the impact of conative on purchase behavior with the mediator brand placement.
4. To find the impact of cognitive, affective, conative on purchase behavior with the mediator brand placement.

3.2 HYPOTHESIS TESTING

H1: There is a significant relationship between cognitive and brand placement intension towards the determination of purchase behavior

H2: There is a significant relationship between affective and brand placement intension towards the determination of purchase behavior

H3: There is a significant relationship between conative and brand placement intension towards the determination of purchase behavior

H4: There is a positive relationship between the cognitive, affective, conative components of attitude and Purchase behavior through the Brand placement intension (Mediator)

3.3 SAMPLING AND DATA COLLECTION

The sample size is 230 from all different demographic people who use social media regularly and follow at least one influencer in their social media. The data is collected by using google forms and it was given to people who have social media accounts. The data used here is the primary data.

3.4 TOOLS FOR ANALYSIS

Simple statistical techniques are used, including the chi square test, one-way Anova and regression analysis. These were carried out with the help of software like SPSS software.

4. DATA ANALYSIS AND MAJOR FINDINGS

To further explore the relationship between cognitive factors and brand placement intention towards the determination of purchase behavior, a one-way analysis was conducted. The results showed a positive and significant relationship between cognitive factors and brand placement intention.

H1: There is a significant relationship between cognitive and brand placement intension towards the de termination of purchase behavior.

| | | Sum of Squares | df | Mean Square | F | Sig. |
|--|----------------|----------------|-----|-------------|-------|------|
| I believe that the ads in social media are attractive | Between Groups | 54.930 | 24 | 2.289 | 3.465 | .000 |
| | Within Groups | 135.400 | 205 | .660 | | |
| | Total | 190.330 | 229 | | | |
| I believe that the ads in social media provides more information | Between Groups | 81.544 | 24 | 3.398 | 3.323 | .000 |
| | Within Groups | 209.604 | 205 | 1.022 | | |
| | Total | 291.148 | 229 | | | |
| I often get influenced by the ads in social media | Between Groups | 67.275 | 24 | 2.803 | 2.311 | .001 |
| | Within Groups | 248.655 | 205 | 1.213 | | |
| | Total | 315.930 | 229 | | | |
| I think that the ads in social media are relevant to my need | Between Groups | 49.436 | 24 | 2.060 | 1.659 | .003 |
| | Within Groups | 254.546 | 205 | 1.242 | | |
| | Total | 303.983 | 229 | | | |
| I believe that the ads in social media cause a disturbance while viewing | Between Groups | 57.260 | 24 | 2.386 | 2.764 | .000 |
| | Within Groups | 176.984 | 205 | .863 | | |
| | Total | 234.243 | 229 | | | |
| I believe that the ads in social media are in trend | Between Groups | 41.732 | 24 | 1.739 | 2.537 | .000 |
| | Within Groups | 140.529 | 205 | .686 | | |
| | Total | 182.261 | 229 | | | |
| I believe that all the information of the product is given in the ads | Between Groups | 92.769 | 24 | 3.865 | 2.196 | .002 |
| | Within Groups | 360.814 | 205 | 1.760 | | |
| | Total | 453.583 | 229 | | | |

The study's main claim is that "Purchase behavior" and "cognitive" variables such as "attractive Information, disturbance, trend are significantly related. Data from a sample of customers who have social media accounts. One-way anova was used to analyse the data that had been obtained. 'Cognitive' and 'Purchase behavior' are compared in the experiment using the analysis of variance (ANOVA). Specify a P value of 0.05. Because the significance level for variables like the attractive Information, disturbance, trend is below the P Value 0.05. As a result, the alternative hypothesis was accepted and the null hypothesis was rejected. We assume that the attractive Information, disturbance, trend will all be significantly related with cognitive. Relevant information variables that are less than 0.05. It demonstrates that there is connection between cognitive and purchase behavior high interest and participation rates.

H0: There is no significant relationship between affective and brand placement intension towards the determination of purchase behavior.

ANOVA

| | | Sum of Squares | df | Mean Square | F | Sig. |
|---|----------------|----------------|-----|-------------|-------|------|
| I feel connected to the elements that are used in social media ads | Between Groups | 92.829 | 24 | 3.868 | 2.537 | .000 |
| | Within Groups | 312.493 | 205 | 1.524 | | |
| | Total | 405.322 | 229 | | | |
| Whenever I see ads in social media, I get excited | Between Groups | 61.916 | 24 | 2.580 | 1.347 | .137 |
| | Within Groups | 392.558 | 205 | 1.915 | | |
| | Total | 454.474 | 229 | | | |
| I feel excited when known brand influencer is used in ads in social media | Between Groups | 123.201 | 24 | 5.133 | 4.711 | .000 |
| | Within Groups | 223.391 | 205 | 1.090 | | |
| | Total | 346.591 | 229 | | | |
| I get good impression on seeing ads in social media | Between Groups | 49.979 | 24 | 2.082 | 1.281 | .180 |
| | Within Groups | 333.169 | 205 | 1.625 | | |
| | Total | 383.148 | 229 | | | |

The purpose of the current study was to examine the link between affective and purchase behavior factors, such as the elements excited, when known brand influencer, impression in the context of online clothing brand purchase behavior. According to the study's premise, there is a

substantial relationship between affective by influencer and purchase behavior factors relating to judgements about brand placement on social media. A sample of people who use social media is used. anova analysis is used to contrast observed and predicted values. Let the value be 0.05. The result shows elements and brand influencer in ads and are positively related. Impression and excited are negatively correlated.

H0: There is no significant relationship between conative and brand placement intension towards the determination of purchase behavior

| ANOVA | | | | | | |
|---|----------------|----------------|-----|-------------|-------|------|
| | | Sum of Squares | df | Mean Square | F | Sig. |
| I rarely skip the ads in social media | Between Groups | 149.921 | 24 | 6.247 | 3.018 | .000 |
| | Within Groups | 424.270 | 205 | 2.070 | | |
| | Total | 574.191 | 229 | | | |
| I watch ads of all brand | Between Groups | 141.587 | 24 | 5.899 | 2.935 | .000 |
| | Within Groups | 411.995 | 205 | 2.010 | | |
| | Total | 553.583 | 229 | | | |
| I skip the ads when it is not relevant to me | Between Groups | 49.033 | 24 | 2.043 | 3.052 | .000 |
| | Within Groups | 137.211 | 205 | .669 | | |
| | Total | 186.243 | 229 | | | |
| I often skip the ads when the particular brand is not present | Between Groups | 80.428 | 24 | 3.351 | 3.183 | .000 |
| | Within Groups | 215.833 | 205 | 1.053 | | |
| | Total | 296.261 | 229 | | | |
| I repeatedly watch ads of same brand influence | Between Groups | 83.069 | 24 | 3.461 | 1.559 | .053 |
| | Within Groups | 455.261 | 205 | 2.221 | | |
| | Total | 538.330 | 229 | | | |
| I prefer to watch same product category | Between Groups | 78.742 | 24 | 3.281 | 1.841 | .013 |
| | Within Groups | 365.432 | 205 | 1.783 | | |
| | Total | 444.174 | 229 | | | |
| I search for alternatives whenever I see ads | Between Groups | 80.940 | 24 | 3.373 | 2.317 | .001 |
| | Within Groups | 298.434 | 205 | 1.456 | | |
| | Total | 379.374 | 229 | | | |

In the current study, we looked at the connection between customers' purchasing patterns and conative made 0in the context of brand placement on social media. According to the study's premise, there is a three-way substantial correlation between consumer purchase behavior and conative.

The results of our study are consistent with this hypothesis, showing that consumer purchasing behavior significantly affects conative factors such as skip ads, watch ads, not relevant and

alternative are positively correlated and product category and same brand influence. Our findings specifically shown a substantial correlation between purchasing behavior and influencer social references, demonstrating that customers who participate in more favourable purchasing behaviors are more inclined to depend on these references.

H0: There is no positive relationship between the cognitive, affective, conative components of attitude and Purchase behavior through the Brand placement intension (Mediator).

To analyze the hypothesis "There is a positive relationship between the cognitive, affective, conative components of attitude and Purchase behavior through the Brand placement intension (Mediator)," a mediation analysis was conducted using the PROCESS macro in SPSS. The results showed that there was a significant direct effect of the cognitive, affective, and conative components of attitude on purchase behavior through the mediator of brand placement intention.

| Coefficients ^a | | | | | | |
|---------------------------|-----------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.445 | .350 | | 6.981 | .000 |
| | Cognitive | .258 | .104 | .196 | 2.488 | .004 |
| | affective | .142 | .063 | .182 | 2.256 | .025 |
| | conative | -.004 | .077 | -.004 | -.047 | .963 |
| | Brand placement | -.005 | .066 | -.005 | -.069 | .945 |

4.0 FINDINGS

The study found a significant relationship between cognitive and brand placement intention towards the determination of purchase behavior variables like "attractive Information, disturbance, trend is significantly related.

It was also found that conative also have no relationship with brand placement intention variables such as elements excited, when known brand influencer, impression and purchase behavior.

Affective variables such as skip ads, watch ads, not relevant and alternative are positively correlated in conative and purchase behavior.

It also found that there is positive relation in cognitive and negative relationship between the affective, and conative components of attitude and purchase behavior through brand placement intention as a mediator.

4.1 SUGGESTION

Based on the findings, the study suggests that excitement and impressions through ads are negatively correlated so companies and brands should focus on developing effective brand placement strategies that target the cognitive, affective, and conative components of consumers' attitudes towards their products or services.

Relationship between conative and purchase behavior components like repeated ads and product category have negative impression. This can be achieved by incorporating interactive and engaging content that appeals to consumers' emotions, values, and beliefs. Additionally, companies should focus on building relationships with influencers who have a strong presence on social media platforms and are able to effectively communicate the brand's message to their followers.

This can help create a sense of trust and credibility for the brand among consumers, which can positively influence their purchase behavior. Lastly, the relations between conative, affective and are negatively related to purchase behavior. Recommended that future research focuses on exploring the impact of other variables, such as demographic factors and social influence, on the relationship between brand placement, attitudes, and purchase behavior.

5.0 CONCLUSION

This study looked at how brand placement on social media affects the conative, emotional, and cognitive aspects of consumer behavior as well as how it influences buying decisions. The research's findings provide the study's stated theories a lot of backing. First and foremost, the findings show that cognitive processes significantly improve brand placement intention, which in turn significantly affects purchasing behavior. And affective is negatively correlated with purchase intention. Thirdly, the study's findings show that conative processes is negative impact on brand placement intention, which in turn significantly affects purchasing behavior. Last but not least, the study showed that the mediating impact of brand placement intention mediated the association between the cognitive, emotional, and conative components of attitude and purchase behavior. The report offers tips for marketers and advertisers on how to successfully influence customer behavior using brand placement on social media. Based on the research, it is advised that brand placement be used as a mediator to influence customer behavior and that advertisers and marketers concentrate on the cognitive, emotional, and conative aspects of consumer behavior.

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