

A Study on the Impact of Brand Information Sharing on Brand Purchase Intention: A Case of Brand Information Sharing in Facebook Communities in Mongolia

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ABSTRACT

In Mongolia, where e-commerce is underdeveloped, social commerce conducted via platforms such as Facebook serves as the primary marketing channel. Businesses share brand-related information on Facebook to enhance brand awareness, build trust, and stimulate purchase behavior. This study focuses on Mongolian Facebook communities and develops a model to investigate how brand information sharing influences consumers' purchase intention toward brands. The model incorporates brand knowledge and brand trust as mediating variables, and brand information characteristics (value, clarity, completeness) as moderating variables. A questionnaire survey was conducted using adapted established scales. The survey was distributed online to Facebook users in Mongolia. Data analysis and validation were performed using SPSS 23.0, PROCESS 3.5, and AMOS 23.0. Empirical results indicate that brand information sharing has a positive impact on brand knowledge and brand trust. The characteristics of brand information moderate this relationship: higher-quality information strengthens users' interest in the brand, deepens their understanding, and enhances trust. Brand knowledge and brand trust mediate the relationship between brand information sharing and purchase intention. Consumers' willingness to purchase is driven not only by exposure to information but also by their understanding of and trust in the brand. Brand knowledge and trust are identified as key factors influencing purchase intention. In Mongolia, where consumers heavily rely on social media for brand information, this mechanism is particularly important. Managerial recommendations suggest that companies should share high-quality, credible, and valuable brand content on social media and strengthen consumer interaction to foster brand knowledge and trust. The study acknowledges limitations, such as the sample being limited to Mongolian Facebook users. Future research could explore other social media channels or emerging formats. Overall, this study analyzes how brand information sharing on social media affects consumer purchasing behavior, constructs a model with mediating and moderating variables, and validates it empirically. The findings offer theoretical support and practical guidance for brand marketing on social platforms.

KEYWORDS

Mongolian community; Facebook community; Brand information; Brand sharing; Purchase intention

1. INTRODUCTION

With the development of social networks, social networking sites (SNS) have gained increasing popularity among both users and businesses, emerging as essential tools for brand marketing. Social media platforms not only facilitate user communication and information sharing but also offer businesses new channels to promote products and engage with consumers. Among these, Facebook—as a leading global social platform with billions of active users and diverse features—is widely used for brand communication and user interaction. Through functions such as status updates, photo sharing, and video posts, Facebook significantly enhances information dissemination and emotional connections between users and brands, enabling businesses to effectively reach target audiences [1].

Currently, Facebook has become a core component of many companies' marketing strategies. By creating brand pages and publishing targeted, valuable content, businesses aim to increase users' brand awareness, trust, and loyalty, thereby boosting purchase intention and behavior. Meanwhile, consumers share product experiences and brand opinions through social platforms, contributing to word-of-mouth formation and influencing the purchasing decisions of potential buyers.

In Mongolia, where e-commerce is still developing, social commerce has become the dominant form of marketing. Facebook serves as the main platform for information exchange and brand promotion within Mongolian communities. Both businesses and individuals use it to publish and share brand-related content, encouraging consumers to develop brand awareness and trust, which in turn enhances purchase intention [2].

Although numerous studies have examined user behavior on social networking sites, motivations for information sharing, and the role of virtual communities in building brand loyalty, the specific impact of brand information sharing on purchase intention in the context of Mongolia's Facebook environment remains underexplored. Therefore, investigating how brand information sharing on Facebook influences consumer purchasing behavior holds significant practical and academic value. This research not only offers strategic insights for social commerce platforms and businesses but also expands the academic understanding of this field.

2. RESEARCH METHOD

This study employs a two-part questionnaire survey to analyze the impact of brand information sharing on Facebook on brand purchase intention. Using SPSS, PROCESS, and AMOS software, quantitative analysis was conducted to examine the mediating effects of brand knowledge and brand trust, as well as the moderating role of brand information characteristics.

3. RESEARCH SECTION

This study elaborates on its significance and objectives from both theoretical and practical perspectives. Theoretically, based on a structural equation model, it analyzes the unique attributes of brand communities in social networking environments and the influence of brand information sharing on purchase intention [3]. The research aims to enrich and expand theories related to social media marketing management, particularly offering insights into brand communication and consumer behavior on Facebook.

Practically, this study helps businesses, marketers, and consumers better understand the value and role of brand information sharing within Facebook brand communities. It supports enterprises in refining brand communication strategies to enhance consumer brand awareness, trust, and purchase intention, ultimately improving customer loyalty and market expansion. Moreover, the study provides a valuable reference for marketers in regions like Mongolia—where e-commerce is not yet fully

developed—assisting them in formulating effective social media marketing strategies, mitigating risks, and building confidence within Facebook communities [4].

The primary objective of this research is to construct a model exploring the impact of brand information sharing within Facebook communities on purchase intention, offering both theoretical and empirical support for corporate social media management and marketing [5]. Specific goals include reviewing literature related to Facebook brand communities, analyzing the functions and behavioral patterns of information sharing, designing a questionnaire, and using empirical methods to verify how brand information sharing affects consumer purchase intention through brand knowledge and trust. This will serve as a reference for future social media marketing efforts [6].

Focusing on Facebook brand communities in Mongolia, this study holds significant theoretical and practical value. Theoretically, it supplements and extends existing research on brand marketing, brand knowledge [7], and trust in the context of social networks through structural equation modeling. Practically, it aids businesses and marketers in better understanding the real-world value and effectiveness of brand information sharing on Facebook, especially by providing empirical support for crafting effective marketing strategies in Mongolia's social commerce environment [8].

Mongolia was selected as the research context for several reasons: as a developing country, it relies heavily on foreign brands, and Facebook serves as the primary platform for brand communication. Businesses in Mongolia are beginning to use Facebook for brand promotion, yet there is a lack of existing research and guidance. Additionally, Mongolian users tend to share and interact in their native language on social media, making it easier for both local and international companies to develop marketing strategies aligned with the target market [9].

This study demonstrates innovation in three aspects. First, regarding the research subject, it selects brand communities in Mongolia on Facebook as the sample, combining virtual brand communities and social commerce—a novel approach that fills a research gap in the Mongolian market and offers practical application value. Second, in terms of research content, the study investigates the impact of brand information sharing (including posting, sharing, and commenting) on brand purchase intention, introduces brand knowledge and brand trust as mediating variables, and examines the moderating effect of brand information characteristics [10], thereby constructing a comprehensive impact pathway and providing robust empirical support for related theoretical research. Third, from a research perspective, the study begins with users' brand information sharing behaviors, incorporating multiple viewpoints—including those of businesses, marketers, and consumers—to offer a more holistic explanation of brand information dissemination mechanisms.

In the theoretical framework section, the article analyzes the forms of brand information sharing on Facebook and their impacts. Brand information posting involves users publicly sharing brand-related content within their network, which can enhance brand exposure, promote interaction, and improve consumers' brand awareness and trust. Content includes product performance, corporate image, and brand personality, with product information playing a key role in brand satisfaction and trust. Brand information sharing refers to users forwarding existing brand content to others, which helps increase brand visibility, improve customer service [11], acquire potential clients at low cost, enhance website traffic, and improve search rankings, while also strengthening consumers' knowledge and trust in the brand. Therefore, this study proposes that brand information sharing behavior positively influences brand trust and purchase intention in Facebook communities.

The article provides a detailed discussion on brand information reviews and brand knowledge. Regarding brand information reviews, based on the Facebook platform, the author argues that brand reviews are evaluations and descriptions from consumers who have actually used the brand's products—users with knowledge and experience of the brand. These reviews include both positive and negative types and can influence other users' brand awareness and trust. The study indicates that brand reviews help reduce uncertainty and perceived risks in consumers' purchasing decisions, enhance their confidence in the brand, and encourage businesses to improve their products and

services. Furthermore, the quantity, quality, and professionalism of the reviews significantly affect users' initial trust and purchase intention [12].

In the brand knowledge section, the author defines brand knowledge as the totality of consumers' familiarity, understanding, recognition, and experience with a brand. This knowledge is stored in the consumer's memory and influences their attitudes and decisions through brand recognition, brand image, and related aspects. Literature suggests that brand knowledge not only affects consumers' information processing efficiency but also reduces decision-making costs, enhances brand attitudes and loyalty, and ultimately increases purchase intention. The process of acquiring brand knowledge involves consumers accumulating awareness from various brand communication content and deepening understanding through past experiences. Thus, this article contends that brand information reviews significantly enhance brand knowledge, and brand knowledge plays a crucial role in the consumer decision-making process.

The article systematically explores the concept, dimensions, and impact of brand trust. Trust is a psychological state based on risk and uncertainty, reflecting consumers' positive expectations regarding the brand's ability to fulfill promises and its honesty and reliability. Brand trust represents the emotional bond between consumers and the brand, reflected in their confidence in the brand's performance [13], sincerity, and overall behavior. Several scholars note that brand trust is particularly important when consumers perceive high risks, as it helps increase brand dependence and loyalty.

Regarding the dimensions of brand trust, various research perspectives have proposed different classifications, such as honesty, ability, reliability, goodwill, and consistency. This paper concurs that brand trust consists of three main dimensions: brand ability (ability to fulfill promises), brand honesty and goodwill (whether the brand cares about consumer interests), and overall trust. These dimensions collectively form consumers' comprehensive trust evaluation of the brand.

Concerning the impact of brand trust, studies show that it significantly enhances consumer favorability and loyalty, increases purchase intention, encourages repeat purchases, and promotes active brand information sharing. Especially in online shopping, brand trust not only influences consumer attitudes but also helps overcome information asymmetry, reduce perceived risks, and increase purchase confidence. Moreover, trust can reduce consumers' price sensitivity and strengthen their attachment to the brand. Therefore, this paper argues that brand trust is a core variable influencing consumer behavior and brand performance and should be highly prioritized in digital marketing.

Brand purchase intention refers to the future likelihood or tendency of a consumer to purchase a specific brand's product or service based on subjective judgment and motivation. Ajzen (1970) first defined "intention" as the probability of an individual engaging in a specific behavior, describing it as a conscious and planned psychological drive. Most scholars believe that purchase intention reflects the attitude and preference a consumer develops toward a product under the influence of external factors—such as brand image, word-of-mouth, and environment—and serves as a precursor to actual purchasing behavior. Mullet (1985) argued that purchase intention is an attitude response to external environmental influences; Sinha (1998) regarded it as a subjective potential or tendency; while William (1991) emphasized that both subjective desire and external factors jointly determine purchasing behavior. Thus, purchase intention not only reflects consumers' psychological expectations of a brand but also indicates the effectiveness of marketing efforts. In recent years, with the development of social media, new factors—such as recommendations from opinion leaders and information dissemination through online platforms—have significantly influenced purchase intention. Meanwhile, traditional factors affecting brand purchase intention include corporate social responsibility, shopping environment, and service quality. Research indicates that proactive corporate social responsibility behavior can enhance consumers' trust in a brand, thereby increasing purchase intention. Positive shopping experiences and promotional strategies can also effectively reduce perceived risks and improve brand preference and purchase decisions. Therefore, brand purchase

intention is an important variable linking consumer psychology with business market performance, holding significant research and practical importance.

Brand purchase intention is influenced by various factors, including consumers' age, education, income, and information sources, as well as brand knowledge and trust. In traditional shopping, factors such as time and cost can affect purchase intention; whereas in online shopping, brand knowledge and trust are particularly crucial—trust can reduce decision-making complexity and increase the likelihood of purchase. Additionally, consumers' personality traits, self-concept, and the degree of alignment between brand personality and consumer self-image also significantly impact purchasing decisions [14].

This paper explores the impact of brand information sharing in social networks on brand knowledge, brand trust, and purchase intention. Brand information sharing refers to users disseminating brand-related content on social platforms through posting, sharing, and commenting, enabling other users to access, learn about, and develop trust in this information. As brand information sharing increases, users' awareness and trust in the brand gradually grow, thereby enhancing brand knowledge and trust, which in turn influence purchase intention. Thus, this study proposes the following hypotheses: brand information sharing significantly impacts brand knowledge and brand trust (H1, H2). Additionally, characteristics of brand information—such as richness, clarity, and relevance—moderate the relationships between brand information sharing and both brand knowledge and trust (H3, H4). The more informative the brand content being shared, the higher the level of user engagement and understanding, resulting in increased brand knowledge and trust. Brand knowledge and brand trust also serve as mediating variables between brand information sharing and purchase intention (H5, H6). Brand knowledge promotes purchase intention by reducing the learning time for potential buyers and enhancing brand awareness; brand trust increases purchase intention by lowering perceived risk and uncertainty during the buying process. The rapid dissemination and wide reach of social networking platforms make brand information sharing a key factor in driving brand awareness, trust, and purchase intention.

This paper further examines the impact of brand knowledge and brand trust on brand purchase intention. Brand knowledge refers to a consumer's understanding, perception, experience, and evaluation of a brand. It helps consumers identify the brand, reduce perceived risk, and form positive evaluations. Studies show a significant positive relationship between brand knowledge and purchase intention: the more brand knowledge consumers have, the more likely they are to purchase products from familiar brands. Brand knowledge can strengthen brand attitudes, thereby promoting purchase intention [15].

Brand trust is a key factor influencing consumer purchase intention. It reduces risk and uncertainty in the decision-making process and enhances consumers' willingness to buy. Research indicates that trust in a brand helps consumers make purchase decisions, especially in online shopping, where brand trust directly affects consumer attitudes toward a brand and further influences purchase intention.

Based on these theories, this paper proposes several hypotheses: brand knowledge and brand trust significantly affect brand purchase intention. Moreover, the process and characteristics of brand information sharing play an important role in influencing brand knowledge and trust. The richness, clarity, and relevance of information can enhance consumer perception and trust in a brand.

To verify these hypotheses, this study designed a questionnaire survey consisting of two main parts: one collects basic information about individuals who use social media platforms (such as Facebook) to share or search for brand information; the other investigates the impact of brand information sharing on purchase intention, with brand knowledge and brand trust as mediating variables and brand information characteristics as moderating factors. Through data analysis, the study aims to uncover the mechanism by which brand information sharing on social networks influences consumers' purchase intentions.

4. RESEARCH CONCLUSION

This study empirically explores the impact of brand information sharing on brand purchase intention within Facebook communities in Mongolia. The research model includes four core concepts: brand information sharing, brand knowledge, brand trust, and brand purchase intention. Data analysis and hypothesis testing were conducted using SPSS 23.0, PROCESS 3.5, and AMOS 23.0. The results show that all eight proposed hypotheses were supported, and the main conclusions are as follows:

First, brand information sharing has a significant impact on both brand knowledge and brand trust. In Mongolian Facebook communities, extensive sharing of brand-related information enables consumers or community members to better understand brand characteristics, value, quality, and user experience, thereby enhancing their knowledge and trust in the brand.

Second, the characteristics of brand information play a significant moderating role between brand information sharing and both brand knowledge and brand trust. Specifically, the more rich, clear, and valuable the brand information is, the stronger the consumers' or community members' recognition and trust in the brand. High-quality brand information attracts more user attention and enhances brand knowledge.

Third, brand knowledge and brand trust serve as mediating variables in the relationship between brand information sharing and purchase intention. When consumers are widely exposed to brand information through social platforms and develop relevant knowledge and trust in the brand, their purchase intention increases significantly. This indicates that brand knowledge and trust enhance consumer cognition and emotional attachment to the brand, making them more likely to make a purchase decision.

Finally, brand knowledge and brand trust have a significant positive impact on brand purchase intention. When consumers possess sufficient brand knowledge and trust, they are more likely to reduce perceived risk, increase interest in the brand, and develop emotional attachment, thereby enhancing their willingness to purchase. This influence enables brands to gain more purchase opportunities and market recognition through interaction and information sharing on social platforms.

Overall, this study reveals the important roles of brand information sharing, brand knowledge, and brand trust in influencing purchase intention in a social network environment and highlights the moderating effect of brand information characteristics. It provides theoretical support for brand marketing and promotion on social media platforms.

Through empirical analysis, this research demonstrates the impact of brand information sharing on brand purchase intention and offers valuable insights for branding strategies. The findings show that brand information sharing not only enhances consumers' brand knowledge and trust but also that brand information characteristics moderate the relationship between brand knowledge and brand trust. Based on these findings, the following brand marketing strategies are proposed:

Fully leverage the advantages of social networks to promote brand information sharing: As essential platforms for information dissemination, social networking sites enable businesses to interact effectively with consumers and spread brand messages. Companies should utilize these platforms' features to broadly share brand information, thereby enhancing brand knowledge and trust. However, the information shared must be truthful and accurate. Disseminating false or negative content may lead to adverse effects.

Strengthen the development of brand knowledge and trust: Brand knowledge and trust are key factors influencing consumers' purchase intentions. Companies should build consumer understanding and trust through official websites, verified social media accounts, and online customer communities. Additionally, businesses can encourage consumers to actively share brand information by offering incentives such as reward programs, further expanding brand influence.

Pay attention to the characteristics of brand information: The quality of brand information directly affects consumers' perception and trust. Businesses must ensure that shared brand content is high-quality, clear, rich, and aligned with consumer interests to enhance its appeal and credibility. Brand information should not only be valuable but also address consumer needs and emotions to effectively increase brand loyalty and purchase intention.

5. RESEARCH LIMITATIONS

This study examined the impact of brand community information sharing on brand purchase intention, exploring the relationships between brand information sharing, information characteristics, brand knowledge, brand trust, and purchase intention. Although related research exists, the link between brand information sharing and purchase intention has not been thoroughly investigated—this study helps fill that gap. However, several limitations remain.

First, the study focused solely on Facebook brand communities in Mongolia, which may not represent brand communities in other countries or regions. Differences in culture, beliefs, and political systems may influence how brand information is shared and how consumers behave. Second, data collection relied primarily on a Facebook-based survey link, which may have affected the accuracy of some responses. Lastly, the research concentrated on brand information sharing specifically on Facebook, so the findings may not be directly applicable to other social networking platforms, as the features and influence of each platform vary and may affect the effectiveness of brand information dissemination.

Therefore, future research could expand to include other social media platforms and improve data collection methods to enhance the generalizability and accuracy of the findings.

6. FUTURE RESEARCH DIRECTIONS

Although this study has achieved certain results and provided valuable recommendations for businesses and marketers, it also has several limitations that need to be addressed in future research. First, the sample size in this study is relatively small, and the research focused solely on Facebook brand communities in Mongolia. This may limit the generalizability of the findings, as they might not fully reflect the global impact of brand information sharing on purchase intention. Differences in cultural backgrounds, consumer behavior, and social media usage habits across countries or regions may affect the effectiveness of brand communication. Therefore, future studies should consider expanding the sample size and selecting Facebook brand communities from other countries or different social platforms to enhance the universality and practical relevance of the conclusions.

Second, the data collection method in this study mainly relied on distributing electronic questionnaires via social platforms. While this approach allows broad audience reach, it also has limitations. For instance, some respondents may not fully understand the questionnaire content or may provide inaccurate answers due to the lack of supervision, resulting in a limited number of valid responses. Future research could adopt more effective and diversified data collection methods, such as combining online and offline surveys, to ensure the authenticity and validity of the data. Moreover, additional related variables and measurement items could be introduced to expand the research model and more comprehensively examine the complex relationship between brand information sharing and purchase intention.

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