



Factors influencing Social media marketing and measuring its validity

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ABSTRACT

There has been an explosion of knowledge in the world due to the development of social media. Social media as a marketing tool and its prospected outcomes creates a sustainable impact in terms of business performance. Social media has transformed into an innovative medium where individuals from all over the world connect and exchange experiences as a result of the expansion of the Internet. On social networking sites (SNS), consumers interact with conversation and exchange personal stories with other users who share similar interests. Due to the phenomenal rise in SNS users, the Internet's social network has taken the forefront in e-commerce. It now serves as a venue for various marketers to promote their goods and services. With the help of this medium, marketers can now effortlessly connect with their target audience. The purpose of this study is to determine the factors that influence the Social media marketing in the FMCG products.

Keywords: Ease of Use, Usefulness, Enjoyment, Trustworthiness, Social media marketing

1.Introduction

The practice of using various social media platforms to advertise a business goods and services is known as social media marketing. Online marketing initiatives of this nature typically round out conventional Internet promotional tactics, such as email and Internet advertising campaigns (Barefoot & Szabo, 2010). Social media turns users into advertising and marketers, who then have the power to positively or negatively affect the company's goods and services (Roberts & Kraynak, 2008).

Abbas et al. found that the use of social media marketing platforms by enterprises is able to measure and stimulate sustainable business performance. Moreover, social media is an important aspect in the context of sustainable marketing strategies to support the growth of positive customer behaviour.

According to Kujur and Singh (2017), Social media marketing is any form of marketing that makes use of social networking websites as a medium. Social media is a vital instrument for economic growth because it provides low-cost marketing and two-way communication as means of connecting, acquiring information, and building relationships with customers (Irfan et al., 2019).

The goal of social media marketing for businesses is to boost client purchase intentions and market share. Social media is a crucial component in the decision-making process for customers. Customers can now publish product reviews and connect with other like-minded individuals in their communities more easily in the social media sites like Facebook, LinkedIn, Hi5, YouTube, and Twitter.

Through dynamic networks known as social media, consumers are connecting with advertisers and other consumers more and more. Alongside that significant user growth, social media marketing has been embraced by marketers year after year for a range of purposes, such as research, advertising, customer relationship management, after-sale services, and sales promotions.

Few studies have examined the function of social media in healthcare, according to Gupta, Tyagi, and Sharma's (2013) survey of the literature on the subject. They acknowledge that social media is the most appropriate means of informing and raising public awareness of health-related issues, and that it is particularly helpful in times of crisis when it comes to discussing matters pertaining to public health in general.

It has been demonstrated that social media is the most important medium that has spread to many global population segments (Corbett 2009; Barnes & Mattson, 2008; Bernoff, Pflaum, & Bowen 2008). With the introduction of the Internet and social media, individuals may now have two-way conversations instead of only one-way ones through traditional channels like radio, television, newspapers, etc. (Mayfield, 2008).

2. Literature Review

The increase in social media users opens a high opportunity for the use of digital marketing to promote products, goods, and services. Furthermore, the use of this medium along with television, radio, mobile devices, and the Internet enables brands to reach a wide range of targeted consumers simultaneously. Communication through social media is a source of digital information created, initiated, circulated, and consumed by internet users to connect with certain products, brands, and services. Marketing managers expect social media to assist them in managing and communicating with loyal consumers while influencing their perceptions of the company's products or brands.

The practice of using various social media platforms to advertise a business's goods and services is known as social media marketing. Online marketing initiatives of this nature typically round out conventional Internet promotional tactics, such as email and Internet advertising campaigns (Barefoot & Szabo, 2010). Social media turns users into advertising and marketers, who then have the power to positively or negatively affect the company's goods and services (Roberts & Kraynak, 2008).

The method that information is provided to clients in marketing has changed significantly in recent years (Mangold and Faulds, 2009). The deliberate manipulation of consumer-to-consumer communication by expert marketing strategies is known as social media marketing, a type of word-of-mouth (WOM) marketing. It is also referred to as buzz, guerilla, and viral marketing (Kozinets et al., 2010). This should be viewed as an extra marketing channel that can be included into the marketing mix in addition to more conventional marketing strategies, not as a replacement for them.

Even though a big number of social media marketing channels have already been established, little is known about how these channels are being utilised, what their potential is, and how customers connect. As the most popular social media platform, social networks could be important for marketing in the future. They could boost consumer engagement and help replace the traditional emphasis on control with a collaborative strategy that works in the contemporary business environment, which would lead to the concept of social media marketing (SMM) (Berthon et al., 2012; Harris and Rae 2009; Mangold and Faulds, 2009).

FMCG's use of social media for marketing is influenced by its Ease of Use. Ease of use has also been linked to social media usage across a wide range of domains, as per previous research. According to Sago's research, university students' adoption of Facebook, Twitter, Pinterest, and Google+ is positively impacted by social media ease of use. Another important feature that encourages people to utilise blogs or weblogs is their ease of use, stated G. Choi and H. Chung. Social media offers easy ways for FMCG products to engage and communicate with customers. Additionally, social media makes it simple to disseminate brand information and update information instantly (G. Tsimonis and S. Dimitriadis. . L. Kwok and B. Yu, S. O. Lagrosen and K. Grundén). Furthermore, according to M. Helmi, M. Asyiek, and M. Mustafa social media's interactive characteristics let FMCG's present adverts in a variety of inventive ways.

Usefulness is one factor that has been found to significantly influence the number of SMEs using social media. As mentioned by, (I. Destiana, A. Salman, and M. H. Abd Rahim.,2013 F. D. Davis,1989) due to the usefulness aspects, FMCG's can increase their productivity by running more effective marketing campaigns. According to previous research, usefulness affects how people use social media in a variety of contexts, such as the workplace, business, education, and daily life (S. Sin, K. M. Nor, and A. M. Al-Agaga.,2012). According to Choi and Chung, social networking usage is significantly influenced by utility. Another study demonstrated that through social media can promote viral marketing, also referred to as electronic word-of-mouth. (D. M. Gilfoil and C. Jobs.,2012, H. Yang.,2013, P. S. Kapoor, J. K. R., and A. Sadh., 2013, K. Goodrich and M. de Mooij.,2014). Social media is beneficial for expanding companies, products, or services globally since it has a high reach beyond the majority of countries in the world (C. Arca.,2012)

Enjoyment is another factor that influences social media usage. The study conducted by (Praveena and Thomas.,2014), revealed that a significant contributing element to Facebook usage was perceived to be fun. This is also supported by (Kang and Schuett. ,2013), where their study stated that enjoyment influences travellers to share their travel experience through social media platforms. According to (S. Ur, R. Khan, and M. Sadiq.,2015), social media interaction enhances the satisfaction of using social media.

The definition of trust is defined as "the willingness to be vulnerable to the actions of another party, irrespective of the ability to monitor or control that other party, based on the expectation that the other will perform a particular action important to the trustor" (Mayer et al., 1995). According to Jarvenpaa et al. (2000), customers' trustworthiness towards online merchants is a reflection of how much they trust these suppliers in terms of their propensity to make purchases (McCole et al., 2010), which influences purchasing decisions.

This study aims to analyse the factors which influence social media marketing and measuring its validity. The researchers in the present study have proposed a research model (Figure 1) with Ease of Use, Usefulness, Enjoyment and Trustworthiness to better explain the factors influencing social media marketing.

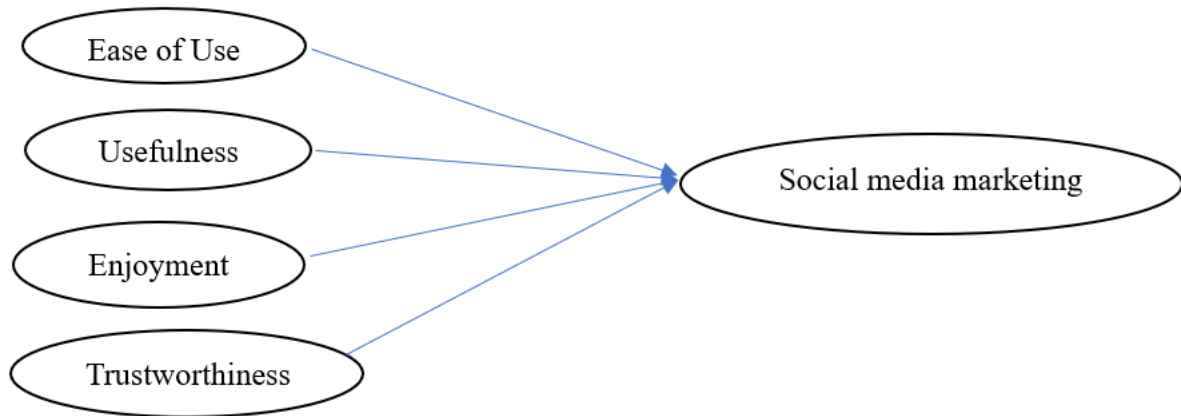


Figure 1 Research Framework

2.1 Methodology

2.1.1 Survey Instrument

The researchers have adapted a 39-item research instrument that comprised of 13 items on social media marketing, 5 items on Ease of Use, 5 items on usefulness, 4 items on Engagement, 4 items on Trust, 4 items on Value consciousness and 4 items on Brand consciousness. The respondents on this study were private employee, government employee, academicians, self-employed, professionals and homemakers.

2.1.2 Scale Development

Pilot research was carried out to determine whether the scale was appropriate in the Indian environment, following the recommendations made by Liao et al. (2011). For the pilot study, 360 social media users provided responses. Several items were rephrased in light of the responses. Exploratory Factor Analysis (EFA) was used to examine the scale's suitability. According to Khan and Adil (2013), Metin et al. (2012), Büyüköztürk (2003), Yoo & Donthu (2001), Hair et al. (1998), Kline (1994), Anderson & Gerbing (1988), items that were cross-loaded or had loadings less than 0.5 were eliminated. The analysis resulted in a shorter 18-item scale comprising four variables (Ease of Use, Usefulness, Enjoyment and Trust).

2.1.3 Data Collection

The researchers used convenience sampling strategy to gather data. Private employees, Government employees, Academicians, Self-employed, Professionals and Home-makers were given the improved questionnaires. In order to allay concerns and improve the calibre of the answers, the questionnaires were individually distributed by the researchers (Dornyei & Taguchi, 2010). A total of 380 questionnaires were distributed of which 370 questionnaires were returned. Out of the 370 returned questionnaires 360 were usable responses.

3. Results

TABLE 1 RESULTS OF EFA

Constructs	Items	Code	Factor Loadings	Cronbach's Alpha
Social Media Marketing	Social media is more effective in creating competitions among competing brands of FMCG products	SM1	0.645	0.791
	It's easy to get reviews of FMCG products on Social media	SM2	0.707	
	To me, FMCG products that are available on social media are trustworthy	SM3	0.525	

	I assume social media is a good source knowledge about goods and brands of FMCG products.	SM4	0.600	
Ease of Use	It is easy to learn to use social media for buyin FMCG products	EU1	0.744	0.897
	I believe interacting with social media to buy FMCG products would be a clear and understandable process.	EU2	0.684	
	Learning to interact with social media to buy FMCG products would be easy for me	EU3	0.715	
	I find most social media user friendly	EU4	0.687	
	It would be easy for me to become skillful at using social media used for buying FMCG products.	EU5	0.712	
Usefulness	Using social media to buy FMCG products enables me to do my business easily	US1	0.699	0.871
	Using social media to buy FMCG products help me to accomplish my task quickly	US2	0.753	
	The results of using social media to buy FMCG products are clear to me	US3	0.653	
	Using social media for buying FMCG products can cut my shopping time	US4	0.580	
	Using social media for shopping will improve my purchasing behavior	US5	0.632	
Enjoyment	The use of social media for shopping is enjoyable	EN1	0.684	0.861
	The actual process of browsing the content of social media for buying FMCG products is pleasant	EN2	0.716	
	Using social media is interesting	EN3	0.749	
	I have fun interacting with the contents of social media	EN4	0.678	
Trustworthiness	I believe that generally those who are using social media and who post reviews related to FMCG products are	TR1	0.647	0.871
	I believe that generally those who are using social media and who post related to FMCG products are	TR2	0.772	
	I believe that generally those who are using social media and who post related to FMCG products are	TR3	0.763	

	I believe that generally those who are using social media and who post related to FMCG products are	TR4	0.713	
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3.1 Exploratory Factor Analysis

EFA was performed to determine the Principal Component Analysis (PCA) using SPSS 20. The items indicated a practical level of variance as the KMO measurement of sampling adequacy value was found to be 0.728 (KMO > 0.8) in addition, the Bartlett's test of Sphericity value (Chisquare = 1654.781, $p < 0.005$) was found to be significant (Herington & Weaven, 2007; Hair, Anderson, Tatham & William 1998), which proved that the sample size of 361 was significant for analysis. Items with value 0.5 or more are acceptable (Khan & Adil, 2013; Metin et al., 2012; Büyüköztürk et al., 2004; Hair et al., 1998). Table 1 show the loadings of the various items which are found to be acceptable i.e. more than 0.6. The Cronbach's Alpha coefficient of Factor "SMM" (4 items), "Ease of use" (5 items) and "Usefulness" (5 items) and "Enjoyment" (4 items) and "trustworthiness" (4 items) was found to be 0.791, 0.897, 0.871, 0.861, and 0.871 respectively. The Cronbach's Alpha coefficient of all the five variables were within acceptable range (Khan & Adil, 2013; Kerlinger & Lee, 2000; Hair et al., 1998). The proposed model was further analyzed using Structural Equation Modelling (SEM) to understand inter-relationships between the variables which were retained after EFA.

3.2 Confirmatory Factor Analysis (CFA)

In EFA, there are certain limitations, e.g. items loading on more than one factor, although correlate statistically but they cannot be explained theoretically (Ahire, Golhar, & Waller., 1996). CFA has been recommended by the researchers to overcome the kerbs which EFA suffers from (Lee, 2008; Adil, Akhtar, & Khan, 2013). In the present study CFA was performed using AMOS 20 on the following factors, i.e., Easy to use (EOU), Usefulness (useful), Enjoyment (Enj), Trust, and social media marketing (SMM). Items loading on the respective factors were specified and the measurement model was then tested for model fit.

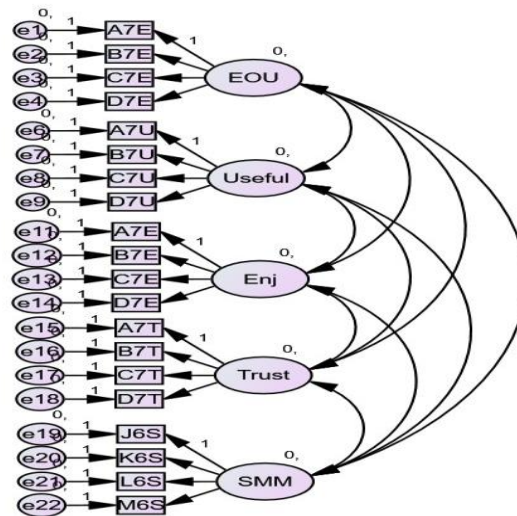


Figure 1 Measurement Model

The items were found to be loaded in their corresponding variables and the loadings of all the items were found to be within the acceptable range (Figure 2 and Table 3). The standardized regression weights for all the items emerged to be above the minimum criterion of 0.40 (Ford, MacCallum, & Tait, 1986; Ryu, Han & Jang, 2010). The Chi-square value was found to be 135.657 with 59 degrees of freedom ($p < 0.05$).

Figure 2 Standard Regression Weights (CFA)

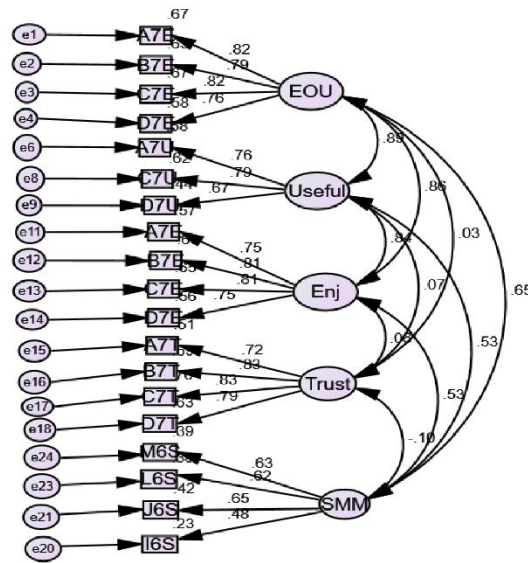


Table 2

		Estimate
D7EaseofUse	<--- EaseofUse	.758
C7EaseofUse	<--- EaseofUse	.818
B7EaseofUse	<--- EaseofUse	.791
A7E	<--- EaseofUse	.817
D7Usefulness	<--- Usefulness	.667
C7Usefulness	<--- Usefulness	.787
A7Usefulness	<--- Usefulness	.760
D7Enjoyment	<--- Enjoyment	.750
C7Enjoyment	<--- Enjoyment	.806
B7Enjoyment	<--- Enjoyment	.812
A7Enjoyment	<--- Enjoyment	.752
D7Trustworthiness	<--- Trust	.794
C7Trustworthiness	<--- Trust	.835
B7Trustworthiness	<--- Trust	.833
A7Trustworthiness	<--- Trust	.717
I6SMM	<--- SMM	.479
J6SMM	<--- SMM	.648
L6SMM	<--- SMM	.620
M6SMM	<--- SMM	.625

The values of CFI (.927), CMIN/DF (2.489), NFI (0.886), TLI (0.905), RFI (0.850) and RMSEA (.069) were found to be within acceptable range thus the overall model was found to be satisfactory. The overall summary of the key fit statistics for the measurement model is demonstrated in Table 3

Table 3 Model Fit Indices (CFA)

Fit Index	Observed Value	Recommended Value
CMIN/DIF	<3.0	2.489
CFI	0.90	0.927
RMSEA	<0.070	0.069
IFI DELTA 2	>0.90	0.928
NFI	close to 1	0.886
TLI	close to 1	0.905
RFI	Close to 1	0.850

Once the model fit was found to be acceptable, each of the constructs were evaluated for composite reliability (CR), average variance extracted (AVE) and the correlation. The CR of all the constructs were found to be of desirable level ranging from 0.72 to 0.88 (Fornell & Larcker, 1981; Hair, Clark, & Shapiro, 2010; Malhotra & Dash, 2011), indicating adequate reliability of the factors.

Table 4 Validity and Correlation of the Constructs

	CR	AVE	MSV	ASV	Ease of use	Usefulness	Enjoyment	Trust	SMM
Ease of use	0.81	0.79	0.64	0.37	1				
Usefulness	0.88	0.78	0.55	0.61	0.89	1			
Enjoyment	0.78	0.74	0.61	0.03	0.856	0.84	1		
Trust	0.86	0.82	0.63	0.040	0.09	0.07	0.06	1	
SMM	0.72	0.42	0.35	0.20	0.65	0.53	0.53	0.10	1

The AVE of Ease of Use, usefulness, enjoyment, trust, SMM was well above the minimum value of 0.5. The values of the AVE indicated adequate convergent validity of the constructs (Fornell & Larcker 1981; O’Leary-Kelly & Vokurka, 1998; Hair, Clark, & Shapiro, 2010; Ryu, Han & Jang, 2010; Khan & Adil, 2013). The CR and AVE values (Table 4) of the constructs confirms the validity and reliability of the scale.

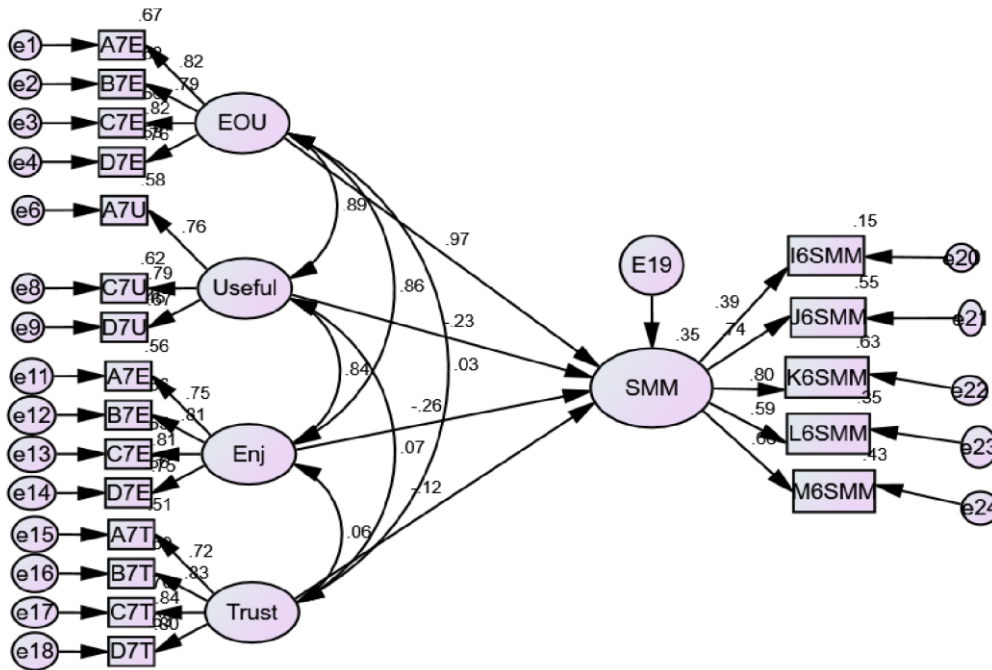


Figure 3 SEM ON PROPOSED MODEL

3.3 Structural Model

The researchers further proceeded with analysis of the proposed model. The structural diagram of the proposed model is presented in Figure 3. Overall the model fit indices and the goodness-of-fit-measures were found to be within the acceptable levels. The value of the GFI (0.92) and AGFI (0.89). The values of CFI (0.931), NFI (0.891), TLI Ko. 907), RFI (0.854), RMSEA (0.063) and CMIN/DF (2.494) were found to be within the acceptable range. The overall summary of the key fit indices is mentioned in Table 4. Thus, the measurement model was found to be satisfactory.

Table 4: Model Fit Indices for Proposed Model (SEM)

Fit Index	Recommended Value	Observed Value
CMIN / DIF	<3.0	2.494
GFI	0.90	0.92
AGFI	0.90	0.89
CFI	0.90	0.931
RMSEA	<0.070	0.063
IFI Delta 2	>0.90	0.932
NFI	Close to 1	0.891
TLI	Close to 1	0.907
RFI	Close to 1	0.854

Table 5 and Figure 3 demonstrates the results of the structural model. As shown in Table 5 and Figure 3 the relationship between SMM and the other four factors Ease of Use, Usefulness, Enjoyment, Trust was found to be significant. Although the findings indicate that all the four factors have a positive relationship with the dependent variable (SMM), but the effect of Ease of use (.970) on SMM was found to be greater than that of the other three variables.

Table 5 Standardized Regression Weights (Group number 1 Default model)

	Estimate
SMM <--- Ease Use	.970
SMM <--- Usefulness	.678
SMM <--- Enjoyment	.756
SMM <--- Trust	.517

4. Discussion and Conclusion

4.1 Summary of the study

The purpose of the present study was to examine the factors of social media marketing and measuring its validity. The researchers in the present study have adapted a 39-item scale comprising four variables to explore various dimensions which affects the Social media marketing. The EFA yielded four constructs (Ease of Use, Usefulness, Enjoyment and Trust) to determine the Principal Component Analysis. The proposed model was further analyzed using Structural Equation Modelling (SEM) to understand inter-relationships between the variables which were retained after EFA.

The EFA and SEM analysis discovered that the proposed model of the present study indicate that all the four factors have a positive relationship with the dependent variable Social media marketing (SMM) . The convergent and discriminant validity of all the factors of the model were within acceptable range confirming the reliability of the scale. Although the findings indicate that all the four factors have a positive relationship with the dependent variable (SMM), but the effect of Ease of Use on Social media marketing was found to be greater than that of the other three variables, although the marketers aiming to market through social media should pay careful attention to these variables.

4.2 Implications

Social media marketing has been included by almost all the marketers world-wide. The presence over the social networking sites can prove advantageous for the marketers as the SNSs users are livelier and their chance of purchasing products online is more. While using social media marketing, the marketers need to keep in mind the four variables Ease of Use, Usefulness, Enjoyment and trust which plays an important role in forming a positive attitude in the mind of users .

4.3 Limitations and Direction for Future Research

The study may have suffered from certain limitations. The researchers have adopted a convenience sampling and thus the findings of the study may have the limitation of generalizability. The generalizability of the results of the research may also have been limited because of the geographic extent of the study. However, the above-mentioned limitations of the study are likely indicators for various other new areas of research. The results of the study can be further validated on a large sample. Future researchers can check the differences in the different groups used for the research.

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