

# CRITICAL FACTORS OF SOCIAL MEDIA MARKETING AND ITS INFLUENCE ON CUSTOMERS' BUYING DECISION

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## Abstract:

*Social media marketing (SMM) is the latest innovation in the marketing world. The base for any media to succeed is to make Conversation impactful. Social media marketing is the new method of marketing, which is based on the common principle of Word of Mouth (WOM). Social media gives marketers a voice and a way to communicate with peers, customers and potential consumers. It personalizes the "brand" and helps you to spread your message in a relaxed and conversational way. It is been found that India is the world's 7th largest internet market, growing at 11.2%. Social media users in India grew from 38 million in November 2011 to 60.5 million at present. In a nutshell, the social media websites in India are growing by almost 100% year after year. As Social media has risen to a great level in India since last few years, still huge opportunities are untapped. Marketers in the west have already taken advantage of Social Media but Indian marketers are still lagging behind in this foray. This study is an attempt to create awareness among Indian marketers about the power of Social media Environment spreading at large. The central theme of the present research work revolves around the identification of most influential social media marketing factors for making the purchase decision of customers with special reference to Rajasthan. To serve the objective a sample of 358 users of social media was selected. From the study it was observed that easier searching of information on social media is an extremely influential factor while making purchase decision on it.*

**Keywords:** Social Media, Marketing, Factor Analysis, Purchase decision.

## 1. Introduction:

Social Media is now the trend and for businesses it represents a marketing opportunity that transcends the traditional middleman and connects companies directly with customers. This is why nearly every business on the planet—from giants like Starbucks and IBM to the local ice cream shop—are exploring social media marketing initiatives. A year ago, businesses were uncertain about social media. Now it's here to stay and companies are rapidly adopting social media marketing. Much like email and websites first empowered businesses, social media is the next marketing wave.

Social media marketing is marketing using online communities, social networks, blog marketing and more. It's the latest "buzz" in marketing. India is probably among the first proponents of social media marketing. These days, the organizational cause has replaced the social cause as companies seek to engage with their audience via the online platforms.

The explosion of social media phenomenon is as mind boggling as that and the pace at which it is growing is maddening. Trust and goodwill are the basis of social networking, and by marketing in the realm of social media these fundamental notions need to be adhered. It is probably the only marketing platform that encourages fool proof communication and accountability among sellers as well as consumers. Global companies have recognized Social Media Marketing as a potential marketing platform, utilized them with innovations to power their advertising campaign with social media marketing.

## 2. Review of Literature:

**Gangani & Majmudar (2013)** has intended to identify the usefulness of social media for advertisement, to know the pattern of features which attracts the users and pattern of users while purchase of product and what role social media plays. Results revealed that awareness of online marketing is high as 88%. Facebook and Orkut is preferred website compared to Linkedin and Ibibo. Many respondents are aware of the products and services been sold online but, very few are purchasing online. But, all the users are using some of the

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applications on social media. Researcher also concluded that social media optimization gives the benefits like Faster response, increase inter activity, universal accessibility, reduction in cost and security and privacy. Education level and occupation are the major determinant following SMO strategies of marketers.

**Agarwal (2013)** provided an overview of some of the recent research that has been conducted on how companies that sell to the education market are using social media. This survey provided helpful information for benchmarking the organization in developing social media marketing strategy vs. other companies and organizations in the education industry. It concluded that social media can be more valuable marketing strategy than any other form of marketing as It connects with every part of the organization's business.

**Dureha(2013)** has thrown light on the importance of niche marketing via social networks. It concluded that If managed correctly, the niche marketer can be viewed as an authority, or expert, in their chosen field, and this positioning can drive traffic back to a home page. The researcher suggested that, these days, if you are not engaging in social media to help sell your products and services, you are leaving lots of money on the table. It has become very important to figure out who your target market is and use social media to connect with them. The paper also concluded that social media communities provide an incredible opportunity to educate and generate leads from your target audience. Researcher suggested some of the ways on how to start a own niche community online.

**Vij & Sharma(2013)** has studied the social media experience of consumers and marketers in the State of Punjab. This paper tried to elicit the perception about motives, beliefs, policies, specific actions, and experiences of marketers about Social Media Marketing (SMM). It also attempted to study the perception of customers' about reasons for their presence on social media and factors determining their social media behaviour. The paper also suggested the measures for effective Social Media Marketing (SMM) strategies.

**Stelzner (2013)** has tried to examine how Marketers are using social media to grow and promote their businesses. Major findings of the research were: 1. Marketers place very high value on social media. 2. Most of the marketers plan on increasing their use of YouTube, making it the top area marketers will invest in for 2013. 3. Facebook and LinkedIn are the two most important social networks for marketers. 4. Increased exposure is the top benefit of social media marketing.

**Hamid, Akhir, & Cheng (2013)** has done an exploratory study to examine the relationships between the use of social media, trust and customer retention. The primary data for this research were collected through survey questionnaire. Results indicated there are positive correlations between the research variables. Indeed, among the factors that hoteliers should emphasize is the use of social media as the marketing communication channel. Social media tools such as blogs, facebook and twitter are gaining popularity and the trends are showing that more literate and younger customers have begun to respond well to these tools. The power of viral marketing afforded by the social media must be managed well as to leverage on the cost effective means to reach out to the like-minded group of potential customers, which otherwise might be lost to other competitors.

**Bati (2013)** examined that how young university students' attitudes towards marketing activities in social media tools. The study showed that young adults think social media facilitate interaction, information-sharing and collaboration for the marketing activities. In the research, it is revealed that 85% of the participants think that a brand needs 'a strong electronic presence'. In addition to this, 77% of the participants trust the advice of other consumers, 53% of the participants state that social media tools increase brand awareness and 68% of the participants think social media tools increase brand loyalty. As an implication of the study researcher concluded that, it is sure that for companies not engaging in the social media marketing conversation with their customers is big deficiency. Brands have had to

increase their transparency, and be more honest about their offering in today's marketing environments. In this way, consumers can go and search for the truth online, offered by virtual strangers. In addition to this, it is today expected that a company have some digital face for the future opportunity. They need a strong electronic presence or you doubt their relevance in today's marketplace.

**Miller & Lammars (2013)** tried to describe social media and its implications for viral marketing. Results of the study concluded that Web 2.0 social media is a potentially powerful medium for finding key consumer influencers, engaging them, and generating brand advocates. However, in order to build viral campaigns and foster online WOM, trust must be established and subsequently reinforced in order to overcome any reluctance on the part of the would-be consumer. Researcher suggested that One tactic for success is to move away from the hard-sell to instead embrace the notion of "co-creation". By tapping into or creating their own online social networks, social media marketers can influence a brand community and potentially influence consumer behaviour.

After the thorough review of available literature, it is abundantly clear that Social media is of great importance in today's scenario. Social media research is a very recent phenomenon in India and it is gaining popularity over television, print and other mass media.

### **3. Research Methodology:**

#### **Objectives of the Study**

To identify the most critical Social Media Marketing factors which affects the purchase decision of customers.

#### **Sources of Information**

The study conducted with the primary, secondary and other qualitative inputs that directly influence the practices of social media marketing. Research has to rely hereby on the field survey techniques, i.e. questionnaires, interviews and observations as well as published and unpublished reports & records, journals, periodicals, newspapers and magazine to collect primary and secondary data. Information regarding sources is given below in detail:

**Primary sources of information:** The users of social media were surveyed through a well structured questionnaire. Ranking scale was applied to identify the level of influence of social media marketing factors on purchase decision of customers.

**Secondary sources of information:** Adequate secondary sources have been searched for the study. The secondary sources of information have been gathered from the following: published and unpublished reports & records, journals, periodicals, newspapers and magazines.

#### **Sampling Technique:**

Stratified purposive sampling technique was employed for selecting representative samples from different districts of Rajasthan.

#### **Sample size and sampling unit:**

Data has been collected from 348 users of social media in Rajasthan (Jaipur, Udaipur, Kota, Ajmer and Jodhpur).

The **demographic profile** of these 348 respondents was as follows:

1) **Gender:** Majority of users of social media taken under study were male (N=227, Percentage = 65.23%) and rest were female (N=121, Percentage = 34.77%).

2) **Age:** Maximum number of social media users (N=205, Percentage = 58.91%) were from the age group of 15 to 25 years followed by 33.05% (N=115) of users from age group of 25 to 40 years and 8.05% (N=28) were from more than 40 years. No one was below 15 years of age.

3) **Monthly Income:** Out of the total users of social media (N=348) taken under study 42.24% users were earning below Rs. 10000 monthly followed by 31.03% users (N=108)

were earning between Rs. 10000 to 25000 as their monthly income. 20.98% users (N=73) were earning Rs. 25000 to 50000 monthly and only 5.75% i.e. N=20 users were earning above Rs. 50000 monthly.

4) **Occupation:** Out of the total users of social media (N=348) taken under study majority of users (N=143, Percentage=41.09% ) were in private service followed by 32.76% users (N=114) were in other occupation. 17.53% users (N=61) were in business and only 8.62% i.e. N=30 users were in government service.

5) **Qualification:** Out of the total users of social media (N=348) taken under study majority of users (N=134, Percentage=38.51%) were post graduates followed by 36.49% users (N=127) who were graduates. 16.38% users (N=57) were in professional course and only 8.62% i.e. N=30 users were undergraduate. No one is from any other educational profile.

6) **Area of residence:** Out of the total social media users (N=348) taken under study majority of users (N=332, Percentage=95.40%) were residing in urban area and very few respondents (N=16, Percentage=4.60%) were having their area of residence in rural areas.

#### 4. Data Analysis and Interpretation:

Quantifiable data from the questionnaires was coded into Statistical Package for Social Sciences (SPSS 16.0) for analysis. Statistical techniques were then employed to analyze the data collected from the survey.

This section discusses the critical factors of social media marketing that influence the purchase decision of customers and their level of influence. This discussion also includes which factor influence the most and which factors has the least influence on the buying decision.

Further, it includes the identification of most critical factors of social media marketing that affects the buying decision of consumers.

Respondents were requested to share the level of influence of different factors of social media marketing on their buying decision. The level of influence was set from 1 to 5 (5 denotes the Extremely influential, whereas, 1 is the Not at all influential).

In addition following criteria is used for analysis part:-

The score among 1.00-1.80 means Not at all influential

The score among 1.81-2.60 means Slightly influential

The score among 2.61-3.40 means Somewhat influential

The score among 3.41-4.20 means very influential

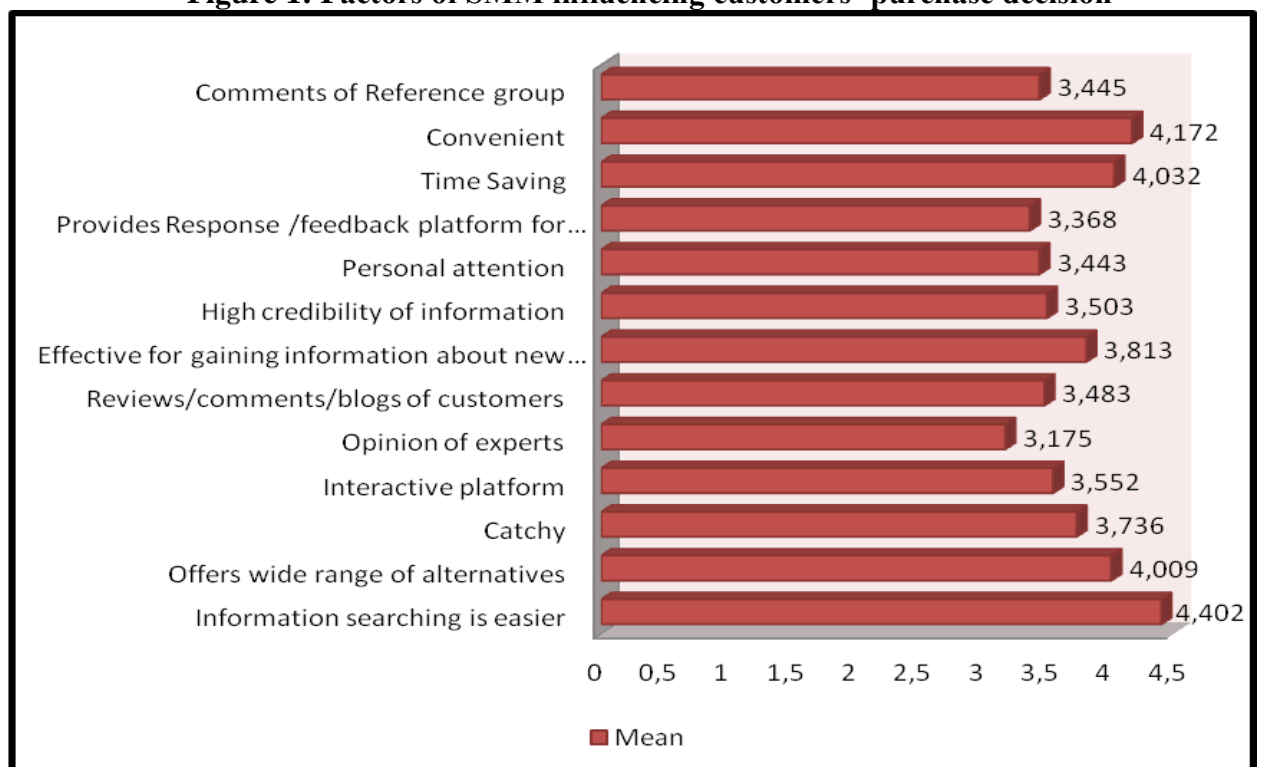
The score among 4.21-5.00 means Extremely influential

**Table 1: Factors of SMM influencing customers' purchase decision**

S. No.	Factors of Social media marketing	Extremely influential	very influential	somewhat influential	slightly influential	not at all influential	Total	Mean	SD	Result
1	Information searching is easier	203	109	21	3	12	348	4.4	0.91	Extremely influential
2	Offers wide range of alternatives	122	148	46	23	9	348	4.01	0.99	very influential
3	Catchy	97	137	60	33	21	348	3.74	1.14	very influential
4	Interactive platform	69	134	92	26	27	348	3.55	1.12	very influential

S. No.	Factors of Social media marketing	Extremely influential	very influential	somewhat influential	slightly influential	not at all influential	Total	Mean	SD	Result
5	Opinion of experts	42	104	119	39	44	348	3.18	1.17	Somewhat influential
6	Reviews/comments/blogs of customers	87	93	104	29	35	348	3.48	1.24	very influential
7	Effective for gaining information about new products/services	100	140	60	39	9	348	3.81	1.05	very influential
8	High credibility of information	59	134	93	47	15	348	3.5	1.06	very influential
9	Personal attention	76	113	81	45	33	348	3.44	1.23	very influential
10	Provides Response /feedback for resolving grievances by companies	73	96	102	40	37	348	3.37	1.24	Somewhat influential
11	Time Saving	166	89	53	18	22	348	4.03	1.19	very influential
12	Convenient	167	111	45	13	12	348	4.17	1.02	very influential
13	Comments of Reference group	51	136	99	41	21	348	3.45	1.07	very influential

**Figure 1: Factors of SMM influencing customers' purchase decision**



#### **4.1 Easier way of searching information:**

As per the analysis shown in Table 1 out of total respondents (N=348), majority of the respondents (N=203) consider that their purchase decision is extremely influenced with the fact that social media is an easier way of searching information followed by 109 respondents which consider this factor very influential.

The overall mean score of 4.4 projects the extreme influence of the factor on buying decision of consumers.

#### **4.2 Offers of wide range of alternatives:**

As per the analysis shown in Table 1 out of total respondents (N=348), majority of the respondents (N=148) consider that their purchase decision is very influenced with the fact that social media offers wide range of alternatives followed by 122 respondents which consider this factor extremely influential.

The overall mean score of 4.01 indicates that availability of wide range of choices is very influential in affecting the buying decision of consumers.

#### **4.3 Catchy:**

As per the analysis shown in Table 1 out of total respondents (N=348), majority of the respondents (N=137) consider that their purchase decision is very influenced by the catchy attribute of social media marketing followed by 97 respondents which consider this factor extremely influential.

The overall mean score of 3.74 indicates that catchiness of social media marketing is very influential in affecting the buying decision of consumers.

#### **4.4 Interactive Platform:**

As per the analysis shown in Table 1 out of total respondents (N=348), majority of the respondents (N=134) consider that their purchase decision is very influenced by the fact that social media is an interactive platform through which customers can acquire more information about the product or service they are interested to buy followed by 92 respondents which consider this factor somewhat influential.

The overall mean score of 3.55 indicates that interactive social media marketing is very influential in affecting the buying decision of consumers.

#### **4.5 Availability of Expert Opinion:**

As per the analysis shown in Table 1 out of total respondents (N=348), majority of the respondents (N=119) consider that their purchase decision is somewhat influenced by the expert opinion available on social media followed by 104 respondents which consider this factor very influential.

The overall mean score of 3.18 indicates that expert view on social media platforms is somewhat influential in affecting the buying decision of consumers.

#### **4.6 Reviews/Comments/Blogs of Customers:**

As indicated in Table 1 out of total respondents (N=348), majority of the respondents (N=104) consider that their purchase decision is somewhat influenced by the reviews/comments/blogs of customers available on social platforms followed by 93 respondents which consider this factor very influential.

The overall mean score of 3.48 projects that customers' viewpoint through their reviews of products/services or comments or blogs on social media platforms is very influential in affecting the buying decision of consumers.

#### **4.7 Effective for gaining information about new products/services:**

As indicated in Table 1 out of total respondents (N=348), majority of the respondents (N=140) consider that their purchase decision is very influenced by the social media as it is effective way of gaining information about new products/services followed by 100 respondents which consider this factor of social media as extremely influential.

The overall mean score of 3.81 projects that effectiveness of social media in gaining information about new products/services is very influential in affecting the buying decision of consumers.

#### **4.8 High credibility of information on social media:**

As indicated in Table 1, out of total respondents (N=348), majority of the respondents (N=134) consider that their purchase decision is very influenced by the social media as it offers information with high credibility followed by 93 respondents which consider this factor of social media as somewhat influential.

The overall mean score of 3.5 projects that high credibility of information on social media is very influential in affecting the buying decision of consumers.

#### **4.9 Personal attention to customers on social media:**

As indicated in Table 1, out of total respondents (N=348), majority of the respondents (N=113) consider that their purchase decision is very influenced by the social media as it gives personal attention to customers followed by 81 respondents which consider this factor of social media as somewhat influential.

The overall mean score of 3.44 projects that personal attention given to the customers on social media is very influential in affecting the buying decision of consumers.

#### **4.10 Social Media Provides Response /feedback platform for resolving customers' grievances by sellers:**

As indicated in Table 1, out of total respondents (N=348), majority of the respondents (N=102) consider that their purchase decision is somewhat influenced by the social media as it provides feedback platform for resolving customers' grievances directly by sellers followed by 96 respondents which consider this factor of social media as very influential.

The overall mean score of 3.37 projects that grievance handling platform on social media is somewhat influential in affecting the buying decision of consumers.

#### **4.11 Time Saving:**

As per the statistics shown in Table 1, out of total respondents (N=348), majority of the respondents (N=166) consider that their purchase decision is extremely influenced by the social media as it is time saving option for collecting required information followed by 89 respondents which consider this factor of social media as very influential.

The overall mean score of 4.03 projects that social media is extremely influential in affecting the buying decision of consumers as it is time saving alternative for collecting information about the desired product/service.

#### **4.12 Convenient Option:**

As per the analysis shown in Table 1, out of total respondents (N=348), majority of the respondents (N=167) consider that their purchase decision is extremely influenced by the social media as it is convenient option for collecting required information followed by 111 respondents which consider this factor of social media as very influential.

The overall mean score of 4.17 projects that social media is extremely influential in affecting the buying decision of consumers as it is convenient alternative for gathering required information about the product/service.

#### **4.13 Comments of Reference group on social media:**

As per the analysis shown in Table 1, out of total respondents (N=348), majority of the respondents (N=136) consider that their purchase decision is very influenced by the comments of their reference group on social media followed by 99 respondents which consider this factor of social media as somewhat influential.

The overall mean score of 3.45 projects that comments of reference group on social media is very influential in affecting the buying decision of consumers.

#### 4.14 Influence of Social Media marketing factors on the purchase decision of consumers:

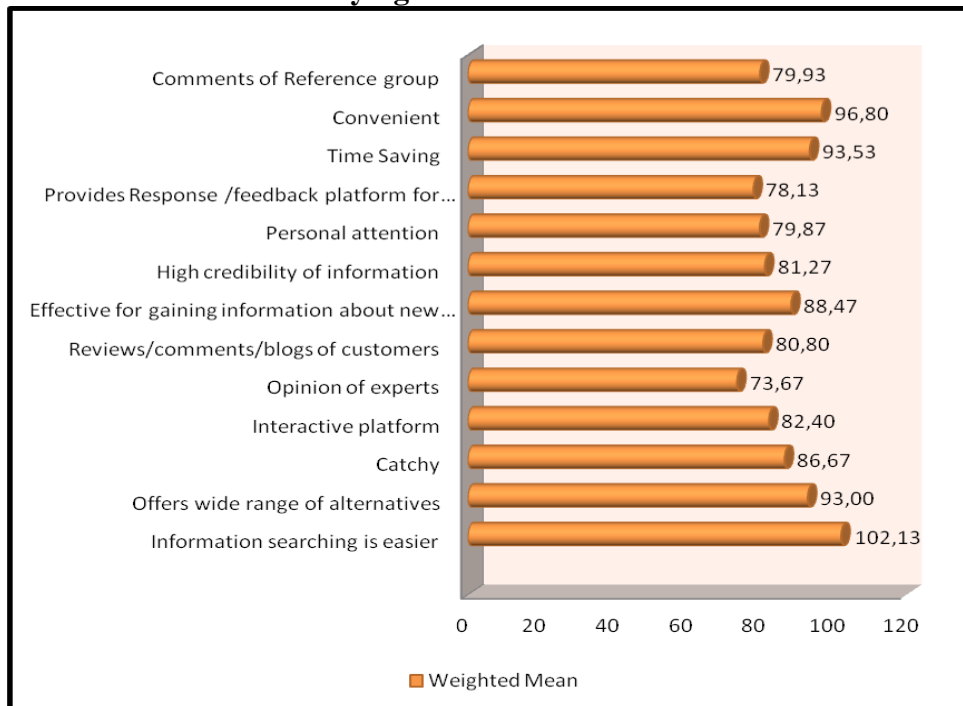
Consumers were asked to indicate the level of influence of social media marketing factors on five point scale starting from Extremely influential (5) to not at all influential (1). Final ranking is obtained with the help of weighted arithmetic mean. In order to calculate total weighted score, the numbers of respondents who have given influence level from 5 to 1 are multiplied by 5 to 1 respectively. The mean score is calculated by dividing the total score by total number of weights (i.e. 15).

**Table 2: Level of influence of social media marketing factors on buying decision of customers**

S. No	Factors of Social media marketing	Extremely influential	very influential	somewhat influential	slightly influential	not at all influential	Total	Weighted Score	Weighted Mean	Rank
1	Information searching is easier	203	109	21	3	12	348	1532	102.13	1
2	Offers wide range of alternatives	122	148	46	23	9	348	1395	93.00	4
3	Catchy	97	137	60	33	21	348	1300	86.67	6
4	Interactive platform	69	134	92	26	27	348	1236	82.40	7
5	Opinion of experts	42	104	119	39	44	348	1105	73.67	13
6	Reviews/comments/blogs of customers	87	93	104	29	35	348	1212	80.80	9
7	Effective for gaining information about new products/services	100	140	60	39	9	348	1327	88.47	5
8	High credibility of information	59	134	93	47	15	348	1219	81.27	8
9	Personal attention	76	113	81	45	33	348	1198	79.87	11
10	Provides Response /feedback platform for grievances from companies	73	96	102	40	37	348	1172	78.13	12
11	Time Saving	166	89	53	18	22	348	1403	93.53	3
12	Convenient	167	111	45	13	12	348	1452	96.80	2
13	Comments of Reference group	51	136	99	41	21	348	1199	79.93	10



**Figure 2: Level of influence of social media marketing factors on buying decision of customers**



The table 2 shows that, customers purchase decision is highly influenced with the fact that social media marketing is an easier way to search information with a weighted mean score of 102.13 followed by convenience of search on social media (Weighted Mean score = 96.80). Social media is a time saving option ranked 3<sup>rd</sup> with a Weighted Mean score of 93.53, followed by availability of wide range of alternatives on social media that ranked 4<sup>th</sup> with a weighted mean score of 93. Effectiveness of social media for gaining information about new products/services ranked fifth on the basis of influence level on customers' purchase decision with weighted mean score of 88.47 tailed by catchy feature of social media marketing is at 6<sup>th</sup> rank with a weighted mean score of 86.67.

Social media offers an interactive platform for customers through which they can collect more information about product/service before making a buying decision is graded at 7<sup>th</sup> place with a weighted mean score of 82.40, tailed by high credibility of information on social media is at 8<sup>th</sup> rank with a weighted mean score of 81.27.

Reviews/comments/blogs of customers on social media is graded at 9<sup>th</sup> place on the basis of influence on buying decision of customers with a weighted mean score of 80.80, tailed by comments of reference group on social media is at 10<sup>th</sup> rank with a weighted mean score of 79.93.

Social media gives personal attention to the customers and it is ranked 11<sup>th</sup> on the basis of influence on purchase decision of customers with a Weighted Mean score of 79.87, followed by availability of platforms for resolving customers grievances directly by company executives on social media that ranked 12<sup>th</sup> with a weighted mean score of 78.13.

The least influential factor of social media marketing is availability of expert opinion on it which is graded at 13<sup>th</sup> place with a weighted mean score of 73.67.

As from the analysis of table 2, it can be concluded that majority of customers' purchase decision is influenced the most by social media marketing because it is an easier way of searching information.

#### **4.15- Factor analysis:**

To reduce the number of variables in terms of relatively few new categories factor analysis is performed. These new categories are termed as factors, which also indicate the percentage of variance explained. The results are presented in table 3. Result shows that the total variance explained are 54.52%. This is appropriate for factor analysis. The 54.52% variance was explained by the 2 extracted components.

**Table 3: Total Variance Explained**

Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.999	46.145	46.145	5.999	46.145	46.145	4.407	33.898	33.898
2	1.088	8.369	54.514	1.088	8.369	54.514	2.680	20.615	54.514
3	.987	7.594	62.108						
4	.901	6.934	69.042						
5	.697	5.361	74.403						
6	.619	4.761	79.164						
7	.547	4.204	83.368						
8	.503	3.871	87.239						
9	.475	3.651	90.890						
10	.383	2.949	93.839						
11	.322	2.480	96.319						
12	.271	2.087	98.406						
13	.207	1.594	100.000						
Extraction Method: Principal Component Analysis.									

The most important tool in interpreting factors is factor rotation. The term rotation means the reference axes of the factors are turned about the origin until some other position has been reached. Factor rotation assists in the interpretation of the factors by simplifying the structure through maximizing the significant loadings of a variable on a single factor. Table 4 explains that the factor analysis has grouped the 13 variables into two factors. The first factor consists of 9 variables and second factor is made with the combination of 4 variables.

**Table 4: Rotated Component Matrix**

	<b>Component</b>	
	<b>1</b>	<b>2</b>
<b>1</b>	<b>.773</b>	
<b>2</b>	<b>.851</b>	
<b>3</b>	<b>.650</b>	
<b>4</b>	<b>.552</b>	
<b>5</b>		<b>.538</b>
<b>6</b>	<b>.564</b>	
<b>7</b>	<b>.453</b>	
<b>8</b>		<b>.479</b>
<b>9</b>		<b>.755</b>
<b>10</b>		<b>.807</b>
<b>11</b>	<b>.714</b>	
<b>12</b>	<b>.760</b>	
<b>13</b>	<b>.593</b>	

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

On the basis of loading of the statements, they are explained below in table 5. As the variables included in various factors are heterogeneous by nature so they are not renamed.

**Table 5: Factors Extracted**

<b>Factor</b>	<b>Variable</b>	<b>Loading</b>
Factor 1	<b>Offers wide range of alternatives</b>	<b>.851</b>
	<b>Information searching is easier</b>	<b>.773</b>
	<b>Convenient</b>	<b>.760</b>
	<b>Time Saving</b>	<b>.714</b>
	<b>Catchy</b>	<b>.650</b>
	<b>Comments of Reference group</b>	<b>.593</b>
	<b>Reviews/comments/blogs of customers</b>	<b>.564</b>
	<b>Interactive platform</b>	<b>.552</b>

Factor	Variable	Loading
	Effective for gaining information about new products/services	.453
Factor 2	Provides Response /feedback platform for grievances from companies	.807
	Personal attention	.755
	Opinion of experts	.538
	High credibility of information	.479

#### **Factor 1:**

This factor is responsible for 33.90% variance of total variance. Nine variables are grouped in factor 1 out of which six variables are related to attributes/characteristics of social media marketing like it's easier way of searching information, offers wide range of alternatives, offers interactive platform, its catchy, time saving and convenient. Two more variables included in factor 1 are comments/reviews/blogs of customers and reference groups. One more variable included in this factor is effectiveness of social media for gaining information about new products and services.

#### **Factor 2:**

This factor is explaining 20.6% variance of total variance. Four variables are grouped in factor 2 out of which two variables are related to advance feature of social media marketing as it gives personal attention to the users as well as it provides platform for resolving grievances directly be the company executives. The other two variables included in this factor are opinion of experts and high credibility of information available on social media.

### **5. Conclusion:**

According to data collected from social media users, customers purchase decision is highly influenced with the fact that social media marketing is an easier way to search information followed by convenience of search on it. Social media is a time saving option and availability of wide range of alternatives on it was ranked third & forth important factors respectively. The factor analysis grouped the 13 variables into two factors. The first factor consists of 9 variables and second factor is made with the combination of 4 variables.

In all it can be noticed that social media marketing do attract the customers and to be competitive in the market continuous development in the social media marketing strategies is required.

### **6. Recommendation:**

Customers are more favourable to informative characteristic of social media advertising. This factor could help companies to increase brand awareness through their social media advertising. Marketers should provide up to date information on their social media sites. Later, existing customers or potential customers will search for information that they want then compare with others products. Once consumers can recognize the brand, there is a relatively high chance for consumers to buy that company's products and/or services.

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