

Influence of Socio-economic Factors in Digital and Social Media Marketing: An Empirical study in India

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Abstract:

Convenience, novelty and simplicity are the prominent characteristics of Digital & Social Media Marketing (DSMM). At the same time, intensity and extensity of marketing activities on social media is a big challenge for any business, particularly in Developing countries. This very challenge provokes management studies researchers to explore as much as possible in terms of gathering deeper knowledge and to attempt to make it useful for all stake holders. This paper covers various socio-economic aspects of 'users' with their 'Engagement pattern', within the framework of DSMM in India. The aim is to create engagement opportunity and build up the relationship value and maintain it with long term objective. It tries to capture as to, how users look at online reviews and online purchases. Finally, their behaviour in terms of sharing the online experiences within friends, family and social group is examined. It is found that DSMM users of all age groups demonstrate quite positive indulgence in checking for online reviews and seeking information in social media. But the inclination to, share online experiences and influence buying decisions of others, actually declines with advancing age groups. It attempts to find out the contributions of most influencing factors, in making DSMM more effective and sustainable.

Keywords: Social media, DSMM, Online buying behaviour

INTRODUCTION

The Social Media Marketing rallies around digital technology and internet based channels. Internet has become all pervasive and web based chat exchanges through platforms like Facebook, Twitter, LinkedIn, WhatsApp, Skype, YouTube etc. are so much taken for granted that whenever any mention of Social Media is done, one does not have to clarify that reference to activities and interactions on such platforms are being meant. For that matter, normal marketing on Radio and TV is not counted as digital & social media marketing. The growth of Internet has been so phenomenal that it will not be an exaggeration to term it as the biggest enabler for Social Networking and Social Media. It has brought in Online Commerce or Digital Commerce as magical outcomes.

Digital and Social Media Marketing (DSMM)

The blending of a convenient platform like digital medium on the internet and the participation of a very aware & informed consumer-group, laid the foundation of a new phenomenon called Digital & Social Media Marketing (DSMM). It is actually as simple as it sounds in full form. It does not make any change or difference in the overall broader marketing objectives, purpose or goals. The newness is in the approach, channel used and the additional dimensions of inter-activeness, collaborative style and participatory modus operandi of the target audience.

Virtual Community: the unique aspect of DSMM

The enormously large virtual community that builds up within seconds by a click-on-the-net is the new and unique aspect of this form of market management. It connects people based on their like-mindedness or some commonality of thinking or characteristics, with respect to a subject of discussion. The impact becomes hugely visible by sheer intensity and extensity of the 'collective voice on the net'. In a way, the DSMM supports and enables a convenient form of marketing, where interactive participation and collaboration of consumers help in co-creation of value offering. This uniqueness adds value to the modern marketing management activities. It also helps add a new layer of target segments (millennial generation/ online target population) to the overall marketing plans.

Social Media, a boon for Consumers as well as for Marketers

It is a myth that that virtual community in DSMM or social media platforms are all about casual chats and non-serious business. Social media platforms like Facebook, Twitter, WhatsApp etc. may not have been created keeping marketing objectives in mind. But due to the fact that people are able to instantly share plethora of information in a free, open and transparent manner, both marketers and consumers started seeing huge opportunities to generate activities to support consumerism on one hand and marketers interests on the other hand. As a result, Consumer Power gets enhanced and Marketers get a very cost effective and convenient additional medium.

“Brands are becoming social and digital in attitude as well as in using the media. They are generating movements, rather than just running campaigns.” says the IAMAI-IMRB Digital Advertising Report of December 2014. Local language penetration in online space is acting as a booster for Social media usage and also for e-commerce, m-commerce, digital payment, and quite importantly for mobile advertising market as well. E-commerce stands to gain very prominently through Social Media route. Social Media contributes significantly in the sense that, it helps e-tailers to build brand awareness, pitch seasonal offers, and also to motivate customers with reward points linked to feedback of product/services on social media. Customer reviews and ratings are the most popular social commerce features integrated into leading e-commerce sites. This was one of the major findings of a study by Assocham-Deloitte, (New Delhi, August 19, 2015).

So powerful and convenient are these Social Media platforms that, Govt. of India for the ‘Make In India’ campaign, used these tools very extensively and successfully. ‘Make in India’ campaign of Govt. of India touched over 2.1 billion global impressions on social media, as of January 2015. It showed 3 million fan base on its Facebook page, adding a new member every 3 seconds. The ‘Make in India’ Twitter account @makeinindia_handle, had over 2.63 lakh followers within 90 days of starting. It garnered 5.7 lakh video views on YouTube. The official website (www.makeinindia.com) received page views of over 5.5 million accessed by over 1.7 million users. (Source: PTI report, Jan 5, 2015, New Delhi).

According to Business Insider (August 3, 2015), people do use SM platforms as a login route to E-Commerce sites as well. About 88% of consumers have logged into an E-Commerce websites or apps using an existing social network account. Within

mobile device access, around 77% of social login is captured by Facebook (Google being 20%, and Twitter is 6%).

Emerging Research Issues:

Convenience, novelty and simplicity are the prominent characteristics of Social Media Marketing. At the same time, intensity and extensity of marketing activities on social media is a big challenge for any business to plan and handle. From market research perspective, one may wish to study, “What are the underlying dimensions/determinants for an effective DSMM model that act as building blocks of DSMM activities?”

REVIEW OF LITERATURE

In the Review of Literature an attempt is made to understand how different researchers have explored different aspects of digital marketing communications and social media engagements.

Liang et al. (2008) did a study and found that online relationship marketing influences online customers’ perception that helps build up relationship quality which leads to loyalty. Ultimately, it enhances customer retention and cross buying. It can be strategically used to convert switchers to stayers and then to long term loyalty. Interestingly their results showed that, online customers value social bonding the most, followed by structural bonding and financial bonding. It is contrary to the common belief that users turn to internet for utilitarian reasons, like price and convenience.

Park and Chung (2009) did an exploratory research using clickstream data, to analyse consumer behaviour of e-travellers by website access manner, situational involvement level and purchases made. It found that e-travellers entering directly to a travel tourism site displayed the goal-directed behaviour with higher amount of total purchase as compared to those who entered via transferred from a referring websites. Goal-directed e-travellers with high situational involvement browse less number of pages for purchase.

Bulearca and Bulearca (2010) in a pilot study (a qualitative research) supported the idea that Twitter as a viable marketing tool for SMEs is a critical platform. It can be very effective for listening to and influencing customers’ opinion, which is very useful for business networking, relationship building, and branding opportunities. If not properly managed, irreparable and costly damage can get done through negative e-

WOM (electronic Word of Mouth). A positive e-WOM in Twitter is the practical demonstration of the relationship quality and customer loyalty.

Kunz and Hackworth (2011) did a study to find out the level of participation top retailers in well-known social network sites and track the number of subscribers (consumers following the retailer) on each of the respective sites, to understand if the consumers are following the retailers on the social network activities. Facebook was found to be the most popular social network site where all the sampled top retailers participated, followed by YouTube and Twitter. As per merchandise category, department stores, and home improvement retailers tend to be present on YouTube (besides being in Facebook).

Kwon and Sung (2011) did an exploratory content analysis on 44 major global brands' use of Twitter. The study analysed the extent and manner in which the global brands use human representatives on Twitter (brand anthropomorphism). Findings suggest that these global brands attempt to infuse human personality into their brands by using human representatives, personal pronouns, and verbs in imperative forms. It elevates the brand to a status of being a full-fledged relational partner or peer member, not a passive object anymore. Original tweets and re-tweets contain more of informational cues. But when it comes to replies, more of anthropomorphism variables were found to emphasize on personal touch for a valuable relationship.

Agnihotri et al. (2012) did a study on impact of sales people's social media use on service behaviours and value creation and developed a conceptual framework. Sales person's service behaviours (information sharing, customer service, and trust building) can be made very effective using the social network enablers (like Facebook, LinkedIn, virtual communities etc.) and also using the social content enabler like Blogs, micro-blogging Twitter. Salesperson perceived value is achieved through a push phenomenon, and Customer perceived value gets generated by a pull phenomenon, due to a fit between social media use and sales people's service behaviours.

Clark and Melancon (2013) in their study have established through a regression analysis that customers of an organisation, who like or follow the organization's social media page, perceive higher level of relationship investment than those who were non-followers. It leads to higher perception of relationship quality, higher level of customer satisfaction and loyalty. Again such followers tend to carry higher positive word-of-mouth intentions. Thus, the social media investment has a higher positive influence on relational business outcome, in the perspective of relationship marketing.

Next, Hosamani and Vadiraj (2013) did an empirical study to know the customer engagement practices in tourism industry (in the perspective of Indian online travel industry). The objective was to find the critical parameters considered by travel enthusiasts while taking decisions about vacation, to determine the most engaging activity on social media and travel portals from their point of view, and to understand how they prefer to share their travel experiences. The findings without any exceptions point to the fact that User Generated Contents (UGC) and Online Travel Reviews (OTR) carry the highest credibility in consumers' mind.

Bacile et al. (2014) in their netnographic study (an ethnographic study on the net) dealt with the phenomena that, social media has emerged as a common and converging platform for both marketers to pitch IMC contents, and consumers to put service-encounters related contents (publicly accessible simultaneously). It works like a double-edged sword in the sense that, consumers' co-produced contents can become positive or negative for the firm. "Helpful Advocates" (from among the consumers) further enhance firm's positive image and "Other Dysfunctional" (from fellow consumers) create toxic environment leading to negative image for the firm. If the firm does not manage the negative comments properly, it further effects into additional negative image.

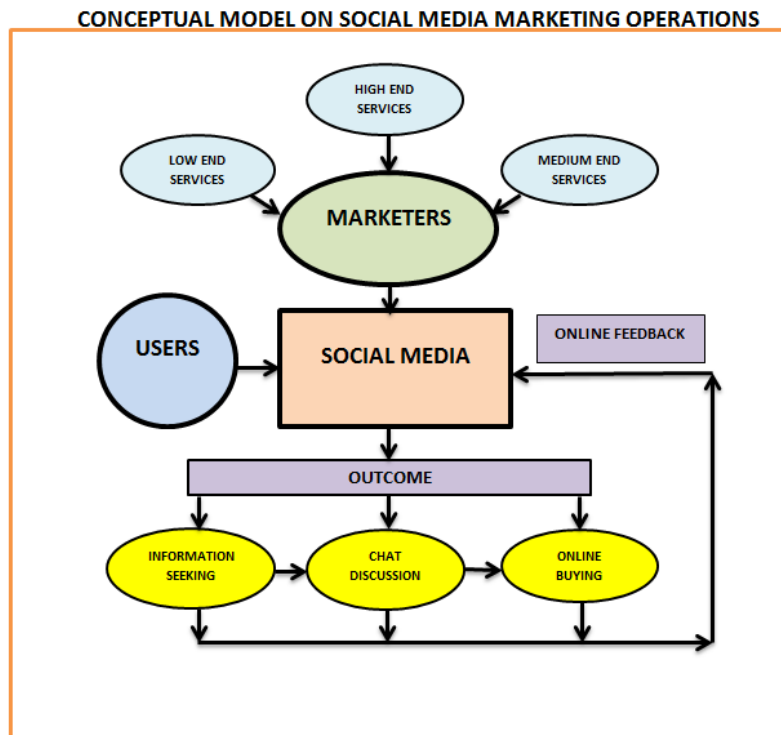
We find that Digital & Social Media Marketing is enabling consumers and the marketers to a more participatory and collaborative mode of marketing engagements aiming towards more effective and productive long term relationship.

Research Gap:

With a full-fledged review of various aspects, we are able to narrow down on some of the issues and challenges associated with DSMM, which could give food for thought for our research. In general, we find that the research scenario pertaining to service industry shows less coverage (in relative terms), and especially for India centric organisations. The service-industry superpower that India is termed as (Das and Subudhi. 2015), indicated the quantum of service oriented global activities happening from Indian soil.

Conceptual Model:

Based on the ideas emerging out of literature review and the identified gaps, a conceptual model for DSMM was formed that helps to frame up the research objectives and the hypotheses thereafter.



The Low-end, Medium-end, and High-end Services are named so, on the basis of cost and degree of involvement for buying decisions. It does not relate to the level of technology involved in those service offerings.

RESEARCH OBJECTIVES AND METHODOLOGY

Subsequent to the review of literature and identified gap analysis, a set of research objectives were noted to be taken up for investigation. The interactions between consumers and marketers may throw up interesting findings related to services of different level of involvement.

Research Objectives:

Based on the perspectives mentioned above, following objective of the study was taken up for further investigation (part of the main research that is relevant for this paper).

“To explore the possibility of creating a model of DSMM engagement pattern that ultimately leads to positive end-result like online purchases, sharing of experiences and influencing decisions of peers and others social group members.”

Research Hypotheses

Following research hypotheses were formed pertaining to the identified research questions.

1. H₀₁: 'Propensity to buy online' has no association/ relation with 'Number of hours spent' on social media;
2. H₀₂: 'Knowing about services' on SM platforms has no impact on 'Propensity to buy online'.

Research Methodology

These research objectives necessitated a justified research design consistent with the research objectives.

Sampling

In terms of defining the sample, the foremost criterion was that the respondent should be a social media user, with some experience of online activities in the context of DSMM marketing communication. The sampling method generally followed a convenience-sampling type. At the same time, through e-mails and other social media, the link to Google form survey was sent to friends and acquaintances who, in turn helped in getting more responses from their network members, thereby giving it the added advantage of snow-ball sampling effect also.

Sample Size

As per sampling plan 600 eligible respondents were initially contacted and approached, out of which, finally 467 'fully-complete, acceptable' responses were received.

Survey

As the topic is about DSMM and online activities, the questionnaire could be sent online in Goggle Forms for survey as email and also as link on Email, Social Media share, and on WhatsApp, with necessary briefings and instructions. It was carried out through a structured questionnaire with close ended questions covering the aspects mentioned in the research hypotheses and the conceptual model.

DATA ANALYSIS

Data analysis was done in three stages. For the purpose of this paper, we present only the following relevant analysis.

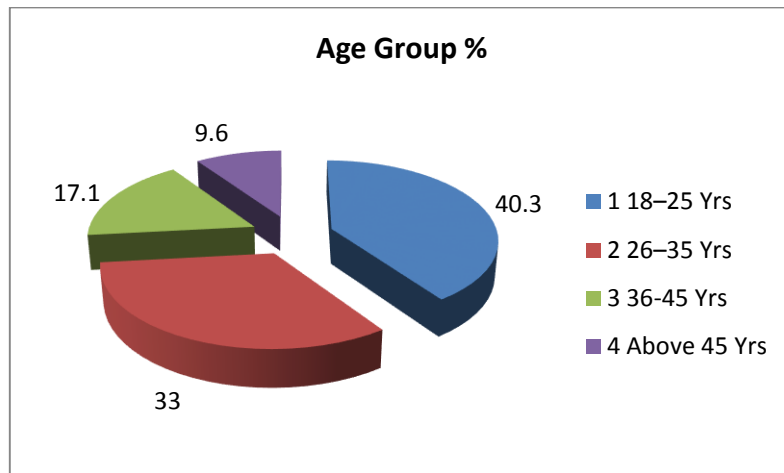
Descriptive Analysis:

Description of Frequency and Percentage of prominent variables were done to see first the distribution pattern.

Age Group

Keeping Millennial generation (and being adults) in mind, the first block was kept up to 25 years, and subsequent blocks of 10 years group were kept till 45 years.

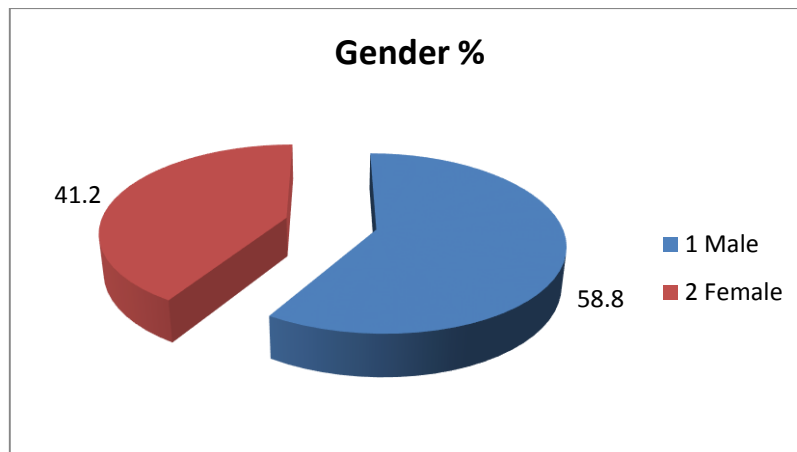
Fig.1. Age Group



As seen in the frequency percentage table, around 40% belong to first bracket of 18-25 years, 33% belong to 26 – 35 years, and about 27% are 36 years and above. This age group distribution appears to be fairly normal and representative (in DSMM context).

Gender

Fig.2. Gender

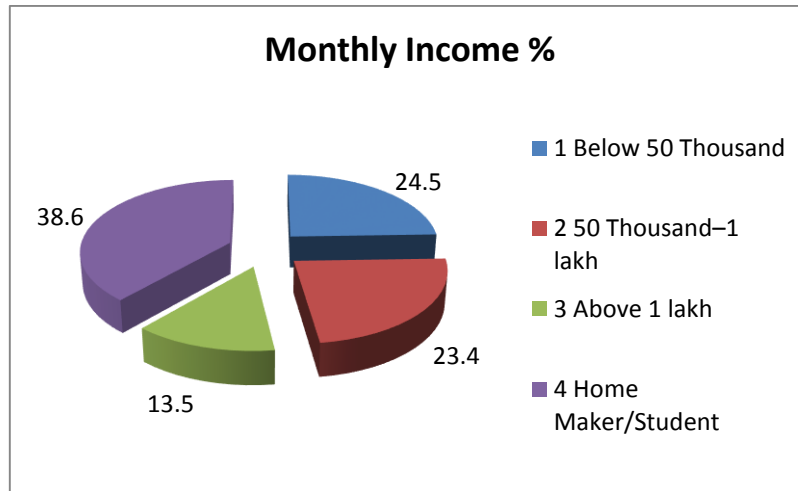


As reflected in the frequency percentage table, male to female ratio (about 59% to 41%) appear to be quite representative of the DSMM users population, given the constraints of survey in terms of access to women respondents in normal walk of life, and also in the context that about 27% belong to 36 years and above category of age group.

Monthly Income

For individual income per month, blocks of Rs. 50 Thousand was taken as brackets for convenience.

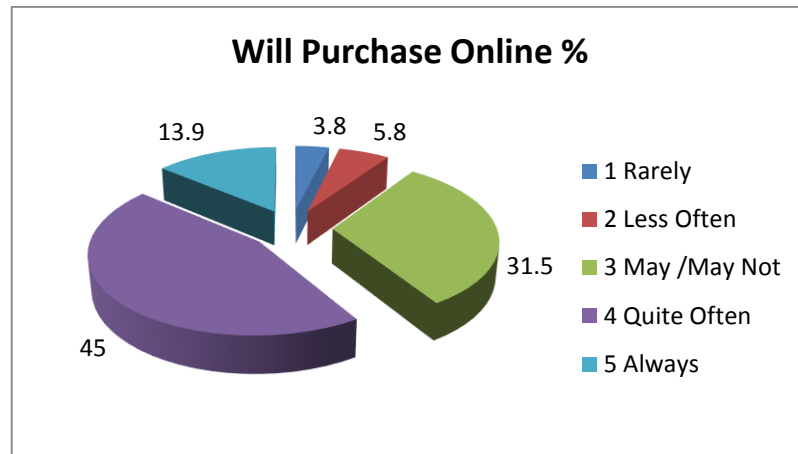
Fig.3. Monthly Income



As reflected in frequency percentage table, about 39% respondents were home-makers/students (looks more or less consistent with earlier table). Around 48% respondents earn Rs. 1 lakh and below per month. About 14% earn more than Rs. 1 lakh per month.

Will Purchase Online

Fig.4. Will Purchase Online



Around **59%** of respondents would like to purchase online. Added with another 31.5% in the ‘May /May Not’ category gives an indication that over 90% are not averse to online buying.

Bi-variate Analysis study

For the purpose analysing the engagement behaviour and interactions in social media, various combinations for a dependent variable with identified independent

variable were put to Chi-Square tests. The independent variables covered demographic and psychographic lifestyle related parameters and possible association with dependent variables pertaining to engagement depth and other behavioural aspects of respondents in the context of DSMM were explored.

Hypothesis to be tested:

H₀₁: ‘Propensity to buy online’ has no association/ relation with ‘number of hours spent’ on social media

Table 1. ‘Hours spent in Holidays’ Vs. ‘Will Purchase Online’ Cross-tabulation

			Purchase-Online					Total
			1	2	3	4	5	
Hrs-Holiday	0	Count	0	0	1	3	3	7
		% within HrsHolDay	.0%	.0%	14.3%	42.9%	42.9%	100.0%
		% within PurchaseOnl	.0%	.0%	.7%	1.4%	4.6%	1.5%
	1	Count	14	23	95	112	28	272
		% within HrsHolDay	5.1%	8.5%	34.9%	41.2%	10.3%	100.0%
		% within PurchaseOnl	77.8%	85.2%	64.6%	53.3%	43.1%	58.2%
	2	Count	3	4	39	73	23	142
		% within HrsHolDay	2.1%	2.8%	27.5%	51.4%	16.2%	100.0%
		% within PurchaseOnl	16.7%	14.8%	26.5%	34.8%	35.4%	30.4%
	3	Count	1	0	12	22	11	46
		% within HrsHolDay	2.2%	.0%	26.1%	47.8%	23.9%	100.0%
		% within PurchaseOnl	5.6%	.0%	8.2%	10.5%	16.9%	9.9%
Total	Count	18	27	147	210	65	467	
	% within HrsHolDay	3.9%	5.8%	31.5%	45.0%	13.9%	100.0%	
	% within PurchaseOnl	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Pearson Chi-Square: 0.007

Coeff: Eta (0.175, 0.220), Phi (0.241) and Cramer’s V (0.139)

To find out if there exist any association or dependence between the two factors, namely ‘Will purchase online’ and ‘No. of Hours per day on Holidays’, Chi-Square test was applied. As found from the above table (Significant), the null hypothesis was rejected and we conclude that ‘will purchase online’ and ‘checking online reviews for low cost low involvement services’ does have a significant relationship or association at 5% level, with no. of hours per says on holidays.

Thus, the hypothesis (H₀₇: ‘Propensity to buy online’ has no association/ relation with ‘number of hours spent’ on social media) is rejected.

Hypothesis to be tested:

H₀₂: ‘Knowing about services’ on SM platforms has no impact on ‘propensity to buy online’

Table 2. ‘Knowing about Specific Services’ Vs. ‘Will Purchase Online’ Cross-tab

			Purchase-Online					Total
			1	2	3	4	5	
Services	1	Count	8	5	23	36	8	80
		% within Srvcs	10.0%	6.3%	28.8%	45.0%	10.0%	100.0%
		% within PurchaseOnl	44.4%	18.5%	15.6%	17.1%	12.3%	17.1%
	2	Count	5	11	37	35	10	98
		% within Srvcs	5.1%	11.2%	37.8%	35.7%	10.2%	100.0%
		% within PurchaseOnl	27.8%	40.7%	25.2%	16.7%	15.4%	21.0%
	3	Count	3	9	50	66	13	141
		% within Srvcs	2.1%	6.4%	35.5%	46.8%	9.2%	100.0%
		% within PurchaseOnl	16.7%	33.3%	34.0%	31.4%	20.0%	30.2%
	4	Count	1	1	30	57	23	112
		% within Srvcs	.9%	.9%	26.8%	50.9%	20.5%	100.0%
		% within PurchaseOnl	5.6%	3.7%	20.4%	27.1%	35.4%	24.0%
	5	Count	1	1	7	16	11	36
		% within Srvcs	2.8%	2.8%	19.4%	44.4%	30.6%	100.0%
		% within PurchaseOnl	5.6%	3.7%	4.8%	7.6%	16.9%	7.7%
Total	Count	18	27	147	210	65	467	
	% within Srvcs	3.9%	5.8%	31.5%	45.0%	13.9%	100.0%	
	% within PurchaseOnl	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Pearson Chi-Square: 0.00

Coeff: Eta (0.232, 0.248), Phi (0.309) and Cramer’s V (0.154)

Similarly from the Chi-Square test of the above table (Significant), the null hypothesis was rejected and we conclude that ‘Purchase Online’ does have a significant relationship or association at 5% level, with ‘Knowing about Specific Services’.

Thus the hypothesis (H₀₉: ‘Knowing about services’ on SM platforms has no impact on ‘propensity to buy online’) is rejected.

Factor Analysis:

Considering the large group of independent variables/ factors which may be explored and verified for their possible influence on the major criterion/ dependent

variable (i.e., online purchase), we tried to carry out discriminant analysis (principal component analysis) and factor analysis.

Factor Analysis aims to describe a large number of variables by using a reduced/limited set of underlying variables, called factors. It helps us to describe variability among observed correlated variables in terms of a potentially lower number of underlying unobserved variables. It is often used in data reduction to identify a small number of factors that explain most of the variance, thus would act as representing much larger number of observed variables.

In market research, factor analysis is useful in consumer behaviour or customer satisfaction studies to identify underlying service dimensions.

In our research, we carried out Discriminant Analysis and Factor Analysis. In order to identify and determine those underlying variables (the factors) that would explain the variance to a major extent, these analyses were run taking 14 such observed variables and ‘purchase online’ was taken as the grouping variable.

Table 3. KMO and Bartlett’s Test

KMO and Bartlett's Test^a		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.634
Bartlett's Test of Sphericity	Approx. Chi-Square	609.830
	Dof	91
	Sig.	.000
a. Only cases for which Purchase-Online = 4 are used in the analysis phase.		

The Kaiser-Meyer-Olkin (KMO) and Bartlett's test: The KMO measures the sampling adequacy which should be greater than 0.5 for a satisfactory factor analysis to proceed. KMO & Bartlett’s test play an important role for accepting the sample adequacy. Bartlett’s Test of Sphericity relates to the significance of the study and thereby shows the validity and suitability of the responses collected. For Factor Analysis to be suitable and recommended, the Bartlett’s Test of Sphericity must be less than 0.05. In our case, KMO was found to be 0.634 and Bartlett’s test result is at significant level.

As found from the SPPSS output files, the factor analysis has given a better result than DA/ PCA. Hence we have presented below only the detail interpretation of factor analysis.

As shown in Table 4, the variance contribution (%) of first six important variables covers 69.2% in total, which is fairly a good score. As can be observed, the initial block of columns (col. 2 & 3) are the un-rotated pattern and the last block of columns (col. 8 & 9) are the rotated pattern (Varimax rotation method).

It can be observed that clear and notable grouping of inputs and factors have emerged from this factor analysis. The major findings of Factor Analysis (with Varimax rotation method) are presented here in the selected tables (Table 4 and 5). It is followed by self-explanatory factor Scree Plot (Fig. 5).

Table 4. Total Variance for ‘Online Purchase’

Total Variance Explained ^a									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]
1	2.979	21.277	21.277	2.979	21.277	21.277	1.741	12.435	12.435
2	1.934	13.812	35.089	1.934	13.812	35.089	1.738	12.415	24.850
3	1.475	10.534	45.623	1.475	10.534	45.623	1.709	12.208	37.058
4	1.209	8.634	54.257	1.209	8.634	54.257	1.699	12.132	49.190
5	1.071	7.647	61.904	1.071	7.647	61.904	1.669	11.924	61.114
6	1.020	7.286	69.190	1.020	7.286	69.190	1.131	8.076	69.190
7	.865	6.177	75.367						
8	.761	5.435	80.802						
9	.638	4.560	85.362						
10	.535	3.821	89.183						
11	.447	3.196	92.379						
12	.389	2.781	95.160						
13	.370	2.644	97.804						
14	.307	2.196	100.000						

Extraction Method: Principal Component Analysis.

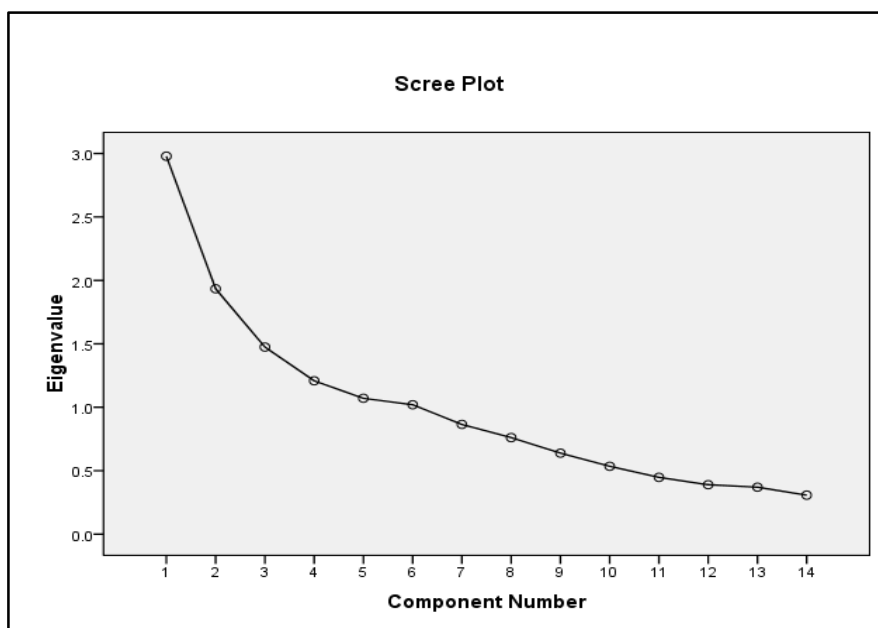
a. Only cases for which ‘Purchase-Only’ = 4 are used in the analysis phase.

Table 5. Rotated Component Matrix: Factor Analysis

Rotated Component Matrix ^{a,b}						
	Component					
	1	2	3	4	5	6
HrsWrkDay	.106	.056	.089	.851	-.023	-.018
HrsHolDay	.037	.027	.197	.806	-.022	-.143
Services	.041	.030	.807	.232	.108	-.138
Review	.026	.074	.818	.073	.186	.041
SM-paid advt	.088	.282	.282	.044	.753	.038
SM-Frnds	.090	.147	.246	-.076	.727	.009

Banners	.056	.640	.111	.257	.305	.041
TimelineCom	-.013	.857	.000	-.003	.001	-.063
TimelineFrnds	.007	.551	.184	-.310	.169	-.486
SeekInfo	.549	.326	-.113	.108	.022	.422
ChatComp	.861	-.020	.024	.100	.055	-.019
Chat-Users	.747	-.061	.145	.010	-.031	-.406
Authentic-Review	-.160	-.106	.011	-.269	-.019	.669
Share-Exp-Inf	.285	.240	.348	.042	-.632	.235
Extraction Method: Principal Component Analysis.						
Rotation Method: Varimax with Kaiser Normalization.						
a. Rotation converged in 10 iterations.						
b. Only cases for which 'Purchase-Only' = 4 are used in the analysis phase.						

Fig. 5. Scree Plot



It may be noted carefully that 'Share Experience and Influence Others' shows negative score. This can be interpreted that in influencing others' buying decision, the respondent is not the person buying (it is an action for others), whereas in all other variables, the focus is on the online purchase propensity of the respondent himself/herself. That can be the reason for the variable to be showing negative effect.

FINDINGS AND CONCLUSIONS

As per the level/ depth of engagement in social media, (in terms of subsequent stage of transaction), it is found that over 62% of users do positively seek information in specific context. In that context, 41% users even like to chat with company's personnel and marketers over social media. It is interesting to note that, over 38% like to chat with

other similar users on the said context, probably to explore more. It appears like a sales management funnel (in marketing and sales management context).

About 53% users emphatically carry an impression that online review remarks are authentic, and around 59% respondents state positively that they would like to purchase online after having the necessary inputs.

Based on the Pearson Chi-Square results between two variables, significant relations or associations have been observed as follows:

- ‘Will Purchase Online’ does have a significant association with ‘No. of Hours spent per day on SM on Holidays’.
- ‘Will Purchase Online’ does have a significant relationship with ‘Knowing about Service Offers/ Schemes’.

Factor Analysis

Clear and notable grouping of inputs and factors have emerged from this factor analysis. It was found that the variance contribution (%) of first six important variables covers 69.2% in total. This is fairly a good score.

Some of the more important factors (representing group of variables) are:

- F1: (Key Information Need) was formed from ‘Seeking Information’, ‘Chat with Marketers’ and ‘Chat with fellow Users’.
- F2: (Business Information) representing ‘Banners, panel Ads, Timeline post of marketers, and ‘Timeline post of peers and friends’
- F3: (Service Dimension) was formed from ‘Know about Service Offers’, ‘Online Reviews’
- F4: (Social Media Hours) representing ‘Hours per day Work days’ and ‘Hours per day Holidays’ (0.806)

Implications and Future Directions

As per academic inputs in business management world, this research is expected to contribute useful inputs for different stake holders. It can be a good idea to conduct workshops among the industry professional after sharing the detail report of this

research. This can act like a very good literature to trigger brain storming session for effective DSMM strategies for the business.

The findings of the factor analysis will act as very strategic input for marketers. Organizations can create more effective campaigns for promoting their services based on the specific variables and factors of these analyses, linking it to consumer online buying behaviour. In terms of inputs for consumer behaviour, it has specific pointers which can be adopted by the industries to varying extent depending on their context of business.

Most importantly, the social media marketing conceptual model can be useful to provide practical suggestions as to what are the major components and critical aspects of engagement pattern that an organization can use to create prominent building blocks for their DSMM strategies.

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