

Social media classifications for impactful marketing in Khomas Region, Namibia

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Abstract: Social media usage and applications are on the upsurge, marketers must synchronise advertng contents, consumer profile and social media applications for impactful advertising. Nevertheless, social media applications proportionally grew in numbers and types giving both marketers and consumers endless options and creating confusion in choice. This study engaged factor analysis to classify social media into three classifications marketers can use to target consumers more impact fully during social media marketing campaigns. Additionally, the study suggested novel practical marketing stratagem for social media marketing practitioners. This study pursued a positivist research philosophy. In particular, an empirical research methodological approach was adopted for this study. The reliability of the scales in the research instrument were tested using Cronbach alpha coefficient to determine the degree of internal consistency between the multiple measurements. To further ensure reliability of the research instrument, a pilot study of the research instrument was tested on a small sample. Systematic random sampling was employed to reach a sample of 230 consumers. A self-administered questionnaire was used to collect data. Structural Equation Modelling (SEM) was used to perform regression analysis in validating the research model. Findings revealed three types of social media exist, formal, informal and entertainment social media. Formal social media being the main social media is influence by entertainment social media and informal social media. In addition informal social media platforms are WhatsApp, Tweeter Instagram, Facebook and others. While entertainment social media platforms are YouTube and Snapchat. Future research can focus on product social media type marketing as well as age social media type marketing. Future studies can determine the relationships between age and social media type usage and product and social media type correlations.

Key words: Entertainment social media; Formal social media, impactful marketing, Informal social media, Social Media Types

Introduction

Social media usage and applications are on the upsurge, marketers must synchronise advertng content, consumer profile and social media applications for impactful advertising. Nevertheless, social media applications proportionally grew in numbers and types giving both marketers and consumers endless options and creating confusion in choice. The International Telecommunications Union Report (2018) indicated that there is a global explosion in the use of handheld electronic communication devices such as mobile phones, digital music players, and handheld Internet access devices - culminating in the social media era. In particular, the number of such devices is multiplying and subscriptions to services offered through these devices are expanding. For example, the growth in the number of such subscriptions worldwide is at a compounded annual rate of 24% from 2000 to 2016 with the number of mobile subscribers reaching 4 billion in December 2017 (Al-alak & Alnawas, 2018).

Social media marketing has become one of the fastest growing marketing strategies globally (Berliner, 2016). Marketers are using social media marketing to appeal and position their products to consumers with great success.

However with the number of social media sites and applications are on the increase, marketers have to ensure advertising content, consumer profile and social media application match for effective advertising.

Therefore this study used factor analysis to classify social media into three main classifications marketers can use to target consumers more effectively during social media marketing campaigns. In addition, the study also wants to suggest fresh practical ideas for marketing practitioners, in field of social media marketing.

Aim of the study

The Main aim of this study was to use factor analysis to classify social media into three main classifications that marketers in Khomas Region in Namibia can use to target consumers more effectively during social media marketing campaigns

Literature Review

Kaplan & Haenlein (2010, p. 22) suggest that Social Media Marketing is a subsection of Mobile Marketing and that Social Media as we understand it today probably started around 1994 when Bruce and Susan Abelson founded “Open Diary”, an early social networking site that brought together online diary writers into one community.

Srivastava (2005) brings across a strong argument by alluding that the development in Social Media marketing resulted in Mobile phone technology evolving immensely over the past decade, from phones that could only perform basic operations to sending short message services and making calls to more advanced and sophisticated functions like sending emails and making video calls. He concluded by describing modern mobile phones as having evolved into a pervasive tool and key 'social objects. Although (Kaplan & Haenlein, 2010) and (Srivastava, 2005) agree on the evolution in mobile phone technology, (Srivastava, 2005) summaries by highlighting the enormous abilities of mobile phones that came about due to advancement in technology, a need for growing communication and the development of new software applications ultimately resulted in the evolution of social media.

The mobile phone in today's societies has become a central necessity to the lives of many consumers, particularly to the lives of young adults and teens (Johnson, 2013). It is an addiction for many because they always carry it on them and constantly check it for various updates on popular social media applications such as Facebook, WhatsApp, tweeter Instagram, YouTube, LinkedIn, Pinterest, Snapchat (Johnson, 2013) just to mention a few. Consumers have long moved away from using the mobile device for personal use only but a means to connect with friends, family and the rest of the world through social media (Johnson, 2013). It has become a definition of individualism, personality and a symbol of wealth. For marketers, “the widespread adoption of mobile phones represents a huge marketing opportunity to reach and serve consumers anytime, anywhere” (Roach 2009, p. 149).

Persaud and Azhar (2012) state that while consumers adopt mobile phones to enhance their private and social lives, marketers have identified marketing channels through mobile phones. These different perspectives imply that marketers must ensure that their mobile phone marketing strategies are not intrusive (Persaud & Azhar, 2012). This is also not sufficient to warrant that consumers want to receive mobile advertisements on their mobile devices but rather suggest that more studies are needed to bridge the gap between mobile marketing consumer needs and marketers' intentions.

Smartphones have the capability to transform consumers' shopping experiences and add marketing value, consumers can now effortlessly and speedily shop across numerous channels such as (physical store, web-based, and mobile) with considerably greater level of convenience, flexibility, efficiency, and personalisation (Persaud and Azhar, 2012). Ordinary mobile phones have limited functions which are voice calls SMS camera, calendar, organizer alarm and reminder functions. Where smartphones offer consumers with more variety of features, such as mobile web browsing, web applications, electronic-mail, instant messaging, picture messaging, video and audio playback, GPS, games, a video camera, picture and video editing, voice command and much more (Johnson, 2013).

Additionally, mobile phone companies have introduced much affordable data packages making it possible for consumers to stay online continuously use of popular social networking sites (Basheer & Ibrahim, 2010). These present marketers with an enormous opportunity to integrate and expand their social media marketing strategy with their mobile marketing strategy (Johnson, 2013).

Berman (2016) advocate that the mobile device has the ability to send relevant personalized messages and offers, hence smartphones and tablets are generally not shared with others in the household, marketers can therefore tailor messages to each consumer based on his or her purchase history, social media usage, demographic data, and usage behaviour provided from the firm's customer loyalty program. Personalization can further be enhanced by

integrating such Google filters as contacts, interests, and search queries. Nielsen Consumer Panel has developed a predictive model that specifies the relevant promotions for specific customers based on data from the retailer's loyalty program (Cameron, Gregory & Battaglia, 2012). In an experiment by Nielsen Consumer Panel which was conducted in the United Kingdom 2015, a sample was broken into two groups: 10,000 app users who downloaded their loyalty card data in the mobile app versus a control group of 10,000 customers of the same retailer that did not register for the mobile app. In comparison to the control group, the test group experienced a 13% increase in coupon redemptions, a 37% increase in redemptions for product groups Planning and implementing effective mobile marketing programs 433 that were new to the household, and a 23% increase in redemptions for brands that were new to the household (Cameron et al. 2012). A major pitfall to personalization is the creep factor. This occurs when consumers perceive that advertisers have spied on their online purchases site visits, and other non-public actions (Berman, 2016).

Table 1: Classification of Social Media by social presence/media richness and self-presentation/self-disclosure

		Social presence/ Media richness		
		Low	Medium	High
Self-presentation/ Self-disclosure	High	Blogs	Social networking sites (e.g., Facebook)	Virtual social worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Virtual game worlds (e.g., World of Warcraft)

Source: Kaplan & Haenlein (2010)

Kaplan & Haenlein (2010) in table 1 above classify social media into six types according to presence/media richness and self-presentation/self-disclosure. Blogs, Social network sites, Virtual social worlds, collaborative projects, content communities and virtual worlds are suggested by Kaplan & Haenlein (2010) to be the main social media types. Either than the above classifications of social media by Kaplan & Haenlein (2010) no other classifications are made in the literature but these have rather been adopted by most authors as the main social media classifications.

Social media has evolved over the years offering marketers and consumer's variety and choice. Therefore new classifications of social media for both consumers and marketers will be made through this study for effective purpose driven social media marketing and to address the gap in the literature.

Methodology

Research Design

This study pursued a positivist research approach. In particular, a quantitative research methodological approach was used for this study. The reliability of the scales in the research instrument was tested by using the Cronbach alpha coefficient to determine the degree of internal consistency between the multiple measurements. To further ensure reliability of the research instrument, a pilot study of the research instrument was tested on a small sample. Systematic random sampling was employed to reach a sample of 230 consumers. A self-administered questionnaire was used to collect data. Structural Equation Modelling (SEM) was used to perform multiple regression analysis during the hypothesis testing and in validating the research model.

Research Instrument

The research instrument was a self-administered structured questionnaire. Saunders et al. (2012) explain questionnaires as appropriate for case study and experiment strategies but strongly supports the use of questionnaires in the survey research strategy. The questionnaire included a cover letter that briefly introduced the researcher, the study, the purpose of the research and provided an assurance of respondent's confidentiality.

All items except for demographics were formulated through repertory grid technique (Malhotra & Birks, 2006) and fine-tuned through a pre and post pilot study. The final validated social media types (formal, informal and entertainment social media) were then adopted. Furthermore, level of agreement of respondents under social media was measured with a scale of questions ranging from Never to Every time (1 = Never; 2 = Almost never; 3 = Occasionally; 4 = Almost every time; 5 = Every time). Likert scales questions are widely used in most research in marketing and for measuring attitudinal items (Malhotra & Birks, 2006). The research instrument is attached under the appendix, however table 3.3 indicate the factors, scales and items used.

Table 2: Measurement of Variables Factors

Section A: Respondents' Demographic data		
Factors / Variables	Description	
Gender	Two items: Male, Female	
Age	Three items: 41 years +; 31 – 40 years; Less than 30 years	
SECTION B: FACEBOOK		
Rating scale: 5 = Strongly Agree; 4 = Agree; 3 = Neutral; 2 = Disagree and 1 = Strongly Disagree		
FACEBOOK	1	I feel that Facebook is a Formal social media platform
	2	I also use Facebook as an informal platform
	3	I find Facebook to be an entertaining application
SECTION C: TWEETER		
Rating scale: 5 = Strongly Agree; 4 = Agree; 3 = Neutral; 2 = Disagree and 1 = Strongly Disagree		
TWEETER	1	I feel that Tweeter is a Formal social media platform
	2	I also use Tweeter as an informal platform
	3	I find Tweeter to be an entertaining application
SECTION D: INSTAGRAM		
Rating scale: 5 = Strongly Agree; 4 = Agree; 3 = Neutral; 2 = Disagree and 1 = Strongly Disagree		
INSTAGRAM	1	I feel that Instagram is a Formal social media platform
	2	I also use Instagram as an informal platform
	3	I find Instagram to be an entertaining application
SECTION E: LINKED-IN		
Rating scale: 5 = Strongly Agree; 4 = Agree; 3 = Neutral; 2 = Disagree and 1 = Strongly Disagree		
LINKED-IN	1	I feel that Linked-In is a Formal social media platform
	2	I also use Linked-In as an informal platform
	3	I find Linked-In to be an entertaining application
SECTION F: SNAPCHAT		
Rating scale: 5 = Strongly Agree; 4 = Agree; 3 = Neutral; 2 = Disagree and 1 = Strongly Disagree		
SNAPCHAT	1	I feel that Snapchat is a Formal social media platform
	2	I also use Snapchap as an informal platform
	3	I find Snapchap to be an entertaining application
SECTION G: PINTEREST		
Rating scale: 5 = Strongly Agree; 4 = Agree; 3 = Neutral; 2 = Disagree and 1 = Strongly Disagree		
PINTEREST	1	I feel that Pinterest is a Formal social media platform
	2	I also use Pinterest as an informal platform
	3	I find Pinterest to be an entertaining application
SECTION H: YOU TUBE		
Rating scale: 5 = Strongly Agree; 4 = Agree; 3 = Neutral; 2 = Disagree and 1 = Strongly Disagree		
YOUTUBE	1	I feel that You Tube is a Formal social media platform
	2	I also use You Tube as an informal platform

	3	I find You Tube to be an entertaining application
SECTION I: OTHER		
Rating scale: 5 = Strongly Agree; 4 = Agree; 3 = Neutral; 2 = Disagree and 1 = Strongly Disagree		
OTHER	1	I feel that Other Formal social media platforms are more useful to me
	2	I also use Other social media informal platforms
	3	I find Other to be an entertaining application

Description of demographic data

Table 3 below depicts the sources of demographic information from participants. According to Table 3 demographic information sampled from participants focused on age, gender and social media application subscription. The specific descriptive discussed were, number of participants, Mean, Standard Deviation, Skewness and Kurtosis.

Table 3: Case Summary of descriptive of demographics

Sex	Respondent's Age		FACEBOOK	TWEETER	INSTAGRAM	WHATSAPP	LINKEDIN	PINTEREST	SNAPCHAT	YOUTUBE	OTHER
Male	<30 years	N	115	115	115	115	115	115	115	115	115
		Mean	1.16	1.81	1.33	1.10	1.87	1.89	1.30	1.54	1.95
		Std. Deviation	.365	.395	.472	.307	.338	.318	.462	.501	.223
		Skewness	1.916	-1.590	.731	2.623	-2.224	-2.477	.862	-.159	-4.081
		Kurtosis	1.699	.539	-1.493	4.965	2.997	4.206	-1.280	-2.010	14.914
	31-40 years	N	5	5	5	5	5	5	5	5	5
		Mean	1.20	1.80	1.60	1.20	1.60	2.00	1.20	1.60	1.80
		Std. Deviation	.447	.447	.548	.447	.548	.000	.447	.548	.447
		Skewness	2.236	-2.236	-.609	2.236	-.609	.	2.236	-.609	-2.236
		Kurtosis	5.000	5.000	-3.333	5.000	-3.333	.	5.000	-3.333	5.000
	>40 years	N	5	5	5	5	5	5	5	5	5
		Mean	1.60	2.00	1.80	1.20	1.60	1.60	1.20	1.20	1.80
		Std. Deviation	.548	.000	.447	.447	.548	.548	.447	.447	.447
		Skewness	-.609	.	-2.236	2.236	-.609	-.609	2.236	2.236	-2.236
		Kurtosis	-3.333	.	5.000	5.000	-3.333	-3.333	5.000	5.000	5.000
	Total	N	125	125	125	125	125	125	125	125	125
		Mean	1.18	1.82	1.36	1.11	1.85	1.88	1.30	1.53	1.94
		Std. Deviation	.382	.389	.482	.317	.360	.326	.458	.501	.246
		Skewness	1.722	-1.651	.590	2.491	-1.962	-2.367	.905	-.114	-3.606
		Kurtosis	.982	.737	-1.678	4.271	1.880	3.662	-1.201	-2.020	11.183
Female	<30 years	N	194	194	194	194	194	194	194	194	194
		Mean	1.18	1.73	1.41	1.12	1.84	1.84	1.21	1.43	1.95
		Std. Deviation	.386	.444	.493	.330	.372	.372	.409	.496	.222

		Skewness	1.675	-1.056	.381	2.304	-1.820	-1.820	1.425	.294	-4.088
		Kurtosis	.815	-.895	-1.875	3.341	1.325	1.325	.031	-1.934	14.865
	31-40 years	N	24	24	24	24	24	24	24	24	24
		Mean	1.08	1.83	1.79	1.08	1.83	1.83	1.58	1.17	2.00
		Std. Deviation	.282	.381	.415	.282	.381	.381	.504	.381	.000
		Skewness	3.220	-1.910	-1.534	3.220	-1.910	-1.910	-.361	1.910	.
		Kurtosis	9.124	1.792	.377	9.124	1.792	1.792	-2.048	1.792	.
		>40 years	N	12	12	12	12	12	12	12	12
	Mean		1.33	1.75	2.00	1.25	2.00	1.75	1.33	1.25	2.00
	Std. Deviation		.492	.452	.000	.452	.000	.452	.492	.452	.000
	Skewness		.812	-1.327	.	1.327	.	-1.327	.812	1.327	.
	Kurtosis		-1.650	-.326	.	-.326	.	-.326	-1.650	-.326	.
	Total		N	230	230	230	230	230	230	230	230
		Mean	1.18	1.74	1.48	1.13	1.84	1.83	1.26	1.39	1.96
		Std. Deviation	.384	.438	.501	.333	.364	.376	.438	.489	.204
		Skewness	1.692	-1.122	.088	2.268	-1.903	-1.773	1.122	.448	-4.507
		Kurtosis	.871	-.747	-2.010	3.170	1.636	1.153	-.747	-1.815	18.471

Source: Authors (2022)

In table 3 above, the information analysed for each of the variables is summarised. For example, for the male age variable 125 respondents, ranging in age from <30 years, 31-40 years, >40 years, the highest number 115 (N) of participants falling in the below 30 years age range, with means for males ranging from 1.10 for Whatsapp to 1.95 for other social media. The **Skewness and Kurtosis** values for the majority age group less than 30 years ranging. -731 for Tweeter -1.280 for snapchat respectively to 2.623 for Whatsapp, and 14.914 for Other Social media.

Negative skewness values for five social media are dominant for the male majority age group <30 indicate Negative social media skew (scores clustered to the right at the low values). (Tabachnick & Fidell 2007, p. 80). Positive kurtosis values for six social media applications are dominant for the male majority age group <30 indicating that the social media distribution is rather peaked (clustered in the center), with long thin tails. Kurtosis values below 0 indicate a distribution that is relatively flat (too many cases in the extremes) (Tabachnick & Fidell 2007, p. 80).

Female age variable 230 respondents, ranging in age from <30 years 31-40 years >40 years, the highest number 194 (N) of participants falling in the below 30 years age range, with means for females ranging from 1.12 for Whatsapp to 1.95 for other social media. The Skewness and Kurtosis values for the majority age group <30 ranging. -4.088 for Tweeter -.895 for Tweeter respectively to 2.304 for Whatsapp, and 14.865 for Other Social media.

Negative skewness values for five social media are dominant for the female majority age group <30 indicate Negative social media skew (scores clustered to the right at the low values). (Tabachnick & Fidell 2007, p. 80). Positive kurtosis values for six social media applications are dominant for the Female majority age group <30 indicating that the social media distribution is rather peaked (clustered in the centre), with long thin tails. Kurtosis values below 0 indicate a distribution that is relatively flat (too many cases in the extremes) (Tabachnick & Fidell 2007, p. 80). With reasonably large samples, skewness will not 'make a substantive difference in the analysis' (Tabachnick & Fidell 2007, p. 80). Kurtosis can result in an underestimate of the variance, but this risk is also reduced with a large sample (200+ cases: see Tabachnick & Fidell 2007, p. 80). In this case the sample is 355 and therefore will not be affected by both Skewness and Kurtosis values.

Factor analysis

There are three main steps in conducting factor analysis, Step 1: Assessment of the suitability of the data for factor. Analysis There are two main issues to consider in determining whether a particular data set is suitable for factor analysis: sample size (greater than 150), and the strength of the relationship among the variables (or items) (Tabachnick and Fidell, 2007).

Step 2: Factor extraction: Factor extraction involves determining the smallest number of factors that can be used to best represent the interrelationships among the set of variables. There are a variety of approaches that can be used to identify (extract) the number of underlying factors or dimensions. Some of the most commonly available extraction techniques are: principal components; principal factors; image factoring; maximum likelihood factoring; alpha factoring; unweighted least squares; and generalised least squares (Tabachnick and Fidell, 2007).

Step 3: Factor rotation and interpretation: Once the number of factors has been determined, the next step is to try to interpret them. To assist in this process, the factors are 'rotated'. This does not change the underlying solution rather; it presents the pattern of loadings in a manner that is easier to interpret. There are two main approaches to rotation, resulting in either orthogonal (uncorrelated) or oblique (correlated) factor solutions. (Tabachnick and Fidell, 2007).

Exploratory factor analysis was used to explore relationships between different social media variables. In addition confirmatory factor analysis was used to establish Standardized Regression Weights, Standardized Estimate Regression Weights and in validating the research model.

Table 4: EFA/CFA Analysis and Descriptive for new Social Media Factors

Factors	Item	Mean	Std	Skew	Kurt	Communalities	Loadings	Eigenvalue	% of variance	KMO	
INFORMAL SOCIAL MEDIA	FACEBOOK	1.18	0.38	1.69	0.85	0.13	0.34	1.21	15.07	0.62	
	TWEETER	1.77	0.42	-1.28	-0.37	0.16	0.32				
	INSTAGRAM	1.44	0.50	0.26	-1.94	0.48	0.68				
	WHATSAPP	1.12	0.33	2.32	3.39	0.06					
FORMAL SOCIAL MEDIA	LINKEDIN	1.85	0.36	-1.91	1.64	0.59	0.73	1.62	17.69		
	PINTEREST	1.85	0.36	-1.94	1.75	0.21	0.44				
ENTERTAINMENT SOCIAL MEDIA	SNAPCHAT	1.27	0.45	1.03	-0.93	0.09	0.30	3.33	14.17		
	YOUTUBE	1.44	0.50	0.24	1.94	0.42	0.64				
Total								46.93			model explains 46.92% of variation

The 8 social media items were subjected to Principal Axis Factoring, (PAF) using SPSS version 25. Prior to performing (PAF), the suitability of data for factor analysis was evaluated. The Skewness and Kurtosis indicated normality of the data. Inspection of the correlation matrix revealed the presence of many coefficients of .3 and above. The Kaiser-Meyer-Olkin and Bartlett's test for sampling adequacy value was .62, exceeding the recommended value of .6 (Kaiser, 1974), supporting the suitability of the correlation. The KMO and Bartlett's test for sampling adequacy was significant and the communalities for each variable were sufficiently high (all above 0.300 and most above 0.600), thus indicating the chosen variables were adequately correlated for a factor analysis. Principal Axis Factoring revealed the presence of three components with eigenvalues exceeding 1, explaining 15.07%, 17.69% and 14.17% of the variance respectively.

Findings

Although social media was not part of the hypothesis of this study, the EFA and CFA and subsequently structural equation modeling that was done on all questionnaire items found social media applications highly significant and correlated to other items in the data set. The SEM regression analysis therefore included all social

media items and their effect on other mobile marketing adoption items in the model fit is illustrated below in the tables. The regression weights and Standardized Estimate Regression Weights table illustrated and discussed below.

Table 5: Social media Standardized Regression Weights

			Estimate	S.E.	C.R.	P
Informal_SM1	<---	Formal_SM2	0.428	0.145	2.947	0.003
Entern_SM	<---	Formal_SM2	0.239	0.117	2.041	0.041
SOCIALMEDIA3	<---	Informal_SM1	1			
SOCIALMEDIA2	<---	Informal_SM1	0.754	0.175	4.322	***
SOCIALMEDIA1	<---	Informal_SM1	0.535	0.135	3.959	***
SOCIALMEDIA4	<---	Informal_SM1	0.25	0.097	2.577	0.01
SOCIALMEDIA9	<---	Informal_SM1	0.116	0.062	1.855	0.064
SOCIALMEDIA5	<---	Formal_SM2	1			
SOCIALMEDIA6	<---	Formal_SM2	0.504	0.156	3.232	0.001
SOCIALMEDIA8	<---	Entern_SM	1			
SOCIALMEDIA7	<---	Entern_SM	0.45	0.384	1.171	0.242

Source: Field Survey (2017)

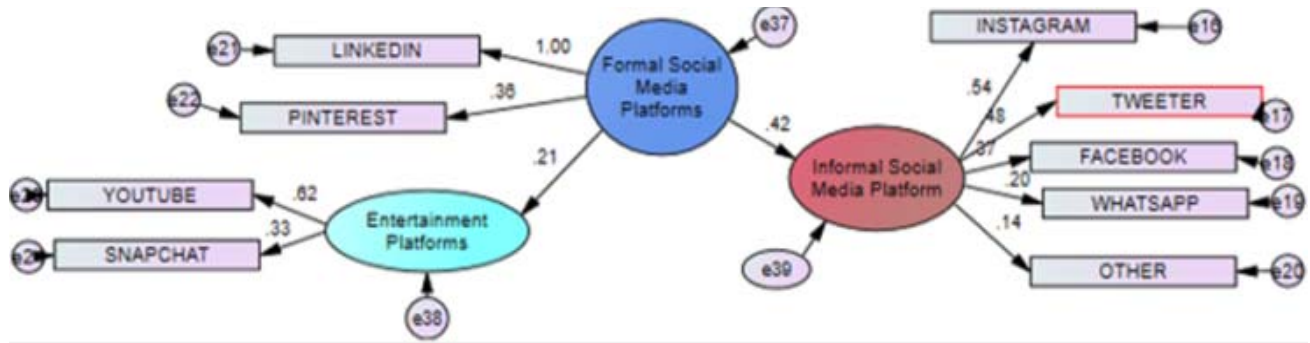
Table 5 indicates that accept for social media 9 and 7 all critical ratios are above the threshold of 1.96 for directional path relation and only the two p- values of social media 7 and 9 not to be significant. The significant directional path with high correlations found by AMOS was between Social media factors and new factors (formal, informal and entertainment social media).

Table 6: Social Media Standardized Estimate Regression Weights

			Estimate
Informal_SM1	<--	Formal_SM2	0.491
Entern_SM	<--	Formal_SM2	0.232
SOCIALMEDIA3	<--	Informal_SM1	0.538
SOCIALMEDIA2	<--	Informal_SM1	0.478
SOCIALMEDIA1	<--	Informal_SM1	0.374
SOCIALMEDIA4	<--	Informal_SM1	0.204
SOCIALMEDIA9	<--	Informal_SM1	0.141
SOCIALMEDIA5	<--	Formal_SM2	0.846
SOCIALMEDIA6	<--	Formal_SM2	0.429
SOCIALMEDIA8	<--	Entern_SM	0.634
SOCIALMEDIA7	<--	Entern_SM	0.319

Source: Field Survey (2017)

The standardized regression weights table 6 Indicates the contribution Social media factors to the new factors (formal, informal and entertainment social media).The contributions of significant factors range between 20% social media 4 and 63% social media 8.



Measure	Estimate	Threshold	Interpretation
CMIN	971.148	--	--
DF	454	--	--
CMIN/DF	2.139	Between 1 and 3	Excellent
CFI	0.767	>0.95	Need More DF
SRMR	0.078	<0.08	Excellent
RMSEA	0.057	<0.06	Excellent
PClose	0.013	>0.05	Acceptable

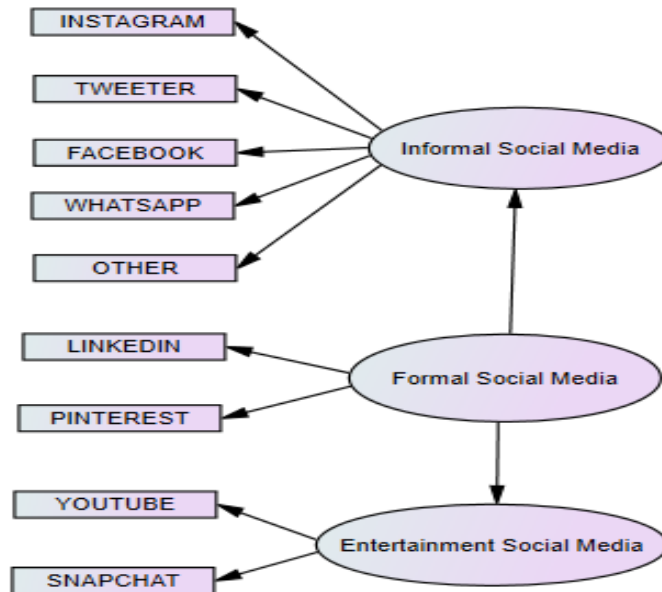
Source: Field Survey (2017)

Due to sensitivity to sample size of Chi-square, it is not simple to get a good sense of model fit from its value. Therefore, other indices of model fit need to be evaluated, together with GFI (Goodness-of-Fit Index), CFI (Comparative Fit Index), SRMR (Standardized Root Mean Squared Residual) and RMSEA (Root Mean Square Error of Approximation). If the Goodness of Fit Index (GFI) is greater than 0.9 it shows a good overall degree of fit and values less than 0.90 basically recommend that the model may be enhanced. Furthermore, Comparative Fit Index (CFI) considers a value of 0.90 and above as acceptable, for a well model fits. RMSEA (Root Mean Square Error of Approximation) less than .08 is considered acceptable. SRMR (Standardized Root Mean Squared Residual), standardized summary of the average covariance residuals should be below .10 and PClose or P-value should be greater than 0.05 to indicate a well fitted model (Kline, 2005; Hatcher, 2005; Hu & Bentler, 2012). In line with the given threshold values for the test statistics, outcomes demonstrated a good fit for the structural model followed by measurement models. According to the Chi-square (CMIN/DF = 2.139), comparative fit index (CFI = .77) and root mean square error of approximation (RMSEA = .057), Standardized Root Mean Squared Residual (SMSR = 0.078), P Value (Close = 0.013) Model 1 the results show excellent fit.

Final proposed framework: Social media types

The model has been developed to explain the links between factors and to conceptualize social media types. The frame work was formulated following the examining unstandardized regression weights, examining standardized total effects weights and examining the research measurement framework which translated in the validation of the final proposed framework. Model 2 is the final outcome of the proposed framework and will be discussed in this section.

Model 2: Final proposed framework



Source: Field Survey (2018)

Formal social media consist of LinkedIn, Pinterest and YouTube. Finally Informal social media is affected by WhatsApp, Facebook, Tweeter and Instagram.

Discussion of findings

Findings revealed three types of social media exist, formal, informal and entertainment social media. Formal social media being the main social media is influence by entertainment social media and informal social media. In addition informal social media platforms are WhatsApp, Tweeter Instagram, Facebook and others. While entertainment social media platforms are YouTube and Snapchat.

The mobile phone in today's societies has become a central necessity to the lives of many consumers, particularly to the lives of young adults and teens (Roach 2009, p. 149). It is an addiction for many because they always carry it on them and constantly check it for various updates on popular social media applications such as Facebook, WhatsApp, tweeter Instagram, YouTube, LinkedIn, Pinterest, Snapchat just to mention a few (Johnson, 2013) . Consumers have long moved away from using the mobile device for personal use only but a means to connect with friends, family and the rest of the world through social media (Johnson, 2013). It has become a definition of individualism, personality and a symbol of wealth. For marketers, "the widespread adoption of mobile phones represents a huge marketing opportunity to reach and serve consumers anytime, anywhere" (Roach 2009, p. 149). The findings of this study elaborate the discussion by (Johnson, 2013) and (Roach 2009, p. 149) further dividing social media into three main types.

The benefits of social media applications to consumers are that smartphones have the capability to transform consumers' shopping experiences and add marketing value, consumers can now effortlessly and speedily shop across numerous channels such as (physical store, web-based, and mobile) with considerably greater level of convenience, flexibility, efficiency, and personalisation (Persaud and Azhar, 2012). The findings of this study can further enhance these shopping experiences by targeting online shoppers based on the social media type they most frequently use.

Smartphones offer consumers with more variety of features, such as mobile web browsing, web applications, electronic-mail, instant messaging, picture messaging, video and audio playback, GPS, games, a video camera, picture and video editing, voice command and much more (Johnson, 2013). Additionally, mobile phone companies have introduced much affordable data packages making it possible for consumers to stay online continuously use of popular

social networking sites (Basheer & Ibrahim, 2010). These present marketers with an enormous opportunity to integrate and expand their social media marketing strategy with their mobile marketing strategy (Johnson, 2013). The findings of this study will enable marketers to develop more effective strategies since they can use the main social media types developed in this study to craft consumer specific strategy.

Finally the three social media types developed from this study can aid marketers in developing product specific marketing strategies. Products can be subdivided based on the main social media types and marketed on the social media type related to the product. Social media types can also be used to develop consumer age group marketing strategies.

Conclusion and future research avenues

The aim of this study was to use factor analysis to classify social media in to three main classifications that marketers can use to target consumers more effectively during social media marketing campaigns. In addition, the study also wanted to suggest fresh practical ideas for marketing practitioners in field of social media marketing. Findings revealed three types of social media exist, formal, informal and entertainment social media. Formal social media is being the main social media which is influenced by entertainment social media and informal social media. In addition informal social media platforms are WhatsApp, Tweeter Instagram, Facebook and others. While entertainment social media platforms are YouTube and Snapchat.

The findings of this study can further enhance these shopping experiences by targeting online shoppers based on the social media type they most frequently use. The findings of this study will enable marketers to develop more effective strategies since they can use the main social media types developed in this study to craft consumer specific strategy. Finally the three social media types developed from this study can aid marketers in developing product specific marketing strategies which can aid in the impactful marketing of products based on social media type classifications. Future research can focus on product social media type marketing as well as age social media type marketing. Future studies can determine the relationships between age and social media type usage and product and social media type correlations.

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