INFLUENCE OF SOCIAL MEDIA CHARACTERISTICS ON CONSUMERS' PURCHASE INTENTION

Kajanthy, S & Vaikunthavasan,S

ABSTRACT

In 21"century, Social Media has become the modern tool for people to engage socially. Building on the foundation of Web 2.0, Social Media applications have facilitated extraordinary growth in human interaction in modern times. Social Media is being considered playing an important role in customer buying decisions, however little studies have explored its impact over the Customer Purchase Intention. Even though Social Media have been recognized as potentially the most powerful medium for relationship building, there is a lack of understanding in terms of how and why firms are actually using them. The objective of the study was to look at the influence of Sri Lankan Consumers' Purchase Intention through Social Media. This study was conducted by using quantitative research methodology. In order to collect the data necessary to measure the constructs related to the subjects of the study, the researcher selected 155 Sri Lankan customers who are actively participating in any Social Media Platforms. Data analysis was conducted with the path analysis by using the Structural Equation Model approach. The results of the present study is supported by the mediating role of perceived risk, trust and perceived value in relationship between Social Media and Consumers' Purchase Intention. This study indicated that, there is a positive association has been found between Social Media and Consumers' Purchase Intention (b=0.711; p=0.000) before the mediation. And after the mediation, due to the mediating effect of perception factors the beta value has reduced (b= .478; p=0.000). These finding indicate to marketing managers that Social Media has become an important marketing tool to reach consumers. It also indicates that cyber world play an important role in modern marketing, enabling marketers to reach customers faster and more efficiently.

Keywords: *Perception Factors, Purchase Intention, Social Media*

1. INTRODUCTION

During the past decade, the rapid evolution of the Internet has offered consumers many new opportunities. Besides the obvious use of searching for information and communicating without boundaries, it is nowadays possible to express feelings and thoughts through social media. Social media platforms show explosive growth in just four to five years since their birth. As defined by Kaplan and Haenlein (2010), social media are "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of User Generated Content".

Student, Management, Faculty of Management Studies & Commerce University of Jaffna Kajanthy8@googlemail.com
Lecturer, Faculty of Management Studies & Commerce University of Jaffna Sathana1976@gmail.com

Purchase intention is a plan to purchase a particular product or service in the future. Purchase intention as the probability of consumers' willingness to buy a specific product, one will execute his/her buying action. In this research purchase intention refers to individual's readiness to perform buying while at social media. The increasing customer satisfaction from Web 2.0 experience seems to have a positive influence on consumers' purchase intention. As social media everybody knows and familiars with their use have already become part of daily routine of most people, it majorly impacts on inducing consumers' purchase intention.

This study aims at understanding and obtaining insights of consumer purchase intention under the context of social media in Sri Lanka. As companies are moving from offline to online, there is a need to find different marketing strategies than traditional marketing channels to promote their products and services to get competitive advantages. Many companies are attracted by the increasing popularity of social media. Even though they adapt social media they are not familiar with the characteristics of social media and its users. This study may provide some insights for managers and practitioners to better develop and adjust marketing strategies in response to the needs of their target market with the hope of further enhancing purchase intention as it is studied from consumers' perspective.

2. BACKGROUND OF THE STUDY

The fast pace of web technology innovation leads to radical changes in the way we interact and do business every day. This huge usage of Internet leads to fast entering into social media usage. By seeing the great power of social media at the consumer level, marketers and companies have already embraced social media as a way to promote their products or services and spread their message. Bruhn et al. (2012) reported that 70 percent of Internet users trust the reviews written by other users found on social media platforms. A study conducted by DEI Worldwide (2008) also indicated that 70 percent of consumers browsed social media to acquire specific information; 49 percent of them made a purchase decision according to what they got from these social media platform. The emergence of Web 2.0 presents a promising solution for traditional web sites using Web 1.0.

Sri Lanka shows a comparably large Internet user growth rate of 85.76 % for the period from 2000 and 2009 (www.internet worldstats.com/stats3.htm, 2012) and the Internet penetration rate for the country in 2010 was 8.3, an increase from 5.5 in 2009. The development of social media in Sri Lanka is in the initial stage, based on Himanshu Saxena (2014) who is the president of J. Walter Thompson Pvt Ltd. (JWT) Sri Lanka, she said that, Social media will grow into a movement which advertisers and marketers cannot afford to ignore, in less than two years.

In Sri Lanka, telecommunication networks, leading hotels as well as Government and charity organizations have embraced the use of social media for their marketing purposes. Sri Lankan banks in social media too, follow a common approach of providing news updates, promotions and service details to their fans on Facebook, Twitter and YouTube (www.socialmedia. lk/blog/, 2015). Political Marketing is also one area thathas seen the increasing use of social media, in the Sri Lankan context. A research conducted among undergraduates of the University of Colombo, who were first time voters in the 2010 Presidential Election (Chandrasekara & Dharmadasa, 2014).

3. STATEMENT OF THE RESEARCH PROBLEM

At the present more good responses on the products or services, the more attractiveness for consumer purchasing are come from social media platforms. Most of top brands and services notice it and started to focus on social media marketing. In view of the growing number of internet users, the factors of social media that influence the purchase intention of customers need to be explored. Even the Social Media is being considered as crucial in customer buying decisions, little studies have explored its impact over the customer purchase intention. Even though social media have been recognized as potentially the most powerful medium for relationship building (Bartlett, 2010; Monseau, 2009; Selina & Milz, 2009), there is a lack of understanding in terms of how and why firms are actually using them.

Most of the relatively limited academic studies consider social media as a new marketing tool (Berinato, 2010) that Increases marketing communication effectiveness (Dholakia & Durham, 2010; Kozinets et al., 2010;Trusov et al., 2009), and very few focus on how firms may benefit from them (Dong-Hun, 2010). To the best of our knowledge, there is a lack of studies examining the motivations, benefits and the strategy that firms use for their corporate fan pages in a social media platform.

Considering this gap, the present study has two main purposes: first, to bring insights on why companies should create brand pages in social media, how they use and expect from; and second, to investigate from the firms' point of view that what benefits users or consumers get from using such pages.

4. RESEARCH QUESTION AND OBJECTIVES

4.1 Research question

The following the research question was developed in this study:

- At what extent social media impact on consumers' purchase intention?

4.2 Research Objectives

The objectives of this study have been to look at how social media influence on purchase intention and understanding insights of consumer purchase intention under the context of social media in Sri Lanka.

- To identify the effect of social media on purchase intention
- To understand the association between social media and perception factors
- To identify the influence between perception factors and purchase intention.
- To understand the mediating effect of perception factors on the relationship between social media and purchase intention.

5. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Researchers and media experts have proposed various definitions for social media. Kaplan and Haenlein (2010) give a general definition of social media in consideration of Web 2.0 and User-Generated Content. Social media is a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of User Generated Content (Kaplan & Haenlein, 2010). Parr (2010) defines social media as the use of electronic and Internet tools for the purpose of sharing and discussing information and experiences with other human beings in more efficient ways.

Social media is an Internet based service that enables people to communicate with each other about their mutual interests and activities. Web sites or applications that gain value through user interaction and participation can be defined as social media.

In order to define a web site or application as social media, it should have independent users or members, should be free of time and place restriction, should allow user based content, and guarantee interaction between users (Zorlu, 2011).

Understanding the characteristics of social media is not only crucial for individuals but also for companies to compete in the market.

Community is an online or virtual group formed by people who share the common interests or background (Mayfield, 2008; Teo & Chan, 2013).

Connectedness is an integration of online resources and people through sharing and making use of links; Use one or several identity to switch between multiple social media platforms (Mayfield, 2008; Riedl et al., 2013).

Openness Encourages feedback and participation without constraints and no barriers to make use of and share content (Wathne et al., 1996); Mayfield (2008).

Accessibility means no special skills are needed and minimal efforts are required to use social media (Mayfield, 2008).

Speed means the degree to which how fast the content is available and accessible to users; how fast the communication is between users (Taprial et al., 2012).

Participation means two or more parties voluntarily interact with each other on social media making contributions and feedbacks (Kaplan et al., 2010); Mayfield, 2008; Taprial et al., 2012).

Conversationality is the ideal form of interactivity where two-way communication exists in social media instead of the one-way linear communication in the traditional media (Kaplan et al., 2010); Mayfield (2008).

In this study, there are three perception factors were support as mediating variables. Such as: perceived risk, trust and perceived value. Perceived risk means the Consumer's subjective expectations on potential loss as a consequence of pursuing a desired outcome (Dowling, 1986). Trust means the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trust or irrespective of the ability to monitor or control that other party (Mayer et al., 1995).Perceived value is the Consumer's evaluation of the product or service utility after weighing the perceived benefits (Peng & Liang, 2011).

Purchase intention means Costs in terms of mental and material aspects. The degree to which an individual believes they will purchase a particular product in the future (Ajzen & Madden, 1986). Purchase intention is a combination of consumers' interest in and possibility of buying a product. As a result of many studies, it strongly relates to attitude and preference toward a brand or a product (Kim, Kim & Johnson et al., 2010) so that measuring purchase intention assumes consumers' future behavior based on their attitudes.

Sociability is one of the most significant functions of social media. According to Spannerworks (2008), two characteristics such as: community and connectedness represent the sociability function of social media best. The emergence of social media quickly allows people to form virtual communities, which consist of people sharing same interests or background. The subsequent effect of these communities is eWOM, which is far more influential than offline word-of-mouth. Previous study shows that people who are authorities or experts in the community arouse more attention and discussions as well as trust among community members (Yang, Mai, & Ben-Ur, 2011). Other researchers consider the online community itself as a social proxy for information distribution among user. The credibility of WOM information is ultimately evaluated by consumers based on their trust in the website itself and their own perceptions or perceived value on the information they retrieved (Brown, Broderick & Lee, 2007). The connectedness characteristic of social media is strongly related to the users' perceptions and the actual usage of the social media platforms. It is a potential source of social capital in which people may realize their network benefits by managing both

their strong and weak ties.(Riedl, Köbler, Goswami, & Krcmar, 2013). A study related to online ties or connectedness suggests that product-related risks have moderating effects on the relationship between online tie strengths and perceived diagnosticity. Given the product risks, information provided by strong ties has more trustworthiness and perceived value for consumers than that provided by weak ties (Riedl, Köbler, Goswami, & Krcmar, 2013). The technology acceptance model (TAM) has been continuously studied and expanded by many researchers for measuring user acceptance and usage of technology and thus its influence on their behavioral intentions. One of the conclusions in TAM model after empirically tested is that even if potential users perceive given system or technology users perceive given system or technology is useful, it will be moderated by their belief if they think the system or technology is too difficult to use and performance benefits of usage are outweighed by the effort of using the system or technology (Davis, 1989). In the case of social media, it is reasonable to be inspired by the TAM model and therefore employ some concepts from it. Social media, as a new form of Internet technology and communication tool, does require users to basic knowledge about Internet and computer technology. This corresponds mainly with three characteristics of social media that are speed, accessibility and openness (Taprial & Kanwar, 2012) (Mayfield, 2008). These three characteristics can be categorized under the construct perceived ease of use in the TAM model. So

based on these facts, the following hypotheses are proposed:

Even though the sociability is the most apparent characteristics of social media, it will not happen unless people really participate and engage with others in the platform. Empirical study addressed the reasons why some users choose to remain active and participating in web 2.0 web sites whilst others choose to stop. One of the findings is that users' perceived values from continuance participation on Facebook positively affect continuance participation intentions and behavior (Al-Debei, Al-Lozi, & Papazafeiropoulou, 2013). In fact, the relationship between perceived value and participation may well be reciprocal which means the more one participates, the more perceived value one will gain from participation and thus facilitate him or her in continuance participation. The same situation appears in the study of relationship between intensity of Facebook use and students' life satisfaction and social trust (Valenzuela, Park, & Kee, 2009).

An empirical research on influence of consumers' interactive behavior on purchase intention in the SNS environment demonstrates that the more conversations there are between consumers, the more product information they will gain and there will be more senses of trust and higher perceived value (Liu, 2013). In terms of conversation of social media, one phenomenon also exists offline is the Word-of-Mouth marketing. Kamtarin (2012)

argued that compared to traditional word-of-mouth (WOM), the online WOM is more effective in spreading as it is documented in written word and people can find the relevant information based on their own needs. The research showed that online WOM has a positive effect on online purchase intention. In general, people consider conversations and recommendations from online social networks more credible than those from commercial sources. Based on articles reviewed, the following hypotheses are proposed:

H_1: There is an effect between Social Media and Purchase Intention

Compelling evidence in the literature supports a linkage between social media and perception factors as well as a linkage between perception factors and purchase intention. Therefore, it is hypothesized that:

H_2: There is an association between Social Media and Perception Factors

H_3: There is an influence between Perception Factors and Purchase Intention

The researches indicated the perception factors as mediator, which has an effect between the relationship of social media on purchase intention. Researcher hypothesizes

H_4: There is a mediating effect of Perception Factors on the relationship between Social Media and purchase Intention

6. CONCEPTUAL FRAMEWORK

There are three components in this survey as social media, perception factors and purchase intention: Purchase intention is an independent variable. Social media is a dependent, which is measured through the social media characteristics of community, connectedness, speed, accessibility, openness, participation and conversation. The variable perception factor has mediating effect on the relationship between social media and purchase intention.
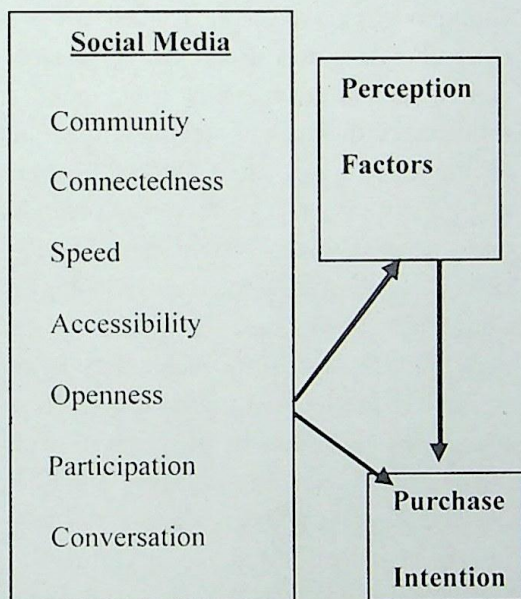

Figure 6.1: Conceptual Model for Analysis
Source: Researcher Creation based on Chen (2014)

7. METHODOLOGY

Researcher followed the quantitative methodology. The population of the present study was Sri Lankan consumers who are actively participating in any social media

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Platforms. There are 155 customers who are living in Sri Lanka and who are the active participants in any social media platforms were surveyed to collect data. Samples from the population were selected based on their convenient accessibility and proximity to the researcher. Researcher has issued hundred and fifty five (155) questionnaires for conveniently selected respondents who are actively participating in any social media platforms. Path analysis was used in order to identify the effect of social media on consumer purchase intention. The Statistical Packages for Social Science SPSS (version 20) and AMOS (version 20) were used for data analysis.

8. MEASURES AND VALIDITY

8.1 Reliability of Scale

In general, Crobach alpha value over 0.6 indicating the questionnaire is acceptable, while Cronbach alpha value over 0.7 indicating the good reliability of questionnaire (Hair et al., 2009). In this study, Table 8.1 show that all constructs deemed to have adequate reliability, whose cronbach's alpha values are above 0.7. It is indicating the high reliability of the survey data.   *Table 8. 1*: Reliability Test

Constructs	Cronbach's alpha
Social media	.895
Perception factors	.850
Purchase intention	.855

8.2 Validity of Scales

According to Hair et al. (2009), construct validity reflects the degree to which the measurement items of a construct do actually reflect the theoretical latent construct that those items are designed for. Once the construct validity scores are the representatives of the true scores of the population. The table 8.2 below KMO and Bartlett's test of spherity indicated the significant of validity regarding the variables, as the significant value is 0.000.

The questionnaire consists of 38 items, yielding a score for each of the components of their variables. A scale from 1 to 7 was used for these items. In an empirical study of social media influence on purchase intention, this measurement model was used by Chen (2014).Assumption of normality test and independence by using SPSS create more validity for the research. According to the normality test the graphical figures for variables show approximate shape of a normal curve. And the assumption of independence shows the Durbin-Watson statistic for this problem is 1.856, which falls within the acceptable range from 1.50 to 2.50. Thus, it satisfies the assumption of independence of errors.

8.3. Sample Adequacy Test

The value of KMO came out to be 0.844 which is greater than 0.5. It indicated the sampling adequacy was satisfactory and the analysis test can be conducted correctly and the sample used is adequate the minimum acceptable value of KMO as supports by Othman and Owen (0.5).

Table 8. 2: KMO and Bartlett's Test

KMO measures of Sample Adequacy		0.884
Bartlett's Test of sphericity	Approximate Chi-Square	520.377
	DF	21
	Sig	0.000

9. STRUCTURAL EQUATION MODEL ANALYSIS AND RESULTS DISCUSSION

In this study, the researcher used Structural Equation Modeling (SEM) to make the research model and the AMOS 20.0 was used to test this research. A measurement model specifies the indicators for each construct whose validity is assessed by confirmatory factor analysis by the researcher. Due to the measurement model is well fit and the SEM is more of a confirmatory technique, the researcher used the Structural Equation Modeling.

9.1 Measures of Goodness of Fit of Structural Equation Model

Before testing the hypotheses, the overall assessment of the structural model is necessary in order to see how well the hypothesized model fits the data. To do so, goodness-of-fit indices are examined. In this study, normed chi-square, p-value, RMSEA, CFI, GFI, NFI, IFI and TLI are selected as the fit indices as the researcher most often uses them.

The scores obtained from the analysis suggested an excellent fit between the data and the model. Chi-square value is 2.86. This value fell within the recommended levels of below 3. According to the model fit which was interpreted by Arbuckle and Wothke (1999), if the value of RMSEA is greater than 0.08 and less than 0.10, the fit has reasonable error of approximation. Similarly Byrne (2001) stated that if the value of RMSEA lies between 0.08 and 0.10, the model has mediocre Fit. In this study the RMSEA value is 0.082. Thus the model has reasonable error of approximation.

Based on Arbuckle and Wothke (1999), If the CFI value and GFI value is closer to 1, then there is a good fit. In this study the CFI value of 827 and GFI=.805 show a good fit. Byrne (2001) stated that if the NFI value and TLI value is closer to 1, then the model has very good fit. In this study the NFI value of .801 and the TLI value of .760 indicate the very good model fit. Further Byrne (2001) said that if the value of IFI value is closer to 1, the model has good fit. Here, the IFI value of .829 indicated a good model fit.

Table 9.1: Measures of Goodness of Fit of SEM Model

Chi_Square (X²⁾	d.f	X²/df	P-value	RMSA	CFI	GFI	NFI	IFI	TLI
146.023	51	2.86	0.000	.082	.827	.805	.801	.829	.760

Finally the researcher concluded that all the important goodness of fit measures indicates that our estimated model is best fitted. Based on the table 9.1, the results obtained, it is evident that the model is well supported, thus can conclude that all the dimensions tested appear to be highly suited for the research measuring.

9.2 Hypothesis Testing of Structural Model

Table 9.2: Regression Weights

[Source: Survey Data, 2015]

Due to the bias caused by measurement error and feedback effect in the mediational chain, Baron and Kenny (1986) suggested that structural equation modeling is a better way than multiple regression analysis to examine the mediational model.

After determining the validity of measures and achieving a satisfactory fit in the measurement model, the structural model based on a path analysis was then estimated. The identification of the relation between variables is the next step to enter the issue of path analysis. After the overall model fit was approved, hypotheses were tested via structural equation modeling. Here, in the study of the structural equation model, Social media has direct effects on purchase intention and also due to the mediating of perception factors, the indirect effect between social media and purchase intention was analyzed.

H_1: There is an effect of Social Media on Purchase Intention

According to the hypothesis of H_1, there is an effect of social media on purchase intention. In the above table 9.2, the data reveals that the social media has a significant positive impact on purchase intention.(b=.478; p=0.000).

Considering the above facts, the hypothesis 1 is proved and there is an evidence of greater effect of social media on purchase intention.

H_2: There is an association between Social Media and Perception Factors

According to the hypothesis of H_2 indicated that there is an association between social media and perception factors. It has been noted that fitted model revealed the significant relationship between social media and perception factors. The data indicated in the above table 9.2 shows the b value of .696.

H_3: There is an influence of Perception Factors on Purchase Intention

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According to the prediction of H_3, there is an influence of perception factors on purchase intention. In the table 9.2, the estimate value of the path between perception factors and purchase intention shows that significant positive association between perception factors and purchase intention (b=.3x38; p=0.000).

H_4: There is a mediating effect of Perception Factors on the relationship between Social Media and purchase Intention

According to the table 9.3, social media has significant (b= .711;P value = 0.000) direct effect on purchase intention before the mediation. And also according to the table 9.4, which shows the value after the mediation, there is a significant indirect effect between social media and purchase intention due to the mediating variable of perception factors. Thus, social media has significant indirect effect (b=.478; P value = 0.000) on purchase intention.

While direct effect is reduced but not significant, the mediation effect is called complete mediation. While direct effect is reduced but significant, the mediation effect is called partial mediation (Myz Ziema (2010). In this study, according to the tables 9.3 and 9.4, the mediation effect is performed as partial median since the direct effect of social media on purchase intention is still significant and reduced the estimate value, which would be reduced from .711 to .478. As the conclusion, According to the table 9.3 and 9.4, estimations show that a

strong partial mediation between social media and purchase intention. Thus the researcher can conclude that there is a strong partial mediating effect is performed.

10. CONCLUSION

The present study has examined the influence of social media on customers purchase intention. To meet the purpose of the study research objectives and hypothesis were developed. A model is developed. Structural Equation Modeling is used to find out the nature of relationship and their corresponding effect of the variables. Results of this study show that social media does not directly affect the customer's purchase intentions.

The study included six variables such as: community, connectedness, speed, accessibility, openness and conversation which are the characteristics of social media construct the independent variable of social media. The estimate value of social media has positive and significant influence on perception factors (b=.696; p=0.000). Further the variables, which were included under the perception factor, such as: perceived risk, trust and perceived value construct the mediating variable of perception factors. The beta value of the path between perception factors and purchase intention shows significant positive (b=.338; p= 0.000) influence.

The aim of the research is to analyze the influence between social media and purchase intention. In this manner, research

findings show that there is a positive and significant (b=0.478; p=0.000) influence between them. Thus, the results showed that all the hypotheses, which are supported with the significant level less than 0.05.

In a supportive way, Huynh (2012) conducted a study on the Effects of Web 2.0 Experience on Consumers' Online Purchase Intention in the North Island of New Zealand. The result has revealed that, social networking (web 2.0) and interaction orientation have positive effects on purchase intention by using the two-step SEM approach.

Recently, Han (2014) conducted a study on How Social Network Characteristics Affect Users' Trust and Purchase Intention in China. This article suggests variables (trust and informativeness) that have an effect on the purchase intention on the Weibo, which is a social media platform.

11. LIMITATIONS
Although the research findings provide some new insights to researchers, these findings should be considered in term of some limitations. Considering the limitations on time and resources, even though this study strives to collect diverse samples geographically, there are still problems with the samples as convenient sampling is the technique for data collection.

The sample size is also difficult. In total 155 samples are collected and the expectation of researcher on sample size was to have at least 250 respondents. The insufficient sample size in general reduces the overall fit of the conceptual model.

Questionnaires were sent via email and social media platforms to the respondents who are in a circle of the researcher. The researcher probably has friends same as his or her age group. Thus the findings cannot be generalized across all different age groups of customers. Under constraint of time, only quantitative analysis was adopted.

Some respondents complained that the questionnaire was too long and some questions looked similar. It lowered their incentive to finish the whole questionnaire, which affected the accuracy of overall results slightly.

12. RECOMMENDATIONS
Companies have to evaluate that whether there are many interest groups and small communities on the social media platform or not, whether people interact frequently within their groups and fully discuss a specific topic or not, How many group members are real contributors to this group? Are there any influencers in the group who can easily start a conversation with many followers? Are users willing to share purchase and post-purchase experience or other product and services information within each group? These questions help companies to identify whether the target platform is appropriate for social media marketing.

Companies should satisfy consumer's needs by communicate with and listen to them on social media. Providing support, care and service such as answering queries, solving problems and taking suggestions and feedbacks, are effective ways to enhance the relationship between consumers and companies on social media.

When companies are creating groups and communities on social media, it helps companies to attract loyal consumers and build trust among members by engaging and encouraging discussion.

Seeing the popularity of Social Media, many retailers and entrepreneurs were actively setting up pages and accounts on Social Media platforms. However, with overloading information and intense competition online, it was important for them to differentiate from competitors. Companies should establish their brands on social media with clear name, logo, and color schemes, core values etc.

Companies should carefully select which Social Media channel to be used to promote their brands and products. Popularity of Social Media channels might provide insights to entrepreneurs who were about to set up a page or an account. From the findings of this study, most participants possessed in their recommendation part that they are spending time in the social media platform Face book. Thus the companies should target most suitable social media in order to reach customers quickly.

Firms should monitor what motivates social media users to be a member of a brand's fan page, what content they enjoy. Managers of social media brand channels should focus on spreading positive word of mouth among social media users. The opportunity for customers to connect and interact in rich ways with other customers and non-customers gives them the ability to influence others in their social networks.

Finally, Firms should clearly know that if social media are a substitute or a supplementary tool to the rest of their marketing activities, Possible synergies of social media with other online and offline actions should be examined and systematically managed.

13. DIRECTIONS FOR FUTURE STUDY

This study fails to achieve good model fit partly due to insufficient sample size, but also due to the fact that no pilot test was conducted so that it would provide a chance for modifying the models and constructs measurement if possible. So in future research a pilot test should be conducted to ensure the quality of the study.

In relation to the first suggestion, some of the measurement items for constructs should be refined by either reviewing more literature or ask social media experts for evaluation in future study.

It is suggested to conduct both qualitative and quantitative analysis next time. Apart from questionnaire survey,

qualitative analysis like focus group and in-depth interviews could provide more detailed analysis on this topic.

It is suggested to collect a larger sample size by using probability sampling. In this way, the distribution of respondents will be evener.

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