

Identify the Success Factors of Social Media (Marketing Perspective)

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Abstract

The social media of an organization helps marketing managers establish a long lasting relationship and powerful interactions with their customers. These interactions help them determine customers' needs and provide products according to them. Therefore, this process results in increased sales, profitability and strengthening their brand name. So an organization's social media must be able to attract customers and harmonize them with organization's activity. In the current study we tried to determine the social media success factors from the viewpoint of Iranian audience. The researcher while checking the national and international scientific sources couldn't find any evidence of a social media success factor's model. So we tried to provide a model for social media success factors. The researcher made this model with focus on Allameh Tabatabai university students, through questionnaire, factor analysis and structural models. Results showed that security, attractive content, reputation, interaction and communication factors have positive influence on social media success.

Key words: Media; Social media; Social media marketing; The success of social media

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INTRODUCTION

Communication is the foundation of organizing civilizations and cultures, Communicative modern instruments prepare on appropriate bed to create mutual Communication. It should be noted that Communication with persons and customers creates an opportunity for organizations in order to prepare information's about their products and their services. Also, with receiving viewpoints of their customers and persons, it is necessary that to perceive needs of market as well as needs of themselves in a better way. Studying issued but comes from these viewpoints makes that a product has demanded in accordance with market needs. As a result, preparing a product based on customer's need will have caused a better selling and a better influence. social media is one of the suitable instruments to create a strong relationship and interaction between customers and prepared product .

Therefore, social media should have the capability of attracting customers and progressing with organization activities. Then the most important key in today's world competitive is that to originate interest and attend customers to social media of organization.

Thus, in this study, we have attempted to identify factors of success of social media from the view of Iranian people. Hence, issued out comes from this study can assist to marketing managers to make a long-term relationship and strong interaction with its people through social media. In the shade of this interaction, needs of customers have identified and a product will present according to their needs. Therefore, this process will has let to increase selling, being profitable and getting more strong of brand name.

(1) Definition

Social media refers to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are Web-based appli-

cations that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios (Safako & Brake, 2009, p.6).

Social media marketing is any form of direct or indirect marketing that is used to build awareness, recognition, recall, and action for a brand, business, product, person, or other entity and is carried out using the tools of the social Web, such as blogging, micro blogging, social networking, social bookmarking, and content sharing (Gunelius, 2011, p.10).

(2) The Kinds of Social Media

At this time, there are basically six kinds of social media.

- A) Social net work: these sites allow people to build personal web pages and then connect with friends to share content and communication. The biggest social networks are Myspace, facebook and bebo.
- B) Blogs : perhaps the best known form of social media, blogs are online journals, with entries appearing with the most recent first.
- C) WikIs: these websites allow people to add content to or edit the information on them, acting as a communal document or database. The best-known wiki is wikipedia4, the online encyclopedia which has over 2 million English language articles.
- D) Podcast: audio and video files that are available by subscription, through services like apple iTunes.
- E) Forums: areas for online discussion, often around specific topics and interests. Forums came about before the term “social media” and are a powerful and popular element of online communities.
- F) Content Communities: communities which organize and share particular kinds of content. The most popular content communities tend to form around photos (flickr), bookmarked links (del.icio.us) and videos (Youtube).
- G) Micro blogging: social networking combined with bite-sized blogging, where small amounts of content (‘updates’) are distributed online and through the mobile phone network. twitter is the clear leader in this field (Myfield,2010, p.14- 27).

(3) The Goal of All Social Media in a Business Context is to Engage People

Engagement leads toward a desired action or outcome. For an employee, the desired outcome may be a more efficient work process that reduces a product’s time to market. For a customer, the desired outcome may be an additional purchase or a strong recommendation to a friend. In this research we examine social media from customer point of view (Safko & Brake, 2009, p.17).

(4) Goals of Social Media Marketing

Five of the most common goals of social media marketing are:

(A) Relationship building: The primary benefit of social media marketing is the ability to build relationships with actively engaged consumers, online influencers,

peers, and more.

(B) Brand building: Social media conversations present the perfect way to raise brand awareness, boost brand recognition and recall, and increase brand loyalty.

(C) Publicity: Social media marketing provides an outlet where businesses can share important information and modify negative perceptions.

(D) Promotions: Through social media marketing, you can provide exclusive discounts and opportunities to your audience in order to make these people feel valued and special, as well as to meet short-term goals.

(E) Market research: You can use the tools of the social Web to learn about your customers, create demographic and behavioral profiles of your customers, find niche audiences, learn about consumers’ wants and needs, and learn about competitors (Gunelius, 2011, p.16).

1. THE MAIN GOAL RESEARCH

The main goals including: To identify factors of succeeding social medias and to create social media strong in the country that will have prepared an appropriate bed for marketing managers in order to establish a strong relationship with people and perceive their needs and identifying the behavior of their consumers.

2. RELATED LITERATURE

In 2010, Maria Johnason, has studied a social media and awareness brand. The main point of this research have had the role of social media in creating awareness from the brand. The question we can ask from this study, is that what in the purpose of using social media to create awareness of the brand? Whatever is important for the company in this stage is to unite attempts of social media with communication strategies. Results of this research presented that social media can have an important role to inform brand. The other research has been done about considering business of B2B in 2010, in Norway University. In this study, the necessity of using social media in B2B business has considered the results of this study show that social media hasn't changed the quality of doing work in trade, but shows the other branch of brand management, which is very different from attempts of traditional marketing in order to companies capable of feeling the influence of social media. it is imperative to communicate with them not to think of selling also (Heim, 2010) Regarding to due studies in the whole of our country , two studies has been done at this field. In 1378 (Hegiri) Fatemeh Soltani in Alzohra university has researched on behavior of young voters between 18-29 in Mashhad city and emphasized on the influence of social channels.

Also that year Pouya Moradian has investigated social channels in order to introduce that propaganda which

is applicable with text. Infield of identifying factors of succeeding social media, inside and outside of our country, hasn't done any research then in this study, factors of succeeding social media have been recognized and its conceptual model will be presented.

3. RESEARCH QUESTION AND METHODOLOGY

The main question of this study is determining the influential factors on social media successful?

Statistical population in this research consists of students of Alame Tabatabaie university who are educating in bachelor section. In the present research, the sampling method of cluster random being used to select sample. At first, each one of colleges of Allameh Tabataba'i University has been considered as a cluster. To consider viewpoints of students, several sub cluster are selected randomly. Among them, colleges of economics, management and accounting, law and politics, have been selected. In this research at last stage, of sampling in method of random race some simple, we have benefited from the random sampling method which is systematic and simple. Amount of k has been considered about 5 in order to be simple. For appropriate sampling the entry door of considerable university has aimed in 5 successive days between 8 a.m to 6 p.m. similany, at 8 a.m the first student entered, was selected as a sample. After he/she the fifth student entered university and tenth student respectively, in order to select for sampling. If the selected person didn't tend to cooperate, or have been questioned before or he/she wasn't student, he or she omitted from sample and the fifth person was selected after he/she since in the present research statically society is unspecified and scale of date is qualities for assigning volume of sample Cochran formula is used: As we see volume of sample is equaled to 385 people.

Since the present study is descriptive – survey (khaki, 1999, p.210), therefore it was used to collect viewpoints of samples of questionnaire this questionnaire has distributed between samples persons. For more confidence in validity of measurement instruments we have benefited from interviewing and consulting with guide professors and consuler professors as well as their confirmation, and opinion- polling form experts and several doctoral student in college of management and accounting (sarmad and coworkers, 2004, p.169). To measure permanence, Cronbach's alpha have been used. Test of permanence questionnaire has done for 6 variants, 30 questionnaires and 36 samples, and from this test Cronbach's alpha has resulted 0,881 for whole of questionnaire, and according to 0.7 standard, it shows that this questionnaire has an appropriate performance. In this research, after gathering date and considering demographic variauces. Descriptive statistics doing factorial analysis and structural equations

with using lisrel soft ware have been applied and factor loading has considered with factorial nuclear.

4. CONCLUSION MODEL

4.1 Interaction and Communication

Participation sense and creating communication and interaction are common features of social media descriptions. In traditional marketing system, marketers to obtain information form market, should have spent a great expense and time. While in social media, given information from behavior, habits, and way of buying people is much more exact. Therefore, it spends less time and expend.

Because of this interaction, this social media is very successful (Gunelius, 2011) of many factors that influences an interaction between user and social media, we can mention below cases: a) prepare a guide to use social media for user: to guide a user a series of instruction and guide line is applied the best place for this guider is where that users enter their information. Guiders should be real, ironic, and entertaining, being acquainted of user. b) User-friendly of social media for a user has more preference than creating a beautiful appearance, User friendly of user means that user can easily put its image or share it's information and videos. Also, during the use of social media enjoy it. c) Personalize: in this case, user will be able to create a page individually and also can share it with him/her friends. This type of sharing will increase the user opportunity form social media (Gunelius, 2011, p.203). d) Cultural consideration: to appropriate use of social media, we should have a complete understanding form group of persons. Also, a suitable output of social media is related to true understanding of audience then, we should act according to available manners of society. Due to this, with considering cultural observations, we would not encounter sudden reaction by people. It means that by exact recognition from people according to their culture, their current affairs and their current crisis should be behaved. Organization that considered this issue very well (even about foreign markets) social and perceiving customers were very in flu entail for them (Azaroff, 2007, p.8) .

4.2 Information Content

Information content of social media the majority of social media experts believe that to create an attractive content, the most importance part is social media. For this reason, if an organization does not pay attention to create an online containing which would be attractive, the people will be losing their goals.

Attractive content and online discussions will be valuable for people. Three indexes have considered in writing attractive containing of social media. a) Using the same language and tones to your target audience: Attractive content should be written by using the very language and

melody in order to aimed people been spoken. Also specialized level and being professional of language should be Proportional with expectations of audience (target group). b) Update information: Content should be constant and be published up-date. When attractive content isn't up-date completely, we cannot increase the number for users. c) Transparent information: transparent in attractive content has significant important from the view of online people. This index means that the information are reliable and amusingly (Gunelius, 2011, p.18).

4.3 The Characters of Social Media

One of the factors in absorbing people in social media and related points about the internet, is characters of website or social media. Characters of social media which is noticeable including below cases. a) Visual design: such as combining colors, pictures, type of words and visual basics. This factor should be according to condition of product or place of company and type of target group. Colors of one site should be selected exactly bright colors have the most impact, mainly while dark colors are used when achieving to main basics studies shown that colors of red, white and black should not be used with each other. In selecting visual design of a website the most important item is the quality of fitness between color and text (Lynch & Horton, 2008). b) Navigation: the importance of navigation when decreasing. Speed is to find a favorite contain in social media. Also, this feature helps to Search Engine to understand what contain is getting important form the view of site managers main page of one site .A root usually has the most show time. This page is a place of beginning navigation for the majority of users (walczak and Gregg, 2009, p.17-19). c) Loading pages: the other case should be considered in web, is the speed of loading pages. In this study, this transcript will have being, measured regarding to social media.

4.4 Security in Social Media

Security in social media refers to measurement of risk that one user or citizen feels in job process with a social media. In other words Security is interactive efficiency website when preparing direct sense, simple and suitable for user to complete interactions with website (Liu, c. & Arnett, k, 2000, p.23-34). Nowadays going to webs one person travel and invention is not in loneliness, because social media such as face book, twitter, have changed to the parts of online which includes culture of life and doesn't separated from life. We should be careful that increasing users with attention to hackers has a direct contact, in this reason,: Security is one of the factors' in this media which is important. a) Privacy Policy: as seen using social media such as face book, twitter, and friend fit is increased day today, the people try to preserve their private and it is getting more important to then membership in social channels. and social media always had been with worrying and stress capability of possibility of limitation to user which have published by social media, has

a significant important (Dw yer, Hiltz, 2009, p.9-12). b) Security mechanism: one of the cases that worries social medias people is security technology of internet. Despite all positive aspects, internet has a extensive set of risks and safe threats that same of them were very serious and important and some of them has less important. Some of these are: action of computer viruses which canceled to omitting current information on a computer after down loading on persons computer would be appeared. According to done researches in Newjersi in the united states, increasing facilities and factors (Security mechanisms) which causes a positive feeling in people, will lead to increasing social media's patrons (Dwyer and Hiltz, 2009, p.9-12). c) Provide information about security for users in social media: After that, Security in model of Roland and Oyasalo, including an index that present clear information regarding to website safety in this study these points will be measuring regard of social media.

4.5 Reputation

Reputation of social media firstling in this parts on standard description will be defined from the reputation of online means that a collection of information which is put by yourself and by the others (Tuten, 2008, p.18). it many resources in field of communication sciences, is noted that reputation e of media can be influential in absorbing or excreting their audience and social media is not except form it(Weinberg, 2009, p.89). a) WOM: Consumers to search their needed information about product can get online. Therefore, the organization with having active and social media in field of online can manage it's fame and benefit from its advantages one of the reasons that causes achieving fame in field of online is to offer communication channels by others (word of mouth). An observer searches him/her topic in a channel that have offered by many people (more than 5 people), or the offered channel have enough validity in view of persons opinion. b) Information Sharing: Of other ways to create fame in online environment is sharing information between different groups. This shearing causes that people pay their attention to this topic. It should be noted that people share their view points and their perceives about organization. c) Cross group infection: Also, the other phenomena which influences the fame is impacts of between- group. This phenomenon when occurs that people go to different group sites and to create information trend which is distressed and absorbs many people (klososky, 2011, p.50).

4.6 Success Social Media

Success of social media, according to done considers , active C were very effective in Success of social media. Having active audience is a factors that can change a social media to a successful media (fawkes, 2001, p.15). In social media, some observers are called active audience which have one of these characteristics it: 1- they should be a member of one of social media of organization. 2- Reply front of the questions being asked 3- invite the others in social media of organization (WOM) (azaroff, 2007, p.3).

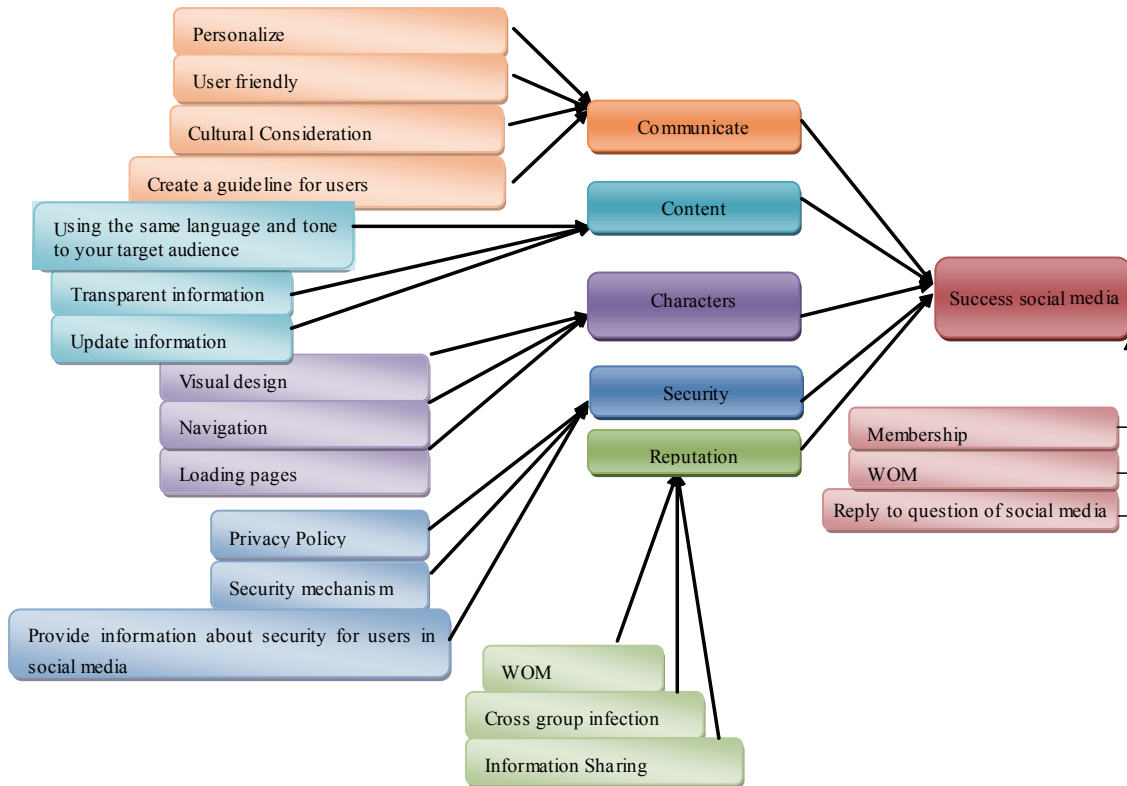


Figure 1
Conceptual Model

5. RESULTS

One of the reliable scientific methods for studying internal structure of set of index and measuring construal validity is **confirmatory factor analysis** which estimating factor loadings and relations' between a set of index and factors. Factorial load is the indicator of correlation with related factor that is defined like each type the other correlation according to this the more an indicator getting bigger in a factor, the factor should gain a more weight (Pavel, 2002) in this chapter the indicators are relevant to each one of variants according the factories analysis results is shown in figure of 1, being tested.

Confirmation or rejection of factorial load is doing according to student t- value.

While conforming relation amount of t-value should be larger than 1.96 or be smaller than- 1.96. If numbers of student t value be smaller than 1.96 that relation would not be meaning full (Kalantari, 2008, p.103). In this research to represent communication between variances of research model we have benefited from the graph. Figure 2, shows that amount of factor loading and figure 3, shows students t - value. In these graphs the relation between research categories and hidden variances is shown. After considering relations between variances in model structural ana-

lytical equation it should be noted that all comprehensives relation aren't meaning full with attention to t-value in the figure, relations are meaningful for all variances except the variance of social media characteristics.

Because statistical amount are more than 1.96 relations can be meaning full. But for the variance of social media characteristic meaningful level is smaller than 1.96, them this relation is not meaning full. Amount of factorial loud of this variance shows a very weak relation (about Zero) in compare with related variance which refers to social media success in the previous figure. Multiple coefficient of determination of above model is equaled to 0/68. It means that above variances can explain about 68% of loyalty- dependent variance. To consider meaning fullness of all model, index of goodness of fit and criteria interpretation of each index has been shown in table 1.

After doing this research, we readied to this conclusion that issues like security, reputation, attractive content, interaction and communication have the most effect in succeeding social media. Therefore marketing manager with using results of this research could be with creating successful social media have a better communication and interaction with their customers, and with perceiving their views and their needs represent a product in accordance of

consumer's tastes. This action will cause developing share market and increasing market share and more importantly

getting more strong of companies brand.

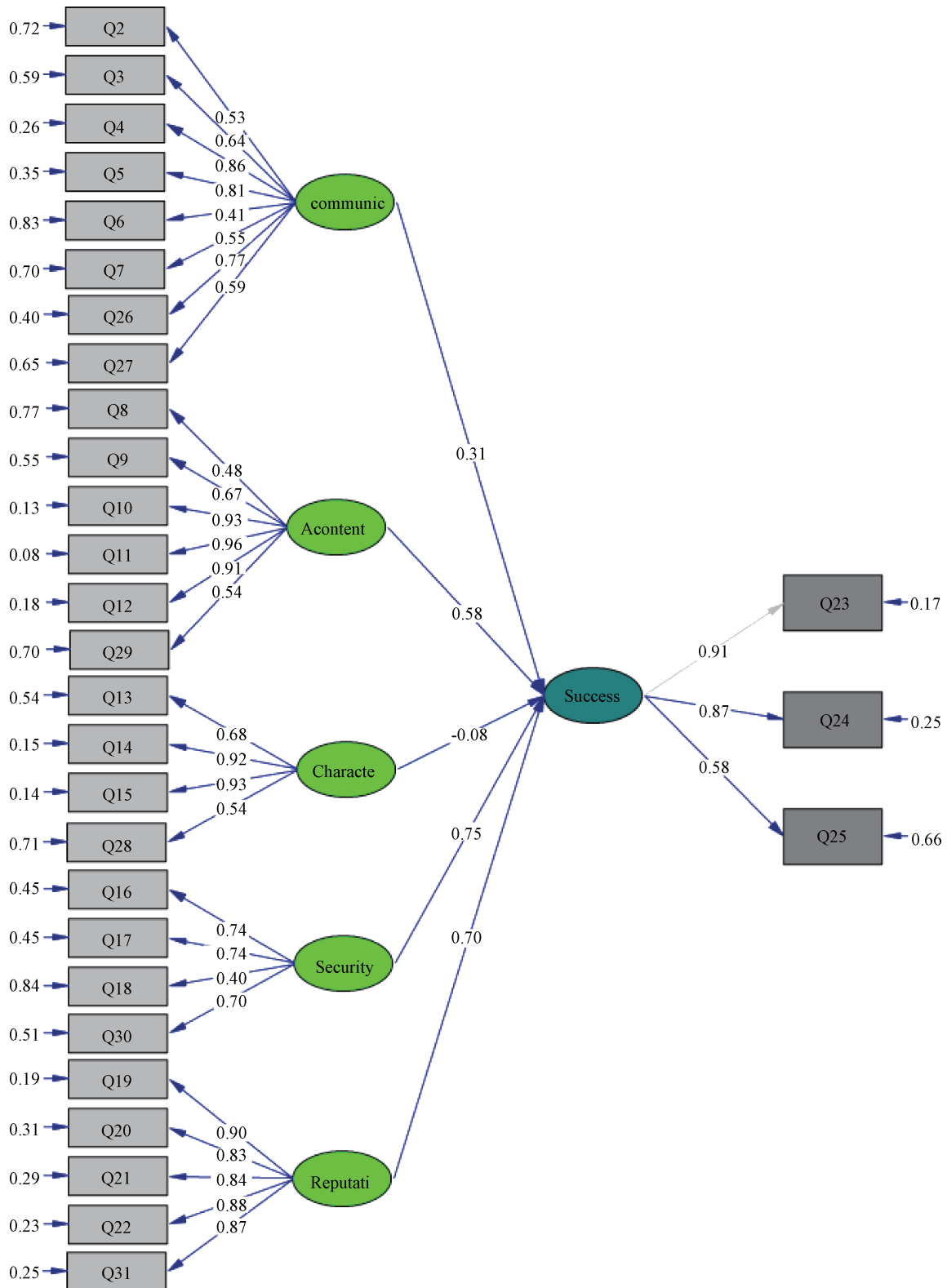


Figure2
Estimated Standardized Factor Loading for Conceptual Model

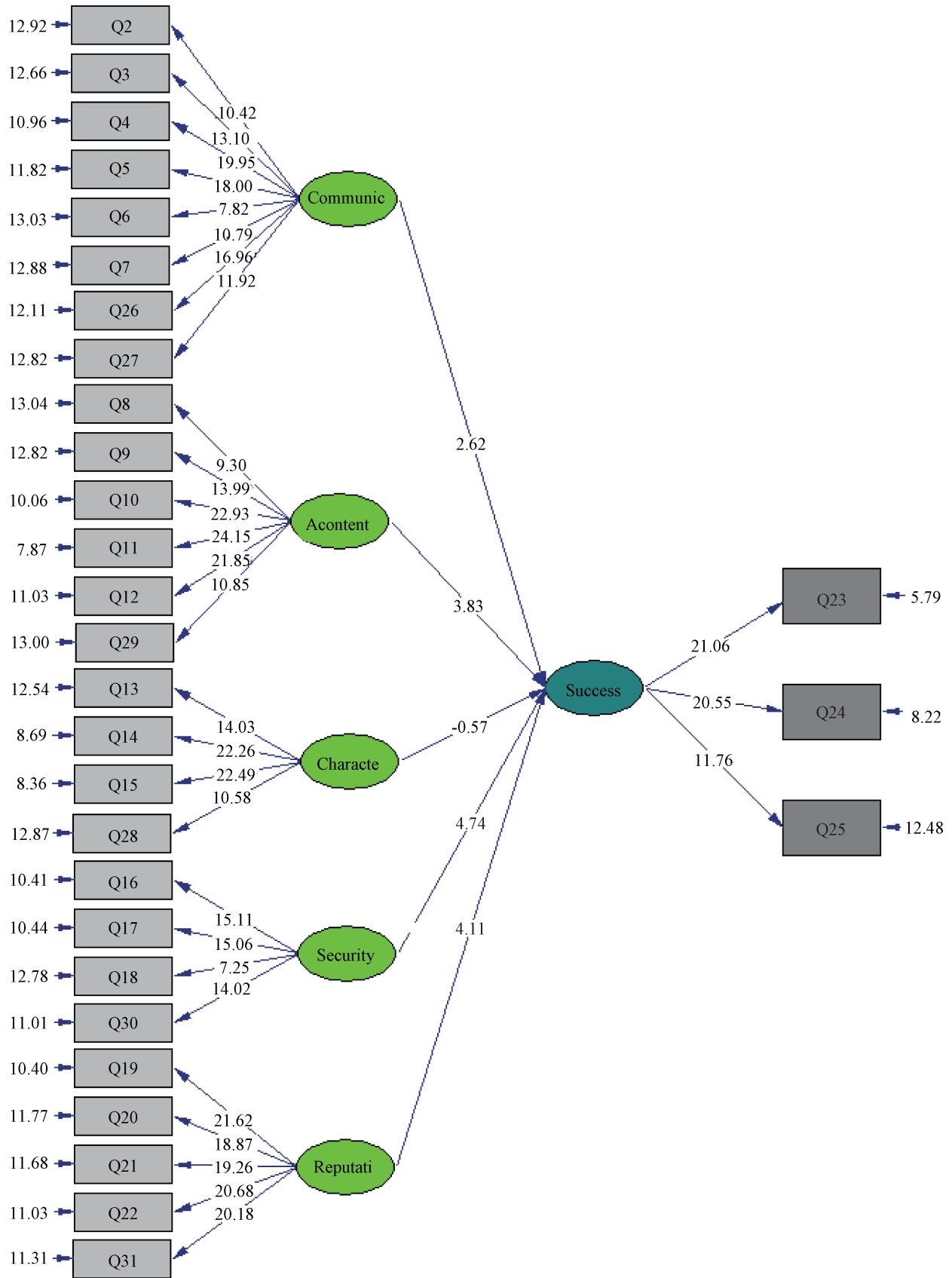


Figure 3
Student's T- Value

Tabel 1
Goodness-of-Fit Test

Result	Criterion	Index Number	Goodness-of-Fit Test	
Suitable fit	Close to 1	0.96	GFI	
Suitable fit	Close to 1	0.94	AGFI	GFI
Suitable fit	More than 0.5	0.56	PGFI	
Suitable fit	Lower than 0.5	0.011	RMSEA	RMSEA
Suitable fit	More than 0.90	0.91	NFI	
Suitable fit	More than 0.90	0.91	NNFI	Baseline Comparisons
Suitable fit	Close to 1	0.95	CFI	

6. DISCUSSION

As shown that research results the model has a suitable value and variances of security, reputation, attractive content and characteristics of social media and interaction and communication could define dependent variant well (succeed social media).

The coefficient of selecting multiple coefficient of determination at above is equaled to 0.68. Security of social media in view point of users has identified as one of the success variances of social media, and according to religious- cultural background of our country, Iran, persevering personal information (Privacy Policy) and not distributing people information has a signification importance for users. Also reputation variance as the other variance is very effective in succeeding social media. Since we don't access to a successful social media which can reply to needs of audience. (People) Users can apply some social media that is offered by a great number of persons. The results shown that attractive content of social media were influential in their success. When debating information contains transparent of information and being up-to-date is very important because distributed information by social media has an important role in decision-making by people at one side, our considered users are confident to distributed news and information.

At the other side interaction and communication is a variance that can be effective in succeeding social media, since the nature of social media is based on communication and interaction, this agent can play an important role in succeeding social media.

Characteristics of social media this is the other agent which can be very successful in social media. As noted the effect of this relation has rejection succeeding social media, but regarding to scientific texts, studding during the research can increase people's attention to social media of organization. After doing this research it has found

that the factors of security, reputation, attractive content, interaction and communication has a powerful factors on succeeding social media. Therefore marketer with using results of this research can create successful social media for their organization in order to have a more strong communication and interaction and with understanding their view points and their needs to represent a product according to their consumers s tastes, and this action will cause developing market and increasing sale are more importantly being more power full companies brand.

7. RECOMMENDATION

Privacy Policy: creating pages to preserve personal privacy in social media of organization: with attention to results of the research preserving personal privacy has placed at first priority, because at this, creating these pages in considered social media gives this possibility to users in order to manage different parts of their username account. It this page, people are divided to three categories: 1) our friends, 2) friends of out friends and other people you can offer every possibility for your favorite group with your option.

Creating reputation: to apply Online Reputation Management (ORM) for creating WOF: as shown in the result of research WOF has recognized for variance of reputation as the most important indictor. Therefore in our opinion with applying ROM and suitable answering to negative and positive opinion to people and its management. We can guide our considered media in a short time, correctly and to acquire considered reputation. According to this process the opinions that people give to us. Are considerable in two dimensions the first dimension if their opinions are negative, about products people managers and organization each one of these references should be sent to a person or a special group (for example, customer's unit or product unit and sale's unit) so that they

can consider these references and present their opinion. The most important part is that taken decisions on that references should be announced to them in order to find that this media has been considered by organization and to invite others in taking part announcing opinion by this media. The second dimension: if represented references be positive and be in framework defying organization it is required that to reply to persons opinion and appreciate them because of their attention to you. Answering to person's opinions shows that they are important for us and makes that people feel they are satisfied.

Representing attractive contains: representation of information as shown results of research being up- to – date information when having attractive contains is very important. Therefore the organization is offered it's contain in social media and to progress their media contents with affairs and events creating communication attending to cultural observations as noted, for suitable use of social media, we should have a complete understanding from persons group and according to manners and norms of the society to be have with your audeince, namely, according to culture, daily affairs and current crisis.

Regard of this subject we would offer that to having more communication and interaction with person's group have a companionship with the them. And with attention to their norms provide programmers to them (for example, if viewers are young Moslems in some occasions such as Moharam to change something like colors (black color) and with Financial support of them to your ceremonies and want them cooperate with you, and according to important occasions in every region, make some changes in your logo like Google.

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