SOCIAL MEDIA: A NEW-FANGLED PLATFORM FOR DIGITAL MARKETING: AN EMPIRICAL STUDY ON USERS

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Abstract: The concept of marketing has undergone countless changes in last few decades, and it has developed into consumer leaning as consumer's expectations. Marketing research has turned out to be more customer-centric. With the era of digitization, the entire definition of marketing has evolved and completely opposite of conventional marketing. Digitization has not only changed the customer behaviour but has also made obligatory for the firms to rethink their marketing strategies and to implement innovative forms of communication with their prospective customers. The marketers need to focus on the relationship based interactions with their customers. Presently, social media has given a wider platform for online marketing to marketers due to its reliability, consistency and instantaneous features.it has made possible for marketers to target consumers easily and effectively. The paper gives a brief look at digital marketing in a holistic outlook as a pioneering way to create customer value to preserve and perk up stronger, and lasting customer relationships met with maintaining societal values and problems at the pinnacle. The present study attempts to find out consumers understanding of digital marketing through social media. The research is a pilot study, and the audience is limited to users having a digital presence in some sense. The data collection is done athrough a structured questionnaire using Google docs and responses generated are tested using Factor Analysis.

Keywords: Customer; Digitization; Relationship; Social Media; Marketing

Section 1: Introduction

The internet and Social network, the new information and communication technologies, has changed the market dynamics, increased the competitive pressures on the firms (Porter, 2001) and has empowered the consumers (Urban, 2005). Such technological developments have changed the consumption habits of the consumers by providing them with a larger platform to access, choose and buy goods and services. (Albors, Ramos, & Hervas, 2008).It has largely influenced how marketers operate in terms of strategy and tactics due to new challenges for them (Thomas, 2007). Social media enables firms and customers to communicate with each other

which help to build brand loyalty beyond traditional methods (Mangold & Faulds, 2009; Kaplan & Haenlien, 2010). It also provides a platform to promote goods and services and to set up online communities of brand followers (Kaplan & Haenlien, 2010). Social media offers a variety of benefits to firms like brand popularity (De Vries, Gensler & C. Leeflang, 2012), word to mouth communication (Chen et al., 2011b), sales enhancement (Agnihotri et al., 2012) and sharing of business information (Lu & Hsiao, 2010). With the evolution of social media, it helps firms develop marketing strategies through trust building mechanisms and affects prospective customer's intention to buy online goods and services.

This study aims to make a relevant contribution to the field of social media marketing by surveying the social network users about their attitude and their sustainable behaviour towards social media marketing. The present study will deepen the knowledge of the firms which they require to strengthen their recourse to social media to achieve strategic goals.

Objectives of the study
1. To identify the variables influencing the level of attitude commitment to social media users.
2. To identify the variables influencing the sustainable behaviour of social media users.
3. To examine the impact of levels of attitude commitment of users on social media marketing.
4. To examine the impact of sustainable behaviour of users on social media marketing.

To achieve the outlined objectives of the study, the paper is divided into the following sections; Section 1.i.e the present section gives the insight of Digital marketing and Social media. Section 2 gives the Review of Existing Literature followed by Section 3 entails Data and Methodology used in the study followed by Section 4 which provides Analysis and Results of the data followed by Findings and Recommendation which will be part of Section 5 References used in the study are mentioned in the last Section, i.e. Section 6.

In the present context, we have formulated and aligned the following hypothesis with the objectives:

- ***H01****: There is a significant impact of levels of attitude commitment of users towards social media marketing.*
- ***H02****: There is a significant impact of sustainable* behaviour *of users towards social media marketing.*

Section 2: Review of Literature

S.No.	Researcher and year	Objective	Research methodology	Findings
1.	Abu Bashar & Wasiq (2012)	To understand the effectiveness of social media as a marketing tool	A survey was conducted using social networking sites. Responses of 150 social networkers were	The result of the study depicted that there is no variability among social media network users based on gender.

			collected. Regression analysis was used to test hypotheses	The findings also highlighted that social media marketing could be a useful tool only when firms will provide accurate and timely information needed by consumers.
2.	Vivek Bajpai (2012)	To identify the strategies of social media marketing and to examine its impact	Existing Literature	The findings of the study concluded that social platforms have their ecosystem and marketers need to make sure that they customize messages across sites which enable to reach social networking users.
3.	Svetlana & Philipp (2012)	To review the development of social networks and to find the power of those networks among consumers.	Existing Literature	The study established that the importance of social media platforms has grown over the last year dramatically and marketers should not ignore them and they need to re-think how they will approach the customer and via which channels.
4.	Nadaraja & Yazdanifard (2013)	To highlight the advantages and disadvantages of social media marketing	Existing Literature	The study highlights that social media marketing offers many advantages to marketers like

				cost effective, interactivity, target market, customer service etc., but before any firm step into social media marketing, they need to undergo comprehensive research into this matter due to its inherent disadvantages.
5.	Holly Paquette (2013)	To review that social media is an effective marketing tool	Existing Literature	The findings revealed that social media sites provides relevant information on consumer behaviour concerning purchasing intentions; hence, business firms should incorporate social networking sites into their business model.
6.	M. Nick Hajli (2014)	To study the impact of social media on consumers	Data was collected through a questionnaire. A total of 237 valid responses were received. Data were analyzed using Structural Equation Modeling (SEM).	The results concluded that social media facilitate the social interaction of consumers, leading to increased trust and intention to buy.
7.	Dokyun Lee (2014)	To investigate the effect of social media marketing content on consumer	106, 316 unique messages posted by 782 companies on Facebook were	The result discovered that content engineering in social media has a

		engagement	taken. The companies were categorized into six broad industry categories.	significant impact on user's engagement measured by likes and comments. The findings also revealed that emotional and philanthropic content has a positive impact whereas product information content has negative content on consumer engagement.
8.	Dhuhli & Mukhaini (2015)	To understand the impact of social media on consumer buying behaviour	Data was collected from 341 respondents from Oman through questionnaire and interview.	The findings of the study showed that Instagram had made a significant change in consumer buying decisions.
9.	Andrew T. Stephen (2015)	To find the role of digital and social media marketing in consumer behaviour	Existing Literature	The study highlights that social media consumer behaviour is fast growing and primarily focuses on phenomena that are practically appropriate and theoretically interesting.
10.	Helena Alves .et. al (2016)	To focus on the usage of social media, its implementation and its optimization	Review of forty four existing literature	The study propounded that the majority of the literature focus on understanding the aspects related to consumer behaviour in social media as modern

				marketing is customer-centric.
11.	Sajjan Hussain. et al. (2016)	To analyze the perception of consumers towards social media marketing practices.	Data was collected using a questionnaire, and a sample of 143 respondents was taken. Data were analyzed using regression, cluster analysis.	The result revealed that the majority of respondents give importance to social media marketing and marketers should use this medium for effective positioning of their products in the competitive environment.
12.	Prasath Perumal (2018)	To investigate the influence of social media marketing on consumer buying decision-making process.	Data was collected through a questionnaire from 220 respondents based on convenient sampling Data were analyzed using correlation,	The result explored a robust linear relationship between social media marketing and consumer buying decision making.

Section 3: Data and Methodology

The study mainly focuses on the Primary data for which a structured Questionnaire consisting of 30 items among 8 variables .i.e. Attitude Commitment towards social media (AC), (Eco-friendly products (EFP), Recycling (R), Zero waste (Z), Organic (O), Anti-materialism (AM), Lifestyle (L), Charity (C) is formulated using Google Docs. While collecting data, a Sample size of **107** social media users is being taken from Delhi based on **Convenience Sampling method**, and an Electronic Questionnaire is being circulated to them. Various statistical Techniques are used to analyze the data collected using a Questionnaire. To test the Hypothesis and to achieve the objectives; hence a **Pilot Study** using **Factor Analysis** is being carried out for the same. To verify the Reliability and Validity, **Cronbach Alpha** is being used which determines the internal consistency or average correlation of items in a survey instrument to gauge its reliability.

Section 4: Analysis and Results of data

4.1 Results of Cronbach Alpha

Table: 1
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.972	.973	30

Table: 2
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
AC1	109.32	507.484	.680	.	.971
AC2	109.24	502.825	.770	.	.971
AC3	109.30	517.151	.552	.	.972
AC4	109.58	503.454	.689	.	.971
AC5	109.29	509.435	.682	.	.971
AC6	109.53	513.534	.578	.	.972
AC7	109.45	509.514	.719	.	.971
AC8	109.65	510.237	.629	.	.972
AC9	109.50	511.219	.624	.	.972
AC10	109.46	511.673	.694	.	.971
EFP1	109.06	506.996	.808	.	.971
EFP2	108.70	506.079	.864	.	.970
EFP3	109.54	501.942	.727	.	.971
EFP4	108.99	509.549	.795	.	.971
R1	109.05	505.267	.840	.	.970
R2	109.21	505.573	.792	.	.971
R3	109.64	510.855	.611	.	.972
R4	109.45	507.904	.731	.	.971
Z1	109.15	508.614	.823	.	.971
Z2	109.33	508.800	.776	.	.971
Z3	109.49	506.028	.770	.	.971
O1	109.23	504.011	.797	.	.971
O2	108.94	505.355	.797	.	.971
O3	109.28	505.552	.843	.	.970
AM1	109.25	509.379	.727	.	.971
AM2	109.11	513.779	.641	.	.972
L1	108.85	507.851	.846	.	.971
L2	109.44	510.853	.576	.	.972
C1	108.88	508.990	.739	.	.971
C2	109.28	512.211	.766	.	.971

Cronbach's alpha observed was is **0.972** (Table 1)**,** which indicates a high level of internal consistency. Table 2 presents the value that Cronbach's alpha would be if that particular item were deleted from the scale. We can see that removal of any question, except items **AC3, AC6, AC8, AC9, R3, AM2** and **L2** would result in a lower Cronbach's alpha. Therefore, it won't be desirable to remove these questions. After the successful reliability test, we applied the Exploratory Factor Analysis (EFA).

4.2 Results of Factor Analysis

Table: 3

Variables	AC1	AC2	AC3	AC4	AC5	AC6	AC7	AC8	AC9	AC10	EFP1	EFP2	EFP3	EFP4	R1	R2	R3	R4	Z1	Z2	Z3	O1	O2	O3	AM1	AM2	L1	L2	C1	C2
AC1	1	0.653	0.46	0.581	0.635	0.415	0.42	0.412	0.314	0.449	0.636	0.632	0.555	0.605	0.59	0.473	0.253	0.397	0.501	0.388	0.535	0.583	0.541	0.58	0.602	0.521	0.585	0.47	0.532	0.469
AC2	0.653	1	0.346	0.546	0.689	0.344	0.602	0.606	0.437	0.517	0.633	0.608	0.637	0.641	0.682	0.679	0.449	0.46	0.609	0.66	0.616	0.694	0.633	0.69	0.661	0.449	0.549	0.413	0.595	0.586
AC3	0.46	0.346	1	0.495	0.447	0.488	0.394	0.42	0.31	0.26	0.522	0.582	0.269	0.549	0.398	0.388	0.35	0.352	0.54	0.351	0.386	0.409	0.38	0.44	0.443	0.541	0.588	0.255	0.394	0.396
AC4	0.581	0.546	0.495	1	0.533	0.364	0.489	0.507	0.538	0.412	0.533	0.612	0.652	0.499	0.585	0.494	0.337	0.487	0.545	0.461	0.673	0.606	0.563	0.543	0.465	0.333	0.504	0.554	0.46	0.562
AC5	0.635	0.689	0.447	0.533	1	0.448	0.469	0.47	0.363	0.404	0.502	0.606	0.579	0.583	0.648	0.464	0.507	0.489	0.591	0.491	0.318	0.489	0.508	0.467	0.622	0.528	0.553	0.363	0.522	0.534
AC6	0.415	0.344	0.488	0.364	0.448	1	0.679	0.282	0.469	0.347	0.562	0.642	0.378	0.357	0.437	0.375	0.252	0.657	0.457	0.32	0.503	0.39	0.475	0.521	0.372	0.5	0.581	0.276	0.405	0.427
AC7	0.42	0.602	0.394	0.489	0.469	0.679	1	0.437	0.602	0.464	0.595	0.676	0.566	0.525	0.556	0.577	0.426	0.736	0.533	0.493	0.655	0.551	0.55	0.63	0.486	0.569	0.617	0.34	0.47	0.519
AC8	0.412	0.606	0.42	0.507	0.47	0.282	0.437	1	0.279	0.511	0.462	0.538	0.613	0.587	0.621	0.471	0.436	0.347	0.523	0.574	0.492	0.523	0.529	0.625	0.386	0.247	0.445	0.439	0.4	0.528
AC9	0.314	0.437	0.31	0.538	0.363	0.469	0.602	0.279	1	0.35	0.466	0.535	0.556	0.345	0.555	0.509	0.422	0.675	0.455	0.511	0.61	0.567	0.43	0.505	0.469	0.505	0.531	0.274	0.432	0.611
AC10	0.449	0.517	0.26	0.412	0.404	0.347	0.464	0.511	0.35	1	0.639	0.609	0.46	0.588	0.627	0.646	0.574	0.502	0.653	0.6	0.53	0.577	0.605	0.663	0.478	0.339	0.612	0.53	0.623	0.588
EFP1	0.636	0.633	0.522	0.533	0.502	0.562	0.595	0.462	0.466	0.639	1	0.815	0.506	0.727	0.692	0.639	0.55	0.55	0.639	0.614	0.684	0.706	0.667	0.715	0.579	0.541	0.742	0.441	0.641	0.561
EFP2	0.632	0.608	0.582	0.612	0.606	0.642	0.676	0.538	0.535	0.609	0.815	1	0.564	0.701	0.719	0.609	0.52	0.64	0.722	0.564	0.637	0.7	0.729	0.746	0.676	0.677	0.81	0.553	0.64	0.658
EFP3	0.555	0.637	0.269	0.652	0.579	0.378	0.566	0.613	0.556	0.46	0.506	0.564	1	0.528	0.699	0.538	0.503	0.609	0.539	0.604	0.626	0.576	0.57	0.672	0.54	0.408	0.574	0.486	0.389	0.504
EFP4	0.605	0.641	0.549	0.499	0.583	0.357	0.525	0.587	0.345	0.588	0.727	0.701	0.528	1	0.76	0.681	0.506	0.432	0.72	0.675	0.591	0.664	0.665	0.721	0.66	0.512	0.687	0.478	0.672	0.662
R1	0.59	0.682	0.398	0.585	0.648	0.437	0.556	0.621	0.555	0.627	0.692	0.719	0.699	0.76	1	0.775	0.641	0.589	0.711	0.801	0.668	0.617	0.618	0.705	0.589	0.474	0.722	0.397	0.587	0.729
R2	0.473	0.679	0.388	0.494	0.464	0.375	0.577	0.471	0.509	0.646	0.639	0.609	0.538	0.681	0.775	1	0.663	0.604	0.738	0.787	0.69	0.662	0.644	0.703	0.588	0.479	0.713	0.419	0.625	0.618
R3	0.253	0.449	0.35	0.337	0.507	0.252	0.426	0.436	0.422	0.574	0.55	0.52	0.503	0.506	0.641	0.663	1	0.525	0.524	0.683	0.337	0.494	0.373	0.506	0.45	0.486	0.577	0.262	0.382	0.457
R4	0.397	0.46	0.352	0.487	0.489	0.657	0.736	0.347	0.675	0.502	0.55	0.64	0.609	0.432	0.589	0.604	0.525	1	0.6	0.571	0.616	0.597	0.636	0.571	0.534	0.561	0.675	0.398	0.518	0.57
Z1	0.501	0.609	0.54	0.545	0.591	0.457	0.533	0.523	0.455	0.653	0.639	0.722	0.539	0.72	0.711	0.738	0.524	0.6	1	0.75	0.691	0.592	0.774	0.659	0.576	0.493	0.796	0.579	0.775	0.6
Z2	0.388	0.66	0.351	0.461	0.491	0.32	0.493	0.574	0.511	0.6	0.614	0.564	0.604	0.675	0.801	0.787	0.683	0.571	0.75	1	0.669	0.62	0.623	0.639	0.49	0.422	0.717	0.492	0.652	0.651
Z3	0.535	0.616	0.386	0.673	0.523	0.503	0.655	0.492	0.61	0.53	0.684	0.637	0.626	0.591	0.668	0.69	0.337	0.616	0.691	0.669	1	0.651	0.701	0.539	0.539	0.379	0.657	0.645	0.562	0.594
O1	0.583	0.694	0.409	0.606	0.489	0.39	0.551	0.523	0.567	0.577	0.706	0.7	0.576	0.664	0.617	0.662	0.494	0.597	0.592	0.62	0.651	1	0.678	0.773	0.757	0.562	0.645	0.421	0.568	0.627
O2	0.541	0.633	0.38	0.563	0.508	0.475	0.55	0.529	0.43	0.605	0.667	0.729	0.57	0.665	0.618	0.644	0.373	0.636	0.774	0.623	0.701	0.678	1	0.712	0.539	0.414	0.662	0.603	0.784	0.733
O3	0.58	0.69	0.44	0.543	0.467	0.521	0.63	0.625	0.505	0.663	0.715	0.746	0.672	0.721	0.705	0.703	0.506	0.571	0.659	0.639	0.701	0.773	0.712	1	0.712	0.507	0.708	0.527	0.65	0.646
AM1	0.602	0.661	0.443	0.465	0.622	0.372	0.486	0.386	0.469	0.478	0.579	0.676	0.54	0.66	0.589	0.588	0.45	0.534	0.576	0.49	0.539	0.757	0.539	0.712	1	0.72	0.623	0.245	0.491	0.561
AM2	0.521	0.449	0.541	0.333	0.528	0.5	0.569	0.247	0.505	0.339	0.541	0.677	0.408	0.512	0.474	0.479	0.486	0.561	0.493	0.422	0.379	0.562	0.414	0.507	0.72	1	0.691	0.283	0.421	0.499
L1	0.585	0.549	0.588	0.504	0.553	0.581	0.617	0.445	0.531	0.612	0.742	0.81	0.574	0.687	0.722	0.713	0.577	0.675	0.796	0.717	0.657	0.645	0.662	0.708	0.623	0.691	1	0.563	0.638	0.605
L2	0.47	0.413	0.255	0.554	0.363	0.276	0.34	0.439	0.274	0.53	0.441	0.553	0.486	0.478	0.397	0.419	0.262	0.398	0.579	0.492	0.425	0.421	0.603	0.527	0.245	0.283	0.563	1	0.655	0.481
C1	0.532	0.595	0.394	0.46	0.522	0.405	0.47	0.4	0.432	0.623	0.641	0.64	0.389	0.672	0.587	0.625	0.382	0.518	0.775	0.652	0.562	0.568	0.784	0.65	0.491	0.421	0.638	0.655	1	0.679
C2	0.469	0.586	0.396	0.562	0.534	0.427	0.519	0.528	0.611	0.588	0.561	0.658	0.504	0.662	0.729	0.618	0.457	0.57	0.6	0.651	0.594	0.627	0.733	0.646	0.561	0.499	0.605	0.481	0.679	1

The starting point of **Principal Component Analysis** and **Factor Analysis** is the correlation matrix of the items, and these are presented in the above table 3. The correlation matrix shows the values of **1.000** on the diagonal of the matrix, and these are preserved in the process of performing a principal component analysis.

In this present study where we are analyzing **30** items, the total variance achieves a value of **30.00.**

Table: 4

Descriptive Statistics			
	Mean	Std. Deviation	N
AC1	3.72	1.136	107

AC2	3.80	1.142	107
AC3	3.74	1.010	107
AC4	3.46	1.246	107
AC5	3.75	1.071	107
AC6	3.51	1.100	107
AC7	3.59	1.017	107
AC8	3.39	1.128	107
AC9	3.54	1.103	107
AC10	3.58	.985	107
EFP1	3.98	.979	107
EFP2	4.34	.941	107
EFP3	3.50	1.231	107
EFP4	4.06	.923	107
R1	3.99	.988	107
R2	3.83	1.036	107
R3	3.40	1.137	107
R4	3.59	1.048	107
Z1	3.89	.918	107
Z2	3.71	.966	107
Z3	3.56	1.051	107
O1	3.81	1.072	107
O2	4.10	1.036	107
O3	3.76	.978	107
AM1	3.79	1.011	107
AM2	3.94	.991	107
L1	4.19	.915	107
L2	3.60	1.201	107
C1	4.16	1.005	107
C2	3.76	.881	107

Descriptive statistics shown in table 4 indicates that we have lost **18** of our **125** cases, giving us a sample size of **107,** and so our sample size seems virtually complete.

Table: 5

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**.861**
Bartlett's Test of Sphericity	Approx. Chi-Square	7534.062
	Df	435
	Sig.	.000

With the **Kaiser-Meyer-Olkin** Measure of Sampling Adequacy exceeding **.70** (Table5) and **Bartlett's Test of Sphericity** being statistically significant, the study has the confidence of the appropriateness of the analysis.

Table: 6

Compone nt	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Total Variance Explained (Extraction Method: Principal Component Analysis)						
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	17.085	56.949	56.949	17.085	56.949	56.949
2	1.640	5.466	62.415	1.640	5.466	62.415
3	1.334	4.445	66.860	1.334	4.445	66.860
4	1.246	4.153	71.013	1.246	4.153	71.013
5	1.170	3.900	74.912	1.170	3.900	74.912
6	.882	2.941	77.853			
7	.796	2.654	80.506			
8	.720	2.400	82.907			
9	.642	2.139	85.045			
10	.589	1.963	87.008			
11	.502	1.672	88.680			
12	.422	1.408	90.088			
13	.391	1.303	91.392			
14	.331	1.104	92.495			
15	.301	1.004	93.500			
16	.273	.910	94.410			
17	.262	.874	95.284			
18	.238	.793	96.076			
19	.209	.697	96.773			
20	.180	.600	97.373			
21	.153	.509	97.881			
22	.128	.428	98.309			
23	.116	.386	98.696			
24	.099	.331	99.027			
25	.086	.287	99.314			
26	.060	.198	99.512			
27	.049	.162	99.675			
28	.043	.145	99.819			
29	.033	.110	99.929			
30	.021	.071	100.000			

Table 6 represents the Total Variance Explained.The first column under the Initial Eigenvalues labelled Total presents the eigenvalues associated with each component. Eigenvalues are one way to express the variance that is explained. In this analysis, there are a total of **30 units of variance**. **The eigenvalue associated with the first component has a value of 17.085, and 17.085/30.00 = 56.95, the percentage of variance explained by the first component.**

Eigenvalues are additive here because the components are orthogonal, and if we summed the column of Eigenvalues, we would achieve a total of 30.00. The set of columns under the Extraction Sums of Squared Loadings provides the same information that we see in the Initial Eigenvalues columns but only for the first five components **(because only these have Eigenvalues of 1.00 or greater). The first five components cumulatively accounted for 74% of the total variance.** There were only five components extracted because, in the Extraction window, we had retained the default criterion of Based on Eigenvalues **greater than 1.**
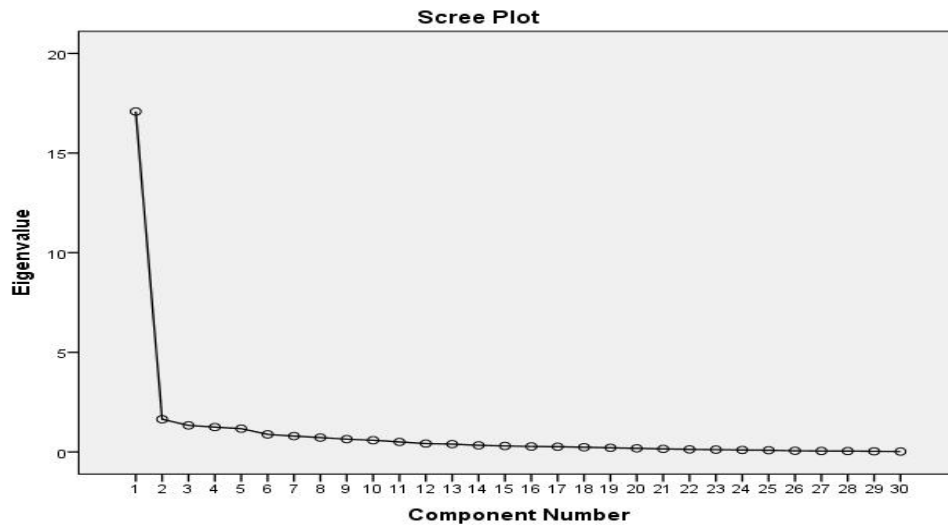

Diagram 1: Scree Plot

Diagram 1 displays the eigenvalues that are contained in the Initial **Eigenvalues** column against the components in the full **principal components solution**. The function appears to start levelling out at approximately the **fifth or sixth** component.

Table: 7

Commonalities		
	Initial	Extraction
AC1	1.000	.762
AC2	1.000	.757
AC3	1.000	.606
AC4	1.000	.726
AC5	1.000	.673
AC6	1.000	.743
AC7	1.000	.736
AC8	1.000	.610
AC9	1.000	.743
AC10	1.000	.672
EFP1	1.000	.719

EFP2	1.000	.837
EFP3	1.000	.794
EFP4	1.000	.789
R1	1.000	.815
R2	1.000	.791
R3	1.000	.785
R4	1.000	.808
Z1	1.000	.800
Z2	1.000	.838
Z3	1.000	.755
O1	1.000	.687
O2	1.000	.793
O3	1.000	.744
AM1	1.000	.741
AM2	1.000	.788
L1	1.000	.826
L2	1.000	.702
C1	1.000	.795
C2	1.000	.636
Extraction Method: Principal Component Analysis.		

The Communalities of the items are displayed in table 7. The column labelled Initial represented the values on the diagonal of the correlation matrix when the principal component method was applied and run to completion. These values are all **1.000.** One way to interpret these 1's is to think of each of the items as being "fully in" or "Fully captured by" the dimensional structure; because the dimensional structure fully captures them, principal components attempt to explain the total amount of variance in the set of items. The column labelled Extraction in the Communalities table describes the percentage of the variance of each variable subsumed in the number of factors that were ultimately extracted (five in the present instance). The five extracted factors cumulatively accounted for 74% of the total variance, and so there is still unexplained variance remaining. The variable whose variance has been captured in the five-component solution is 'Z2' with a commonality of .838, and the variable whose variance has been least captured in the five-component solution is 'AC3' with a commonality of .606. Despite these differences, however, we judge that all of the items are "participating" substantially in the five-component solution.

Table: 8
Component Matrix

	Component				
	1	2	3	4	5
AC1	.700	.046	.470	.082	.206

AC2	.788	-.151	.126	-.141	.278
AC3	.576	.301	.392	-.011	-.175
AC4	.703	-.028	.084	.250	.401
AC5	.698	.079	.318	-.224	.167
AC6	.603	.531	-.055	.290	-.104
AC7	.736	.344	-.235	.115	.087
AC8	.652	-.321	.081	-.059	.269
AC9	.646	.315	-.432	.048	.193
AC10	.721	-.296	-.113	-.006	-.228
EFP1	.827	.055	.097	.021	-.150
EFP2	.876	.175	.140	.094	-.108
EFP3	.740	-.062	-.133	-.033	.472
EFP4	.818	-.178	.239	-.130	-.120
R1	.857	-.143	-.095	-.213	.078
R2	.816	-.158	-.216	-.192	-.130
R3	.641	-.063	-.248	-.530	-.168
R4	.748	.318	-.371	.101	-.014
Z1	.842	-.152	.013	.071	-.252
Z2	.799	-.289	-.261	-.193	-.106
Z3	.791	-.015	-.219	.241	.151
O1	.816	.009	.020	-.074	.124
O2	.818	-.172	.006	.292	-.090
O3	.858	-.071	-.001	.028	.043
AM1	.751	.194	.216	-.292	.091
AM2	.664	.492	.160	-.233	-.160
L1	.861	.125	.007	-.001	-.262
L2	.603	-.334	.099	.457	-.090
C1	.766	-.226	.076	.243	-.306
C2	.785	-.090	-.087	.053	-.012

Extraction Method: Principal Component Analysis.

The values in table 8 are the Pearson correlations between each of the items and each of the components. Squaring the correlations and adding them provides some of the information the study described earlier. The sum of the squared correlations down each column is equal to the eigenvalues of that component.

Section 5: Conclusion and Recommendation

The result of the pilot study depicts that the level of attitude commitment and the sustainable behaviour of the users impacts social media marketing, hence, accepting both the hypotheses. This study looks forward to furthering analysis using Confirmatory Factor analysis (CFA) and Structural Equation Modeling (SEM) to fully validate the relation between user's attitude and sustainable behaviour and social media marketing. The study discloses that social media is a modern tool for marketers to reach their target market. A business firm has to master basic

principles of using social media to survive in the field of social media marketing. Firms also need to understand the attitude and behaviour of the prospective customers towards social media to strategically social media marketing in their business model to reach their target market and gain competitive advantage.

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