

A Measure of Social Media Marketing: Scale Development and Validation

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Abstract

With the evolution of social media the world has witnessed an information explosion. The role of social media in influencing the consumer behavior is huge, but the studies conducted in these areas are insignificant. Scholars have identified different variables over time to study social media marketing, but functionality-based approach was only investigated by Babac (Impact of social-media use on brand equity of magazine brands: A qualitative study of Vogue Turkey, Unpublished Master's thesis, 2011) and Tresna and Wijaya (iBuss Management, 3: 37–48, 2015). Tresna and Wijaya's (iBuss Management, 3: 37–48, 2015) study was based on Instagram, therefore, their scale could not be used for Facebook, because of the difference in website functionalities. Most of the social media marketing activities are carried on Facebook and to measure these marketing efforts a research instrument is needed. Therefore, this study is an attempt to develop a measurement scale to assess the influence of social media functionalities.

In order to identify the factors of social media, exploratory factor analysis (EFA) was run on a sample of 122 respondents in SPSS 20. EFA was run on 34 items and seven items were removed in the first round. In the second round EFA was run on the remaining 27 items and five items were dropped. Third time when EFA was run, all 22 items loaded well on the seven factors of social media with a cumulative variance of 82.95 percent. The scales reliability was tested by using Cronbach's alpha which was above