

Critical Success Factors of Social Media Marketing: An Analysis of Social Media Marketing Tools

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Abstract: This study aims to identify factors influencing purchase decisions in social media using exploratory factor analysis. A structured questionnaire was completed by 513 social media users, and e-commerce food and beverage shoppers. Results showed that "Word of Mouth", "Promotion", "Social Media Influencer", and "Recommendation/ Comments from Peers" influence social media marketing purchases. Findings suggest that companies should invest in social media marketing to enhance earnings and achieve goals, benefiting both small and large companies. The novelty of this paper lies in the author's contribution to the domain of influence of social media marketing tools.

Keywords: Social Media Marketing Tools, Factor Analysis, Promotion, Word of Mouth, Social Media Influencer

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