Impact of Social Media Marketing on Service Marketing in prospective of Pakistan's Market

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ARTICLE INFO	ABSTRACT
	In this study the impact of social media on service marketing for global service brands is check in Pakistan. The Social Media marketing has following important factors exposure, service quality, customer contact that has relationship with service marketing at two levels, effectiveness, and cost efficiency. A questionnaire is designed as per standard and data is collected from the population of Pakistan. The statistical analysis is done through the SPSS by applying ANOVA and other required tests. It is concluded from the quantitative study the social media marketing increases the outreach of the customer and result in improvement in service marketing of global service brands in Pakistan. The result of this study to be tested at big sample before generalizing the findings.

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1.   Introduction

Marketing is being the primary function of modern organizations has evolved into various subdivisions, which are used to create a competitive advantage in the market. The service marketing is one of these subdivisions, which is precise method of marketing since it involves building a positive reputation as compared to product marketing. Service marketing follows the idea that services offered should be best and consumer should be in comfortable zone which will results in increase in profitability and create a brand reputation in the market(Crefeld, 2011). The method of marketing a service or providing the customer base with a reliable set of services has emerged somewhat as a challenge in era of globalization and industrialization. The organization use different channels to pass the messages to potential consumers and social media marketing is the most recent innovation in the marketing communication of the business sector since it is helpful in increasing the knowledge about the market. In social media marketing, the potential consumers being offered the service or product and it also expend the outreach of the firm. It is important to consider here that the delivery of messages and communication process play key role in marketing and effective message has good response as compared to ineffective.

The communication mode in social media marketing is verbal, visual, one-way, or two-way and considered as most effective nature of communication since it offers various methods of communicating. Since, service marketing does have any hard evidence that the attraction clause is the primary mode of success in integrated communication. The effect on service marketing through social media can surely be positive in certain cases or negative as well. This requires observing some variables in the market to see whether there is any relationship among

them that signify success or failure of service marketing using the social media channels. This study investigates that how social media delivers the marketing communication and creates the branch ability to satisfy the needs of the customers.

2.   Literature Review

The literature review is a preview of the past research conducted on the topic of the study clarifying the concepts and preceptor views of the variables used in research and provide the operational definition of the variables in their working capacity.

2.1. Service Marketing

Service marketing as the name defines it is a branch of marketing which deals with the marketing of services and intangibles, which are provided to the masses and focused towards businesses and consumers alike, service marketing generally caters the needs of the target market through highlighting the value, which can be acquired through the provision of services. Services that generally use service marketing are telecommunication services, Airlines, Professional services like health care, legal services, hospitality, financial services, and many other services sector units. Zeithaml, Bitner and Gremler (2010) provided a definition for the service marketing through the specification of delivery of processes, intangibles, experiences and transactions without providing the consumer with a product. In addition to the regular four P's of marketing, services marketing make us to use three extra P's i) People, ii) Physical Evidence, and iii) Process, which are integral for the understanding of the service marketing process(Zeithaml, Bitner, & Gremler, 2010).

The marketing aspect differs for products and services based on various factors such as the consumption, tangibility, perishability and the production. Services are produced and consumed simultaneously whereas the products are consumed later than their production. The experiences and reviews are the only aspects that can support the marketing claim of the service provision(Rust & Chung, 2006). Service marketing puts a larger emphasis on the people, which are involved, in the marketing process since the human resources units are primary elements in providing the value to the consumers. The processes, which are used in service marketing, give a basic layout of the value delivery process of the firm, which creates the brand image of the firm while also providing the internal elements of the firm to shorten the process to create value. With services, the nature of service delivery success in relation to service marketing is dependent on some factors(Coldren, 2006) as given below;

2.2. Intangibility

The tangibility of services is nonexistent which means that the services do not have a tangible feel associated with them even if there are some tangibles, which are a part of the service provision. In addition, the services cannot be judged unless the consumer consumes them and compares them to the perception that they have for that particular service(Lovelock & Gummesson, 2004). The intangibility aspect should be incorporated in the marketing efforts of the firm since it provides the perspective on the perceptions of the consumers that how they perceive different sets of services realizing they have no particular method of experiencing the service unless they consume it.

2.3. Inseparability

The inseparability factor is the fact that the consumption and the production of service cannot be separated. This inseparability creates a differentiating clause between the marketing of services and the marketing of products(Sheram & Soubbotina, 2000). Pertaining to this fact, the marketers are required to create a higher communicational effectiveness to instigate confidence of the client in the service. The positivity of the communication is crucial since it provides the consumers with the level of confidence to support the buying decision(Shugan & Xie, 2004). This entails the use of an effective communication channel, which can engage the consumers directly instead of communicating on a one-way channel.

2.4. Variability

This element controls the variance in conformity of the attribute. The variability entails that the services are not consistent in their delivery because the human aspect is greatly involved in the process and the cognitive process of humans can never be consistent or controlled. The delivery of a service is based on the human ability to address the need of a consumer that requires consuming a service(Lovelock & Gummesson, 2004).

2.5. Perishability

Another distinguishing factor among products and service is the ability to be used for future periods. Products can be stored on shelves and containers while services cannot be stored for subsequent use as healthcare services might have more consumers in the event of an epidemic etc. these services cannot be stored from an earlier period and provided to the consumers at a later time, hence the perishability is high(Oliva & Kallenberg, 2003).

2.6. Marketing channels and Social Media

Marketing channels are the modes of communication between corporations and the customers. The customers are exposed to marketing communication through these channels. Social media is the electronic medium through the internet services. Social media in its own definition is the grouping of people online based on interest, culture, social values and norms regardless of their ethnicity, race, or gender(Duggan & Brenner, 2013). The current social media channels widely in use are Facebook, YouTube, and other streaming sites, Digg, Twitter, and Linked in these sites have their own strengths and developed new industry for social media marketing. Service marketing and social media marketing is two separate concepts that are being tested in this study to determine their effectiveness(Nair & Sidhu, 2010). The effectiveness and less cost made it important for organizations in term of less marketing cost(Asur & Huberman, 2012).
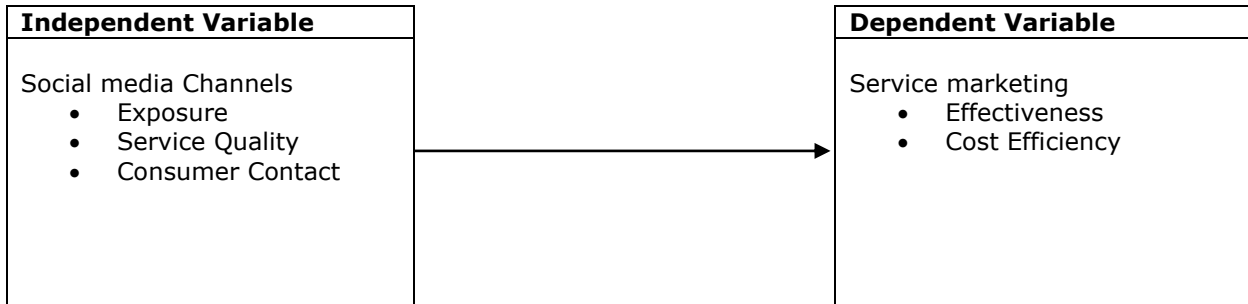
2.7. Social Media Effectiveness

Effectiveness of social media is dependent on the level of exposure that the social media channel has in the market. Since the consensus of 2009 by Stelzner (2009), the number of organizations that have used the social media has increased significantly and the cause for this is not the use of technology for the organization but the dependency that the consumers have on online communication channels(Stelzner, 2009). The number of users on LinkedIn; a social media website have surpassed 90 million in users since 2011, Twitter, crossed 175 million since 2011 and Facebook with the largest number of users of 500 million(Curtis, 2011). The effectiveness of the social media is dependent on the people that it targets, using the communication as a method to target awareness in the market. Larger numbers of users that are subject to these messages increase the potential effectiveness of the marketing tactics(Agarwal & Mital, 2009).

2.8. Social Media Cost Efficiency

Cost of activities in an organization is pivotal since the quantifiable information for every activity in terms of dollar value is necessary to see how the value is delivered with the relative amount of investment. For social media operations, the cost involved is primarily the maintenance which is either outsourced or the man-hours that are being put in through in-house operations. The cost efficiency generally follows the cost to benefit ratio which means that the benefit acquired through the investment has to be able to be justified in terms of the benefits that it provides (Stelzner, 2009). The cost of advertisement over the social media is not as much as the cost of conventional marketing techniques(Asur & Huberman, 2012). This creates a low cost ability for the brand to operate in a space where the messages are being sent out to the people in a particular marketing form. Through the cost efficiency achieved from the low cost and high outreach of the social media, the messages can be sent out to a large number of people and increase awareness in the masses about a certain brand(Curtis, 2011; SocialMediaforUtilities:DevelopingaSatisfyingCustomerExperience, 2013).

3.   Research Framework

On the basis of literature, the following research framework and hypothesis are establish to check the relationship between the social media marketing and service marketing of service providing brands in Pakistan.

Independent Variable	Dependent Variable
Social media Channels • Exposure • Service Quality • Consumer Contact	Service marketing • Effectiveness • Cost Efficiency

H1: Exposure of the audience to service marketing messages determines the effectiveness and cost efficiency of the process.

H2: Service quality factors in the service marketing communication determine the effectiveness and cost efficiency of the process

H3: Direct Contact with the consumer determines the effectiveness and the cost efficiency of the process.

H4: Social Media channels can increase the effectiveness and cost efficiency of service marketing programs.

4.   Methodology
4.1.   Research approach and instrument

A quantitative design is finalized for this research since the evidence that is gathered in the wake of the research topic is quantitatively defined and explained as necessary. A quantitative approach is needed to gather empirical evidence and to maintain the positivist stance of the researcher. Administration of a data collection tool can be beneficial if the instrument of data collection is efficient in its capacity to acquire the perceptions of the samples. A questionnaire is the data collection tool in this research process. For this research, the questionnaire used is a structured format which means that the questions would allow the respondents to post their responses on a close ended scale. The scale used for this questionnaire is a 5-point Likert scale that offers the respondents a spectrum of positive to negative answers with varying intensity. For a number of 20 questions that were directed towards the samples, the scale is placed to record the responses of the respondents and to contribute to the data array which is compiled to sum up the responses of the samples.

4.2.   Sampling Technique and Statistical Analysis Technique

A total of 150 samples were extracted which were exposed to the questionnaires by the researchers and the data was collected in the process. The sampling technique used in the process was the Judgmental sampling, a sub type of non-probability random sampling(Lohr, 2009). The people that have been using social media as a communication medium to stay connected are also exposed to advertisements and guiding links to websites and other advertising mediums that can highlight service providers and the benefits they can get as a result. The statistical analysis carried out uses the software package SPSS to be used as a facilitator in the analysis of the data. The statistical tool is used to carry out a series of tests that include formulating correlations, establish statistical modeling through regression analysis and to check for model fitness through these tests. The ANOVA testing and variances mapped on charts and graphs will be presented with the reliability statistics of the questionnaire and used to interpret the theoretical explanation of how the variables cause these changes in the actual phenomenon.

4.3.   Data Analysis

The analysis of the data is done through creating a compilation of the results which are statistically tested to form correlations and to create graphical trends which are needed to form conclusions.

4.3.1.Scale Reliability

The reliability of the scale means that the responses from the samples were coherent in nature. Below is the alpha as computed statistically

Table 1
Reliability Statistics

Cronbach's Alpha	N of Items
.779	20

Table 2
Reliability Statistics (Case-wise)

		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1	Are you listed as a user on various social media channels?	43.28	362.002	.890	.779
2	Do you periodically get new offers and service notifications?	42.63	360.866	.787	.778
3	Are you able to comment and express your opinion on certain service brands?	43.12	366.952	.825	.788
4	Do you interact periodically with different users of the same service provider to form an opinion?	43.08	370.584	.833	.778
5	Social media targets a larger audience in your opinion?	42.83	359.607	.894	.767
6	Do you think that the social media offers a longer exposure time than other means of marketing communication?	42.79	359.739	.836	.788
7	Social media exposure instigates a two way communication?	43.15	367.567	.861	.757
8	The level of exposure towards the audience can be exclusive depending on the people listed as users?	43.13	370.573	.806	.708
9	There service quality of a brand can be reinforced through the comments of the people?	42.54	362.384	.801	.778
10	The service provider can provide testimonials and assistance to potential consumers to increase service quality?	42.58	366.205	.837	.727
11	You would be more comfortable if the contact between you and the service providers is direct?	42.80	359.181	.895	.773
12	Direct contact can ensure that your feedback has been directed towards the right direction?	42.53	359.365	.863	.786
13	Strategic effect of service marketing can be enhanced through social media campaigns?	42.97	368.764	.801	.745
14	Awareness through service marketing carried out on social media can be increased?	42.61	372.910	.612	.768
15	Positive reputation created through social media and service marketing can increase sales?	42.36	361.789	.825	.751
16	Do you think people make their buying decision after reviewing service marketing testimonials through social media?	42.41	365.303	.829	.723
17	The cost of service marketing through social media is low?	42.78	358.549	.860	.715
18	The exposure intended for service marketing can be increased for low cost using social media?	42.73	359.445	.854	.727
19	The absence of a retail channel does not affect the cost efficiency of service marketing through social media?	42.91	364.877	.806	.768
20	Service marketing activities can be supplemented through social media costs?	42.91	368.743	.882	.735

A Cronbach's alpha of above 0.7 signifies that the reliability is a high and generally, the Cronbach's Alpha nearing 0.8 is considered to be good for a quantitative research study. Below

is the statistical alpha calculated case-wise to see whether there were any specific questions that overpowered others.

From the Table 2, the Alpha can be seen to be towards the high end and there was no specific question that overpowered another. Below is the depiction of the Alpha as per the variables to show the reliability of the questionnaire in terms of variables reliability.

Table 3
Reliability Statistics (Variable-wise)

Variables	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Social.Media.Channels	11.6783	26.510	.829	.754
Social.Media.Exposure	11.6267	26.100	.744	.752
Service.Quality	11.2117	25.904	.746	.762
Consumer.Contact	11.3183	24.607	.809	.756
Effectiveness	11.2400	27.093	.804	.757
Cost.Efficiency	11.4833	26.389	.794	.765

The Cronbach's alpha as per variables is also coherent that shows that no variable overpowers another in terms of scale reliability. This means that the scale was able to record the responses that were in accordance to the research that was being conducted.

5.   Findings of the Research

The findings of the research are presented below. All responses are mapped based on the variables. The responses are coded as Strongly Agree (1), Agree (2), Neutral(3), Disagree(4), Strongly Disagree (5).

5.1.   Social Media Channels

This was one of the independent variables that covered the presence of social media channels for service providers in the market. For every question, the responses are mapped below:

Q1. Are you listed as a user on various social media channels?
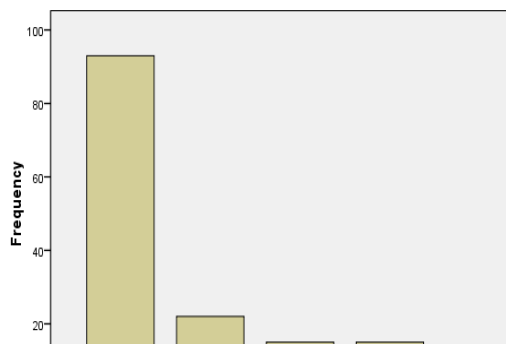
Responses	Frequency	Percent	Valid Percent	Cumulative Percent
1	93	62.0	62.0	62.0
2	22	14.7	14.7	76.7
3	15	10.0	10.0	86.7
4	15	10.0	10.0	96.7
5	5	3.3	3.3	100.0
Total	150	100.0	100.0	

Q2. Do you periodically get new offers and service notifications?

Responses	Frequency	Percent	Valid Percent	Cumulative Percent
1	53	35.3	35.3	35.3
2	37	24.7	24.7	60.0
3	9	6.0	6.0	66.0
4	44	29.3	29.3	95.3
5	7	4.7	4.7	100.0
Total	150	100.0	100.0	

Q3. Are you able to comment and express your opinion on certain service brands?
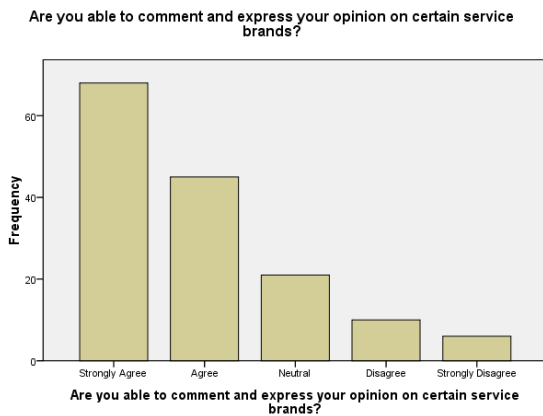
Responses	Frequency	Percent	Valid Percent	Cumulative Percent
1	68	45.3	45.3	45.3
2	45	30.0	30.0	75.3
3	21	14.0	14.0	89.3
4	10	6.7	6.7	96.0
5	6	4.0	4.0	100.0
Total	150	100.0	100.0	

Q4. Do you interact periodically with different users of the same service provider to form an opinion?
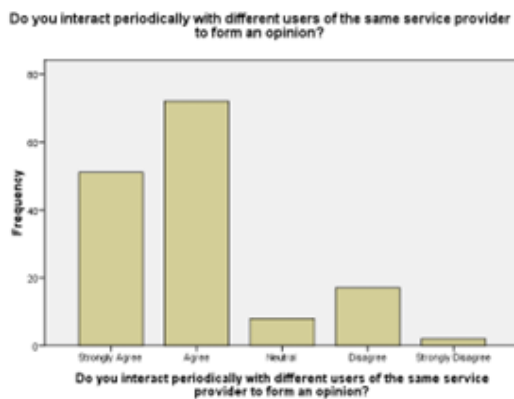
Responses	Frequency	Percent	Valid Percent	Cumulative Percent
1	51	34.0	34.0	34.0
2	72	48.0	48.0	82.0
3	8	5.3	5.3	87.3
4	17	11.3	11.3	98.7
5	2	1.3	1.3	100.0
Total	150	100.0	100.0	

5.2. Social Media Exposure

This is the second independent variable chosen as a part of the exposure that the social media has towards the audience and how it portrays the information for a service provider to the people.
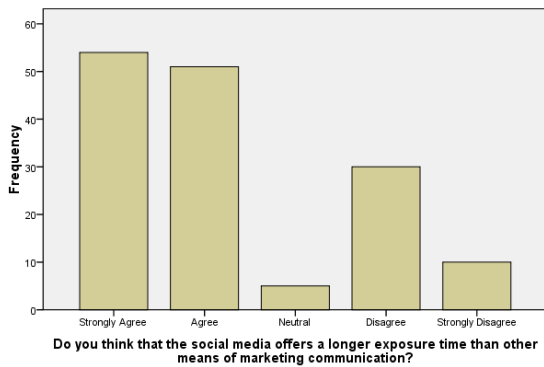
Q5. Social media targets a larger audience in your opinion?
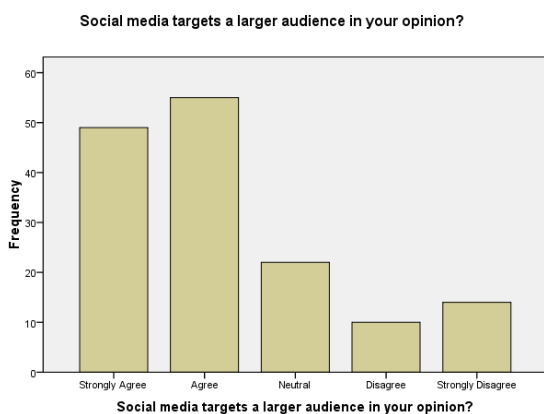
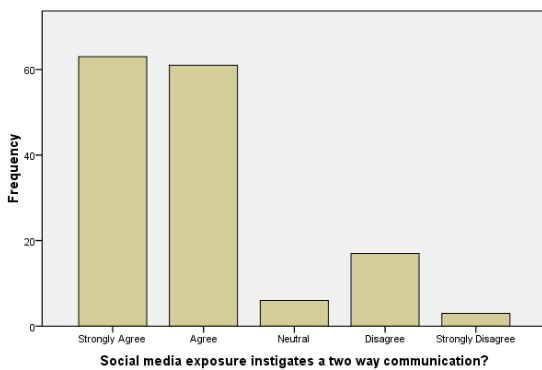| Responses	Frequency	Percent	Valid Percent	Cumulative Percent
1	49	32.7	32.7	32.7
2	55	36.7	36.7	69.3
3	22	14.7	14.7	84.0
4	10	6.7	6.7	90.7
5	14	9.3	9.3	100.0
Total	150	100.0	100.0	

Q6. Do you think that the social media offers a longer exposure time than other means of marketing communication?

Responses	Frequency	Percent	Valid Percent	Cumulative Percent
1	54	36.0	36.0	36.0
2	51	34.0	34.0	70.0
3	5	3.3	3.3	73.3
4	30	20.0	20.0	93.3
5	10	6.7	6.7	100.0
Total	150	100.0	100.0	

Q7. Social media exposure instigates a two-way communication?

Responses	Frequency	Percent	Valid Percent	Cumulative Percent
1	63	42.0	42.0	42.0
2	61	40.7	40.7	82.7
3	6	4.0	4.0	86.7
4	17	11.3	11.3	98.0
5	3	2.0	2.0	100.0
Total	150	100.0	100.0	

Q8. The level of exposure towards the audience can be exclusive depending on the people listed as users?
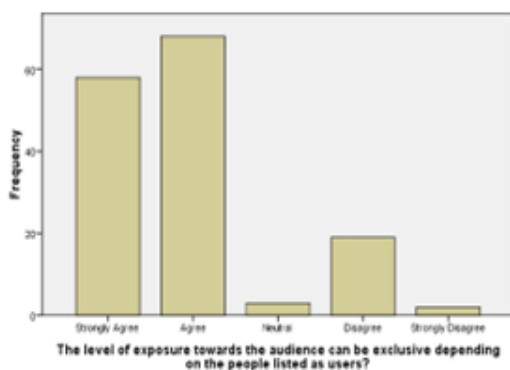
Responses	Frequency	Percent	Valid Percent	Cumulative Percent
1	58	38.7	38.7	38.7
2	68	45.3	45.3	84.0
3	3	2.0	2.0	86.0
4	19	12.7	12.7	98.7
5	2	1.3	1.3	100.0
Total	150	100.0	100.0	

5.3.   Service Quality

This is also independent variables chosen to signify the quality of service that can be relayed over the social media channels since providing service quality is a tough task to be accomplished by mere communication.
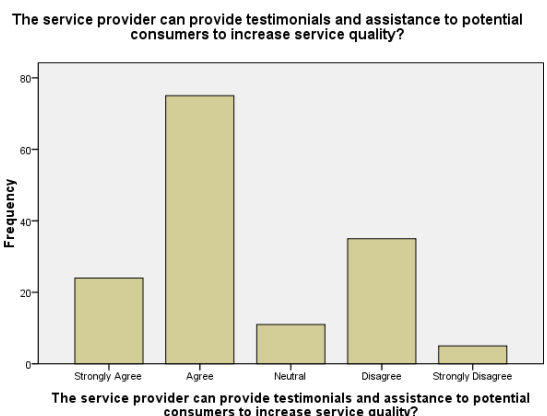
Q9. There service quality of a brand can be reinforced through the comments of the people?
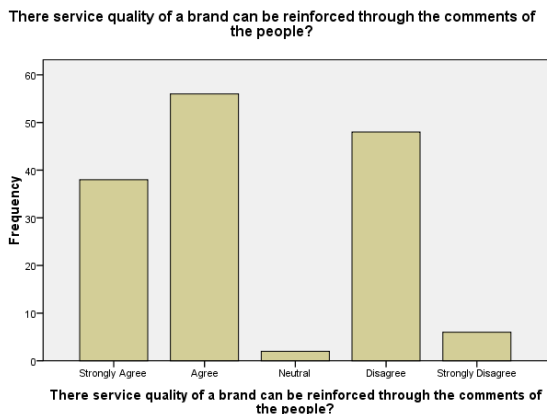
Responses	Frequency	Percent	Valid Percent	Cumulative Percent
1	38	25.3	25.3	25.3
2	56	37.3	37.3	62.7
3	2	1.3	1.3	64.0
4	48	32.0	32.0	96.0
5	6	4.0	4.0	100.0
Total	150	100.0	100.0	

Q10. The service provider can provide testimonials and assistance to potential consumers to increase service quality?

Responses	Frequency	Percent	Valid Percent	Cumulative Percent
1	24	16.0	16.0	16.0
2	75	50.0	50.0	66.0
3	11	7.3	7.3	73.3
4	35	23.3	23.3	96.7
5	5	3.3	3.3	100.0
Total	150	100.0	100.0	

5.4.   Consumer Contact

The independent variable that looked into the direct contact of the consumers with the organization is covered under this independent variable and responses for this variable are shown below:

Q11. You would be more comfortable if the contact between you and the service providers is direct?
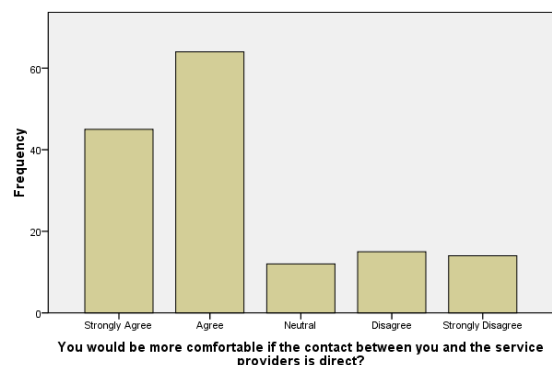
Responses	Frequency	Percent	Valid Percent	Cumulative Percent
1	45	30.0	30.0	30.0
2	64	42.7	42.7	72.7
3	12	8.0	8.0	80.7
4	15	10.0	10.0	90.7
5	14	9.3	9.3	100.0
Total	150	100.0	100.0	

Q12. Direct contact can ensure that your feedback has been directed towards the right direction?

Direct contact can ensure that your feedback has been directed towards the right direction?
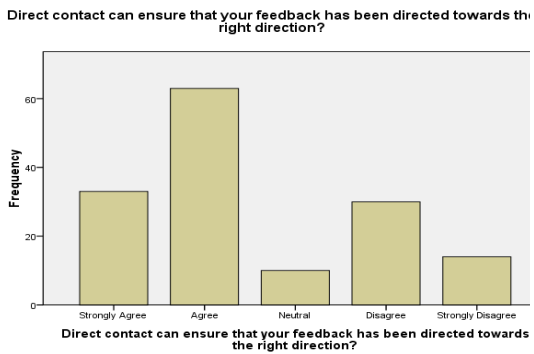
Responses	Frequency	Percent	Valid Percent	Cumulative Percent
1	33	22.0	22.0	22.0
2	63	42.0	42.0	64.0
3	10	6.7	6.7	70.7
4	30	20.0	20.0	90.7
5	14	9.3	9.3	100.0
Total	150	100.0	100.0	

5.5. Effectiveness

This is the dependent variable that covers the effectiveness of the service marketing campaigns that are put in place by the service providers. This is how the samples responded:

Q13. Strategic effect of service marketing can be enhanced through social media campaigns?

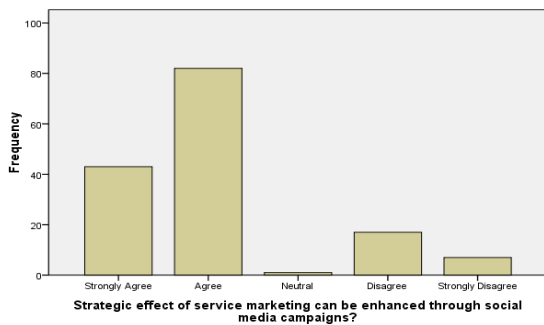Strategic effect of service marketing can be enhanced through social media campaigns?

Responses	Frequency	Percent	Valid Percent	Cumulative Percent
1	43	28.7	28.7	28.7
2	82	54.7	54.7	83.3
3	1	.7	.7	84.0
4	17	11.3	11.3	95.3
5	7	4.7	4.7	100.0
Total	150	100.0	100.0	

Q14. Awareness through service marketing carried out on social media can be increased?

Strategic effect of service marketing can be enhanced through social media campaigns?
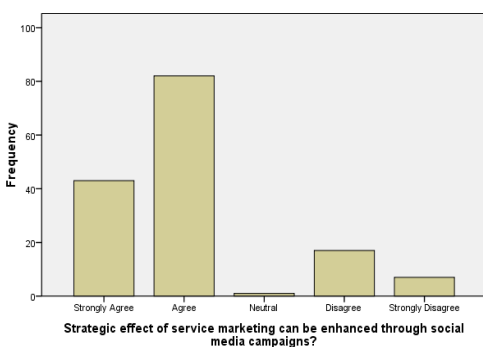
Responses	Frequency	Percent	Valid Percent	Cumulative Percent
1	39	26.0	26.0	26.0
2	56	37.3	37.3	63.3
3	6	4.0	4.0	67.3
4	47	31.3	31.3	98.7
5	2	1.3	1.3	100.0
Total	150	100.0	100.0	

Q15. Positive reputation created through social media and service marketing can increase sales?

Positive reputation created through social media and service marketing can increase sales?
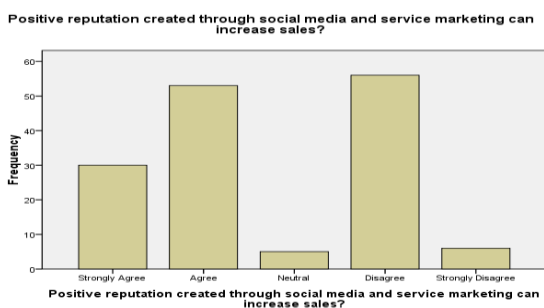
Responses	Frequency	Percent	Valid Percent	Cumulative Percent
1	30	20.0	20.0	20.0
2	53	35.3	35.3	55.3
3	5	3.3	3.3	58.7
4	56	37.3	37.3	96.0
5	6	4.0	4.0	100.0
Total	150	100.0	100.0	

Q16. Do you think people make their buying decision after reviewing service marketing testimonials through social media?

Do you think people make their buying decision after reviewing service marketing testimonials through social media?
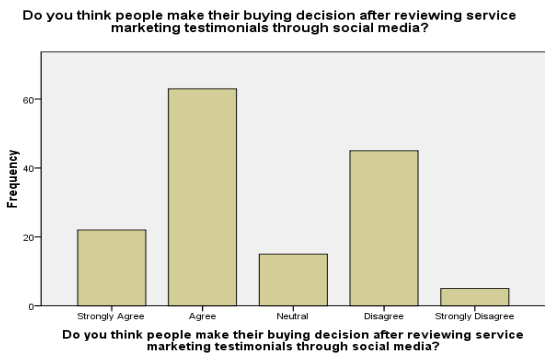
Responses	Frequency	Percent	Valid Percent	Cumulative Percent
1	22	14.7	14.7	14.7
2	63	42.0	42.0	56.7
3	15	10.0	10.0	66.7
4	45	30.0	30.0	96.7
5	5	3.3	3.3	100.0
Total	150	100.0	100.0	

5.6. Cost Efficiency

The cost efficiency is the dependent variable chosen to present the cost efficiency of the service marketing campaign and how the people perceive it in the market. The responses are as below:

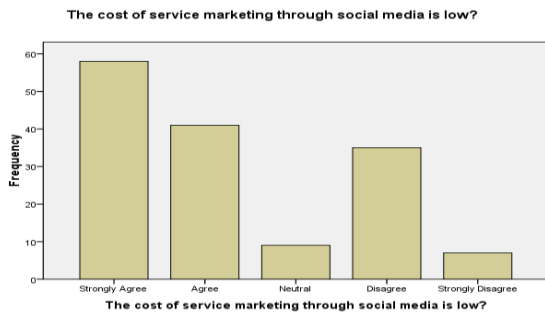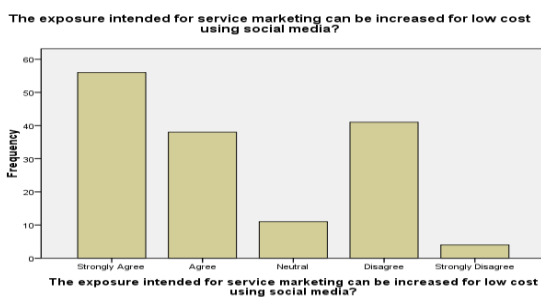Q17. The cost-of-service marketing through social media is low?

The cost of service marketing through social media is low?

Responses	Frequency	Percent	Valid Percent	Cumulative Percent
1	58	38.7	38.7	38.7
2	41	27.3	27.3	66.0
3	9	6.0	6.0	72.0
4	35	23.3	23.3	95.3
5	7	4.7	4.7	100.0
Total	150	100.0	100.0	

Q18. The exposure intended for service marketing can be increased for low cost using social media?

The exposure intended for service marketing can be increased for low cost using social media?

Responses	Frequency	Percent	Valid Percent	Cumulative Percent
1	56	37.3	37.3	37.3
2	38	25.3	25.3	62.7
3	11	7.3	7.3	70.0
4	41	27.3	27.3	97.3
5	4	2.7	2.7	100.0
Total	150	100.0	100.0	

Q19. The absence of a retail channel does not affect the cost efficiency of service marketing through social media?

The absence of a retail channel does not affect the cost efficiency of service marketing through social media?
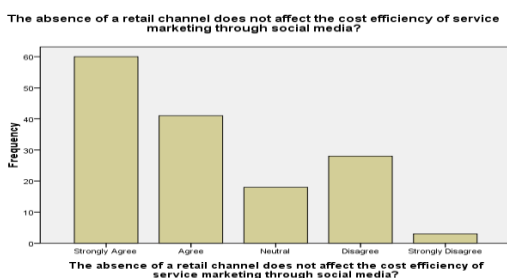
Responses	Frequency	Percent	Valid Percent	Cumulative Percent
1	60	40.0	40.0	40.0
2	41	27.3	27.3	67.3
3	18	12.0	12.0	79.3
4	28	18.7	18.7	98.0
5	3	2.0	2.0	100.0
Total	150	100.0	100.0	

Q20. Service marketing activities can be supplemented through social media costs?
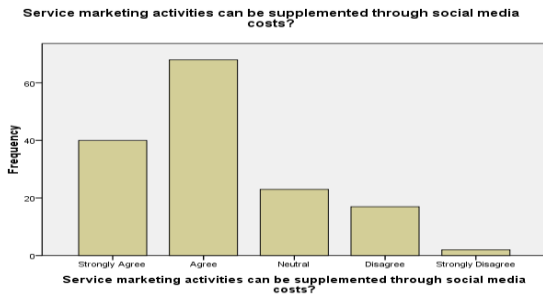
Responses	Frequency	Percent	Valid Percent	Cumulative Percent
1	40	26.7	26.7	26.7
2	68	45.3	45.3	72.0
3	23	15.3	15.3	87.3
4	17	11.3	11.3	98.7
5	2	1.3	1.3	100.0
Total	150	100.0	100.0	

5.7. Correlation among Variables

The variables taken under consideration provide a complete detail of the market perception about service marketing and the effectiveness that the social media marketing has on the marketing activity. The descriptive statistics of the variables were:

Table 4
Descriptive Statistics

Variables	Mean	Std. Deviation	N
Social.Media.Channels	2.0333	1.02103	150
Social.Media.Exposure	2.0850	1.04946	150
Service.Quality	2.5000	1.16723	150
Consumer.Contact	2.3933	1.23916	150
Effectiveness	2.4717	.98373	150
Cost.Efficiency	2.2283	1.14873	150

The correlation among the dependent variables mapped through statistical analysis is shown below:

Table 5
Correlation among Variables (D.V on I.V)

Variables		Social Media Channels	Social Media Exposure	Service Quality	Consumer Contact
Effectiveness	Pearson Correlation	.767**	.742**	.653**	.708**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	150	150	150	150
Cost.Efficiency	Pearson Correlation	.777**	.662**	.623**	.690**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	150	150	150	150
**. Correlation is significant at the 0.01 level (2-tailed).					

Similarly, the correlation among the independent variables mapped through the statistical analysis to show the relationship with dependent variables is as follows:

The correlation statistics show that the variables have a correlation present between them and the nature of correlation is positively significant which shows that the independent variables affect the dependent variables in the social phenomenon under study.

5.8. Regression Models

Regression modeling is carried out to show the fitness of the model which is present in the market. The regression model shows that the value of R square is 0.672 which means that 67% of the variance caused in the phenomenon is due to the variables mentioned below:

Table 6
Correlation among Variables (I.V on D.V)

Variables		Effectiveness	Cost Efficiency
Social Media Channels	Pearson Correlation	.767**	.777**
	Sig. (2-tailed)	.000	.000
	N	150	150
Social Media Exposure	Pearson Correlation	.742**	.662**
	Sig. (2-tailed)	.000	.000
	N	150	150
Service Quality	Pearson Correlation	.653**	.623**
	Sig. (2-tailed)	.000	.000
	N	150	150
Consumer Contact	Pearson Correlation	.708**	.690**
	Sig. (2-tailed)	.000	.000
	N	150	150

Table 7
Regression Model (I.V on D.V1)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779a	.672	.766	.47586

a. Predictors: (Constant), Consumer.Contact, Social.Media.Channels, Service.Quality, Social.Media.Exposure
b. Dependent Variable: Effectiveness

The regression modeling shown above can also be shown as below with the Durbin Watson test as it provides the value of 0.4 which means there is an autocorrelation present among the variables.

Table 8
Regression Model (I.V on D.V1) with Durbin Watson

Model Summary

R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
.672	122.945	4	145	.000	.401

b. Dependent Variable: Effectiveness

For this model, the ANOVA test shows that the F value is positive signifying that the Hypotheses including the relationship formulated here are positive and accepted.

Table 9:
ANOVA (I.V on D.V 1)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	111.358	4	27.840	122.945	.000a
	Residual	32.834	145	.226		
	Total	144.192	149			

a. Predictors: (Constant), Consumer.Contact, Social.Media.Channels, Service.Quality, Social.Media.Exposure
b. Dependent Variable: Effectiveness

Table 10:
Regression Results

Model	Unstandardized Coefficients		Standardized coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.688	.096		7.170	.000
Social.Media.Channels	.618	.100	.641	6.199	.000
Social.Media.Exposure	.006	.148	.006	.040	.968
Service.Quality	.048	.087	.057	.551	.583
Consumer.Contact	.165	.114	.208	1.448	.150

a. Dependent Variable: Effectiveness

Table 11
Residual Statistics (I.V on D.V1)

Variables	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.5249	4.8722	2.4717	.86451	150
Residual	-.77909	1.40075	.00000	.46943	150
Std. Predicted Value	-1.095	2.777	.000	1.000	150
Std. Residual	-1.637	2.944	.000	.986	150
a. Dependent Variable: Effectiveness					

The regression model using the second dependent variable is shown in detail below. The first dependent variable shows a favorable result and has acceptance for the model fitness which accepts the hypotheses that includes the effectiveness of service marketing through social media. The second model for regression is as below

Table 12
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786ᵃ	.685	.779	.54034
a. Predictors: (Constant), Consumer.Contact, Social.Media.Channels, Service.Quality, Social.Media.Exposure				
b. Dependent Variable: Cost.Efficiency				

Table 13
Model Summary (I.V on D.V2) with Durbin Watson
Model Summary

Model	Change Statistics					
	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.685	132.102	4	145	.000	.867
b. Dependent Variable: Cost Efficiency						

The Durbin Watson shows to be 0.8 which is also a signifier or positive autocorrelation among variables. The R-square value is 0.68 which means that 68% of the variance in the market is caused by the variables used in this model. Since it is above 50%, the results are favorable in terms of involving the variables that are responsible for most of the changes in the market.

Table 10
ANOVA (I.V on D.V 2)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	154.281	4	38.570	132.102	.000ᵃ
	Residual	42.336	145	.292		
	Total	196.617	149			
a. Predictors: (Constant), Consumer.Contact, Social.Media.Channels, Service.Quality, Social.Media.Exposure						
b. Dependent Variable: Cost.Efficiency						

The ANOVA table above for the second model shows the value of F to be positive which is also an indicator that the variables that are mentioned in this model, when mapped over the hypotheses would be accepted.

Table 14
Regression (I.V on D.V 2)

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.302	.109		2.772	.006
	Social.Media.Channels	1.305	.113	1.160	11.530	.000
	Social.Media.Exposure	-.318	.168	-.290	-1.896	.060
	Service.Quality	-.059	.098	-.059	-.595	.553
	Consumer.Contact	.034	.130	.037	.262	.794
a. Dependent Variable: Cost.Efficiency						

The coefficients of the model with the Beta and t-test are presented above while the residual statistics for the test are shown in the table below:

Table 15
Residual Statistics (I.V on D.V2)

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.7316	5.1163	2.2283	1.01757	150
Residual	-1.07155	1.75682	.00000	.53304	150
Std. Predicted Value	-1.471	2.838	.000	1.000	150
Std. Residual	-1.983	3.251	.000	.986	150
a. Dependent Variable: Cost.Efficiency					

5.9. Hypotheses results

The results of the hypotheses as verified from the statistical analysis above are as follows:

	Hypotheses	Results
H1	Exposure of the audience to service marketing messages determines the effectiveness and cost efficiency of the process.	Accepted
H2	Service quality factors in the service marketing communication determine the effectiveness and cost efficiency of the process	Accepted
H3	Direct Contact with the consumer determines the effectiveness and the cost efficiency of the process.	Accepted
H4	Social Media channels can increase the effectiveness and cost efficiency of service marketing programs.	Accepted

The results above will be discussed in the subsequent chapters ahead. The acceptance of the Hypotheses shows that the service marketing is affected by the use of social media communication and it also affects the cost efficiency if the exposure is high and if the service quality is portrayed through other users on the social media websites.

6. Conclusion and future research recommendations

The data analysis shows various aspects so the same process which are effective in the market. The research was aimed at finding the effect of social media on service marketing. It was found that the use of social media increases the potential outreach of the services to a larger audience which are aware of the brand and the services provided.

With reference to the marketing efforts, service organizations try to create a detailed account of what they offer and how they strive to provide a better service to the people. With the increase in exposure, the cost which the firm bears gets lower with respect to the people that are exposed to this marketing communication. However, the marketing messages are the key to effectiveness in the whole scenario and it would not be wise to create a large number of ineffective messages to involve the consumers. Instead, controlled communication about offers and packages can be given out to increase the level of involvement while also making the messages more effective.

The service quality factors such as reliability and credibility is given out in terms of testimonials and reviews which are provided by the consumers that have had some experiences with the brands. The comments or reviews of the consumers can provide a detailed account of how the services are rendered. Some even go to the extent to providing further guidance to the people that are looking forward to opt for the services that the brands give out. This method is somewhat effective where the brands have a large number of users and have bigger market awareness. The best part of the social media is that the organization is in direct contact with the consumers to gather feedback and in very rare cases, there is a party involved to offer the social media maintenance services which relay the messages to the organization as needed through a monitoring process.

This monitoring process provides the organization and the brands with a detailed layout of how they are planning to create their services to be accepted on a wider scale. The direct contact is essential in order to understand the needs of the consumers. This can create a more direct communication channel which is provided by the social media websites. Hence the service marketing in a more direct relationship with the customers can be a favorable strategy which allows the organization to focus on the attention gaining activity of the consumer base while also monitoring the traffic that the social media is generating towards the pages that the service providers are maintaining. This allows keeping a check on the potential increase in sales that can be generated if the positive review of the service is being sent out in the market through providing immaculate services to the target market.

6.1. Recommendations

The recommendations are proposed here in reference to the successful accomplishment of the social media service marketing.

- The brands that use social media to give out new offers and deals can also provide coupons or discount packages to people that are present on the social media channels which would encourage people to get connected with their channels and hence make use of these deals and offers. a major setback that some of the brands face is that the number of people in a geography are not active on the social media channels which reduces the exposure within a geography for that brand.
- Service marketing uses some very prominent elements in order to be successful. With these elements, it is needed to see whether the social media is able to cater the needs of the people through communication online. The reliability factor and the credibility are surely magnified through the current users that provide testimonials. The best activity here would be to increase the service quality so that the people would have good testimonials that would attract further potential consumers.
- In terms of service marketing, it is always a good idea to create a region based channel so that the customers in that area do not get confused by an offer which is put in place in some other geographical region. This can create discontent in the masses and that is not favorable for a service offering firm.
- The feedback given by the people are an important service improvement measure that can be incorporated by the organization. Understanding the needs of the consumers can always be a good method of improving the service quality. The exposure over social media is large which offers a wider and continuous feedback circle that offers a continuous but free survey of how the service offering is benefitting people. This can be used in order to continuously implement better service models as expected by the customers.

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