

Influence Of Twitter In Marketing Communication Rather Than Mass Media

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Abstract - Twitter is a potentially powerful marketing tool. The study is aimed to examine the influence of Twitter in marketing communication rather than mass media. Furthermore, identify the people's perception of Twitter in marketing communication purpose. Quantitative and qualitative data is collected through open-ended questions, five-point Likert scale and decided to undertake a study with samples of 198 peoples who are above eighteen years old to examine the influence of Twitter in marketing communication rather than mass media. We applied the structural equation model and was tested with survey data collected from 100 peoples to identify the factors that may motivate these peoples to adopt and use Twitter in marketing communication. Most of the people (64.28%) suggest that Twitter has many features than mass media. Furthermore, the finding highlights the potentialities for the influence of Twitter in marketing communication activities rather than mass media. Indeed, this study highlights the potentialities for the perceived format with perceived ease of use factor (correlation coefficient = 0.62) has a strong positive linear relationship in predicting the adoption of Twitter and the resource and material sharing with perceived communications factor (correlation coefficient = 0.59) also has the strong positive linear relationships in marketing communicational usage of Twitter. Available research papers are investigated the twitter's specific features. However, this study is identified the useful features of Twitter from compared with mass media. Twitter always best to acknowledge tweets that contain sensitive information on direct messages on Twitter. This helps to build better connections with customers and users. The study has improved the efficiency of people who are willing to use Twitter for marketing communication. Potential conclusions have been made from the analysis and suggestions.

Keyword - correlation coefficient, mass media, Twitter

I. INTRODUCTION

Throughout the world, Twitter [1] is a potentially powerful marketing tool [2], [3]. Twitter serves peoples' valuable time than mass media [4] in marketing communication because people can get immediate feedback for shared information on the Twitter network and length of tweets is limited up to 140 characters, and there is a tiny location for sending and receiving tweets.

Social media [5] is an absolute way to express our ideas, belief, and manner. Twitter is one of them. Generally, Social media is a better platform for marketing [6]–[10]. Social media can be constructed as a form of collective ability to apply knowledge and experience. Social media propagates the great importance, and the high variance of the information [11]–[13] through large user communities presents an exciting opportunity [14].

Twitter is an online microblogging service for distributing short messages among groups via the personal computer or mobile phone. The service was designed in 2006. Twitter is a real-time frequent updates network. Users can publish their opinions, ideas, stories, and news in the message at any moment. It is a rapid tool for sharing emergency information [15], [16].

The most popular forms of Mass media [17] are newspapers, television, radio, etc. When people are keeping marketing communication, communication may have not real information because some newspapers manipulate the original information in some cases only. Mass media can be written, spoken, or broadcast communication.

In this modern world, technology has become the major essential parts of human life in marketing communication. Most of the peoples are using Twitter than mass media to make marketing communication with each other for different purposes such as interact with customers, look at the competitors' activities, sharing information, keep the brand image consistent, identify a common topic or theme by using hashtags, and engage an audience in a creative online campaign. Because of Twitter saves valuable time and also cost-effective. Twitter is a real-time frequent updates network. Users can publish their opinions, ideas, stories, and news in a message that is up to a hundred and forty characters. Twitter is a rapid tool for sharing emergency information, while mass media cannot be. Mass media share its content via Twitter. The main objective of the current study is to analyze whether Twitter is influencing marketing communication rather than mass media.

The main scope of this research is to analyze which activity of Twitter is influencing communication rather than mass media and the second objective is to explain the people's perception of Twitter in marketing communication by doing the survey analysis and statistical analysis. This studies finds answers to “What kind of new features have twitter rather than mass media based on marketing communication” and “How is the Twitter service cooperate in marketing communication”. This research helps to improve the efficiency of people who are willing to use Twitter for marketing communication and also help to know whether what kind of features have Twitter than mass media.

II. LITERATURE REVIEW

Xin Lia and Bingruo Duanb [18] tried to market the cultural event which lies in the museums, exhibition halls, and art galleries. They have identified from previous decades that it can not be market by using traditional mass media and tried to move on with a new approach via conducted a study. The result of this study revealed that Social media tools like Twitter is the

best tools for marketing those stuff rather than the traditional method and reach the target audience soon.

As mentioned by Yan Mei et al. [19] it could be identified that social media like Twitter and Facebook are the new approach for conducting marketing promotions by minimization of cost, which creates higher opportunities for business enterprises.

Eleanna Kafeza et al. [20] tested a marketing campaign on Twitter with the help of a pattern-based diffusion policy method. From the result of this study, the diffusion policy method delivered a relevant and useful approach to a marketing campaign by Twitter. This method is to spread the marketing information via Twitter as soon as possible with suitable persons. Hence this method is something better than mass media in the marketing context.

As indicated by N. Naveed et al. [21] it could be perceived that twitter is exciting, worth, and valuable to share and spread information among social media users. Those features of Twitter efficiently promote marketing activities than traditional methods.

Yuna Kim and Jennifer D. Chandler [22] examined the new product launch opportunity marketing via Twitter. This study was done by publishing the advertisement for a particular product on the Twitter platform. The result of this study revealed that new lanch product's opportunities have increased and enhanced with user knowledge. So the Twitter influence marketing in a different context than mass media.

Bulearca and Bulearca [2] stated that from 2008 Twitter start its marketing procedure among Twitter users. User can tweet their message on Twitter with 140 characters and other users can follow any other accounts on Twitter; hence users start marketing as tweets, and it reached followers at once [23]. So the user can not wait until the next day or with a fixed time as we travel in mass media and these facilities of Twitter is a wonderful platform for promoting marketing activities than mass media.

Hemsley et al. [24] were described that Twitter offers a short-text-based form of communication with the ultimate purpose of information sharing. Twitter is effective for giving and receiving information by distributing information to communities and following information shared by communities; thus, Twitter is a better solution for marketing in a digital environment without even less effort.

Zhao et al. [25] stated that Twitter is an online social networking tool that uses to send a brief text about trendy things in daily life. Frequent updates enable Twitter, and also that is used to gain a wide range of social purposes and has been quickly achieving popularity as an option for online social networking. Twitter services encourage people to tweet about concerning things rather than waiting and writing for possibly longer messages. Twitter can provide a way to share updates at a low cost to the users. The format of Twitter is easy to read. Twitter is a common way to keep people in the group discussion. Twitter is useful for keeping the route of the current thread within many emerging new services by following others who are active in the field. So Twitter is highly advanced when compared with mass media and all features of Twitter promote the marketing considerably.

III. METHODOLOGY

Research Model and Hypothesis

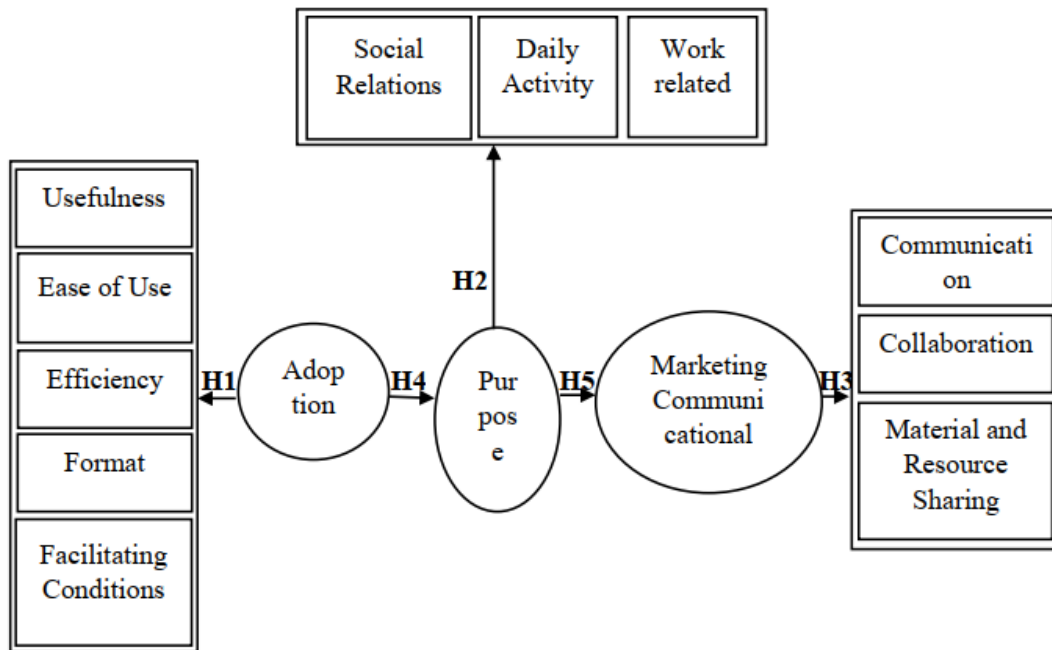


Figure 1: Research Model and hypothesis

Adoption of Twitter

The adoption of Twitter is included in the model as a latent variable, and it is explained by five observed variables such as usefulness, ease of use, efficiency, format, and facilitating conditions. Therefore the hypothesis identified as;

H1: Usefulness, ease of use, efficiency, format, and facilitating conditions will have a significant influence on Twitter adoption.

H4: Twitter adoption will have a significant and positive relationship with purposes of twitter usage

Purpose of Twitter usage

The purpose of Twitter usage is included in the model as a second latent variable, and it is explained by three observed variables such as social relations, daily activity, and work-related. The hypothesis listed as;

H2: Social relations, daily activity, and work-related will have a significant influence on the purpose of Twitter usage.

H5: Purposes of Twitter usage will have a significant and positive relationship with marketing communicational usage of Twitter

Marketing communicational usage of Twitter

Marketing communicational usage of Twitter is included in the model as a third latent variable, and it is explained by three observed variables such as communications, collaboration, and resource, and material sharing.

H3: Communications, collaboration, and resource and material sharing will have a significant influence on marketing communicational usage of Twitter.

According to the study, which is the influence of Twitter in marketing communication; rather, mass media must have the potential features to make marketing communication.

Furthermore, identify the people's perception of Twitter in marketing communication purposes. Two research questions are in this study. A comprehensive study had been done in the background of the research, and the research question was framed.

Two questionnaires were used in the current study. One was used to compare the influence of Twitter and mass media in marketing communication, and the second is used to know the peoples' perception of Twitter for marketing communication purposes. The sample of both questionnaires is the people who are eighteen and above eighteen years old under the primary, secondary, high school, and degree masters of the education level. The research was considered 198 people from the first questionnaire and 100 people from the second questionnaire.

Data was collected through a questionnaire from the selected sample. A questionnaire was developed to disclose key indicators that are related to independent and dependent variables to achieve research objectives.

IV. RESULT AND DISCUSSION

Table 01. Summary of Respondent's Demographics Categories			
	Summary of Respondent's Demographics Categories	Number	Percentage
Gender	Male	97	49.0
	Female	101	51.0
Age	18-24	27	13.6
	25-34	168	84.8
	35-44	3	1.5
	45+	-	-
Education	Primary	-	-
	Secondary	7	3.5
	High School	39	19.7
	Degree Masters	152	76.8

Occupation	Not Employed	13	6.6
	Student	38	19.2
	Service Industry	75	37.9
	Others	72	36.4

According to the Table 1, female parties 51% and male parties 49% so, in this statement mentions female parties higher than male parties in the community and majority of the people are in the 25-34 age group, and also the majority of the people's education level is degree masters 76.8% and the second majority of the people's education level is studying in high school.

Table 02. Offer short-text based form of communication

No	Media	Frequency	Percent	Valid Percentage
1	Twitter	130	65.7	65.7
2	Television	40	20.2	20.2
3	Radio	6	3.0	3.0
4	Newspaper	22	11.1	11.1
5	Total	198	100.0	100.0

According to the Table 02, People were suggesting twitter offers the short-text based form of communication with the ultimate purpose of information sharing (65.7%) in marketing communication than television (20.2%), radio (3.0%), and newspaper (11.1%). Hence, Twitter is influencing in marketing communication rather than mass media. Because of people likes short-text based form of communication while doing marketing communication.

Table 03. Has a simpler layout and narrower focus

No	Media	Frequency	Percent	Valid Percentage
1	Twitter	94	47.5	47.5
2	Television	45	22.7	22.7
3	Radio	20	10.1	10.1
4	Newspaper	39	19.7	19.7
5	Total	198	100.0	100.0

According to Table 03, People were suggesting Twitter has a more straightforward layout and narrower focus (47.5%) in marketing communication than television (22.7%), radio (10.1%), and newspaper (19.7%). Hence, Twitter is influencing in marketing communication rather than mass media because people expect a more straightforward layout and narrower focus while doing marketing communication.

Table 04. Be an excellent tool for promoting content in marketing

No	Media	Frequency	Percent	Valid Percentage
1	Twitter	79	39.9	39.9
2	Television	97	49.0	49.0

3	Radio	7	3.5	3.5
4	Newspaper	15	7.6	7.6
5	Total	198	100.0	100.0

According to the table 04, People were suggesting television is an excellent tool for promoting content in marketing (49.9%) in marketing communication than Twitter (39.9%), radio (3.5%), and newspaper (7.6%). Twitter helps to the people by having a more straightforward layout and narrower focus for doing marketing communication efficiently. The findings suggested that most people still have not any idea about promoting content in marketing. Because they do not believe Twitter is an excellent tool for promoting content in marketing

Table 05. Use the informal language in marketing communication

No	Media	Frequency	Percent	Valid Percentage
1	Twitter	98	49.5	49.5
2	Television	75	37.9	37.9
3	Radio	17	8.6	8.6
4	Newspaper	8	4.0	4.0
5	Total	198	100.0	100.0

According to the table 05, People were suggesting twitter use the informal language when it makes marketing communication (49.5%) than television (37.9%), radio (8.6%), and newspaper (4.0%). Hence, Twitter is influencing in marketing communication rather than mass media. Because of people likes to use informal language while doing marketing communication.

Table 06. Better for breaking news in marketing

No	Media	Frequency	Percent	Valid Percentage
1	Twitter	95	48.0	48.0
2	Television	82	41.4	41.4
3	Radio	16	8.1	8.1
4	Newspaper	5	2.5	2.5
5	Total	198	100.0	100.0

According to the table 06, People were suggesting Twitter is better for providing breaking news in marketing (48.0%) than television (41.4%), radio (8.1%), and newspaper (2.5%). Hence, Twitter is influencing in marketing communication rather than mass media because people expect to reach breaking news as better while doing marketing communication.

Table 07. Make the unstructured communication

No	Media	Frequency	Percent	Valid Percentage
1	Twitter	112	56.6	56.6
2	Television	36	18.2	18.2
3	Radio	29	14.6	14.6
4	Newspaper	21	10.6	10.6
5	Total	198	100.0	100.0

According to the table 4.7, People were suggesting twitter makes unstructured communication format when it makes marketing communication (56.6%) than television (18.2%), radio (14.6%), and newspaper (10.6%). Hence, Twitter is influencing in marketing communication rather than mass media. Because of people likes to unstructured communication while doing marketing communication that provides better information sharing directly.

Table 08. Facilitate quick and concise communication

No	Media	Frequency	Percent	Valid Percentage
1	Twitter	111	56.1	56.1
2	Television	62	31.3	31.3
3	Radio	20	10.1	10.1
4	Newspaper	5	2.5	2.5
5	Total	198	100.0	100.0

According to table 08, People were suggesting that Twitter facilitates quick and concise communication (56.1%) than television (31.3%), radio (10.1%), and newspaper (2.5%).20 Hence, Twitter is influencing in marketing communication rather than mass media. Because people expect quick and concise communication while doing marketing communication.

Table 09. Rely mainly on cell phone texting services to send out a message

No	Media	Frequency	Percent	Valid Percentage
1	Twitter	172	86.9	86.9
2	Television	16	8.1	8.1
3	Radio	6	3.0	3.0
4	Newspaper	4	2.0	2.0
5	Total	198	100.0	100.0

According to table 09, People were suggesting twitter relies mainly on cell phone texting services to send out a message (86.9%) than television (8.1%), radio (3.0%), and newspaper (2.0%). Hence, Twitter is influencing in marketing communication rather than mass media. Because of people likes to use on cell phone texting services while doing marketing communication.

Table 10. A well-accepted form of frequent updating

No	Media	Frequency	Percent	Valid Percentage
1	Twitter	126	63.6	63.6
2	Television	47	23.7	23.7
3	Radio	11	5.6	5.6
4	Newspaper	14	7.1	7.1

5	Total	198	100.0	100.0
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According to table 10, People were suggesting Twitter is a well-accepted form of frequent updating in marketing communication (63.6%) than television (23.7%), radio (5.6%), and newspaper (7.1%). Hence, Twitter is influencing in marketing communication rather than mass media. Because people like a well-accepted form of frequent updating while doing marketing communication.

Table 11. Require the very little investment of time in sales and customer insight

No	Media	Frequency	Percent	Valid Percentage
1	Twitter	147	74.2	74.2
2	Television	33	16.7	16.7
3	Radio	9	4.5	4.5
4	Newspaper	9	4.5	4.5
5	Total	198	100.0	100.0

According to table 11, People were suggesting twitter requires very little investment of time and can quickly prove worthwhile in sales and customer insight (74.2%) than television (16.7%), radio (4.5%), and newspaper (4.5%). Hence, Twitter is influencing in marketing communication rather than mass media. Because people require very little investment of time and can quickly prove worthwhile in sales and customer insight while doing marketing communication.

Table 12. The place to improve the customer's experience

No	Media	Frequency	Percent	Valid Percentage
1	Twitter	156	78.8	78.8
2	Television	26	13.1	13.1
3	Radio	9	4.5	4.5
4	Newspaper	7	3.5	3.5
5	Total	198	100.0	100.0

According to the table 12, People were suggesting Twitter is the place to improve the customer's experience (78.8%) than television (13.1%), radio (4.5%), and newspaper (3.5%). Hence, Twitter is influencing in marketing communication rather than mass media. Because people like to improve the customer's experience while doing marketing communication.

Table 13. Keep direct, real-time, and interactive exchanges with customers

No	Media	Frequency	Percent	Valid Percentage
1	Twitter	168	84.8	84.8

2	Television	21	10.6	10.6
3	Radio	6	3.0	3.0
4	Newspaper	3	1.5	1.5
5	Total	198	100.0	100.0

According to table 13, People were suggesting twitter keeps direct, real-time, and interactive exchanges with customers (84.8%) than television (10.6%), radio (3.0%), and newspaper (1.5%). Hence, Twitter is influencing in marketing communication rather than mass media. Because of people like to keep direct, real-time, and interactive exchanges with customers while doing marketing communication.

Table 14. Help to the celebrities to stay in touch with fans

No	Media	Frequency	Percent	Valid Percentage
1	Twitter	157	79.3	79.3
2	Television	34	17.2	17.2
3	Radio	5	2.5	2.5
4	Newspaper	2	1.0	1.0
5	Total	198	100.0	100.0

According to table 14, People were suggesting twitter helps to the celebrities to stay in touch with fans (79.3%) than television (17.2%), radio (2.5%), and newspaper (1.0%). Hence, Twitter is influencing in marketing communication rather than mass media. Because of people like to stay in touch with fans while doing marketing communication.

Table 15. Has the hashtag which is a kind of search engine

No	Media	Frequency	Percent	Valid Percentage
1	Twitter	164	82.8	82.8
2	Television	19	9.6	9.6
3	Radio	6	3.0	3.0
4	Newspaper	9	4.5	4.5
5	Total	198	100.0	100.0

According to table 15, People were suggesting twitter has the hashtag which is a kind of search engine (82.8%) than television (9.6%), radio (3.0%), and newspaper (4.5%). Hence, Twitter is influencing in marketing communication rather than mass media. Because of people like to use a hashtag for search required content while doing marketing communication.

Table 16. The communication type of twitter

No	Media	Frequency	Percent	Valid Percentage
1	Message Driven	98	49.5	49.5
2	Conversation	100	50.5	50.5

	Driven			
3	Total	198	100.0	100.0

Table 17. The communication type of television

No	Media	Frequency	Percent	Valid Percentage
1	Message Driven	124	62.6	62.6
2	Conversation Driven	74	37.4	37.4
3	Total	198	100.0	100.0

Table 18. The communication type of radio

No	Media	Frequency	Percent	Valid Percentage
1	Message Driven	112	56.6	56.6
2	Conversation Driven	86	43.4	43.4
3	Total	198	100.0	100.0

Table 19. The communication type of newspaper

No	Media	Frequency	Percent	Valid Percentage
1	Message Driven	165	83.3	83.3
2	Conversation Driven	33	16.7	16.7
3	Total	198	100.0	100.0

According to the table 16, table 17, table 18, and table 19 People were suggesting newspaper is a message-driven communication type (83.3%) than Twitter (49.5), television (62.6%), and radio (56.6%). Furthermore, People were suggesting Twitter is a conversation-driven communication type (50.5%) than television (37.4%), and radio (43.4%), and newspaper (16.7%). Hence, Twitter is influencing in marketing communication rather than mass media. Because of people like conversation-driven communication type while doing marketing communication.

Table 20. Descriptive statistics and reliability

Construct	Number of Items	Mean	Std. Deviation	Cronbach's Alpha
Adoption Dimension				

Perceived usefulness	3	3.72	.725	.595
Ease of Use	3	3.92	.883	.751
Efficiency	4	3.14	.791	.531
Format	4	3.70	.717	.671
Facilitating conditions	3	3.94	.962	.666
Purpose Dimension				
Social Relations	4	3.40	.816	.576
Daily activity	3	3.60	.864	.582
Work related	3	3.18	.880	.756
Marketing communicational usage dimension				
Communications	3	4.03	.869	.730
Collaboration	4	3.26	.799	.414
Resource and material sharing	3	3.73	.776	.489

Table 20 displays the descriptive statistics and reliability for each variable. Most of the variable has a value of Cronbach's alpha above 0.5. So, most variables have satisfactory reliability. Collaboration and Resource and material sharing have a value of Cronbach's alpha below 0.5. Although value is near to 0.5 and above 0.4.

Table 21. correlations

	PU	PEOU	PE	PF	PFC	SR	DA	WR	PCA	PC	RM
PU	1										
PEO U	.25*										
PE	.03	.09									
PF	.17	.62**	.16								
PFC	.06	.46**	.10	.49**							
SR	.23*	.44**	.37**	.38**	.26**						
DA	.08	.42**	.17	.586**	.43**	.27**					
WR	.25*	.24*	.43**	.36**	.24*	.43**	.26*				
PCA	.14	.52**	.21*	.45**	.51**	.24*	.43**	.35**			
PC	.18	.32**	.28**	.45**	.10	.47**	.20	.44**	.22*		
RM	.20*	.40**	.09	.55**	.49**	.33**	.41**	.44**	.59**	.39**	1

* Correlation is significant at the 0.05 level (2-tailed)

** Correlation is significant at the 0.01 level (2-tailed)

According to table 21, the following variables in table 22 are moderate positive linear relationships under 0.01 level of significance.

Table 22. Moderate positive linear relationships under 0.01 level of significance

Variable	Correlation	Relationship
PFC with PEOU	0.46	Moderate positive linear relationship
PFC with PF	0.49	Moderate positive linear relationship
PCA with PF	0.45	Moderate positive linear relationship
PC with PF	0.45	Moderate positive linear relationship
RM with PFC	0.49	Moderate positive linear relationship
PC with SR	0.47	Moderate positive linear relationship

According to table 21, the following variables in table 23 are strong positive linear relationships under 0.01 level of significance.

Table 23. Strong positive linear relationships under 0.01 level of significance

Variable	Correlation	Relationship
PF with PEOU	0.62	Strong positive linear relationship
PCA with PEOU	0.52	Strong positive linear relationship
DA with PF	0.586	Strong positive linear relationship
RM with PF	0.55	Strong positive linear relationship
PCA with PFC	0.51	Strong positive linear relationship
RM with PCA	0.59	Strong positive linear relationship

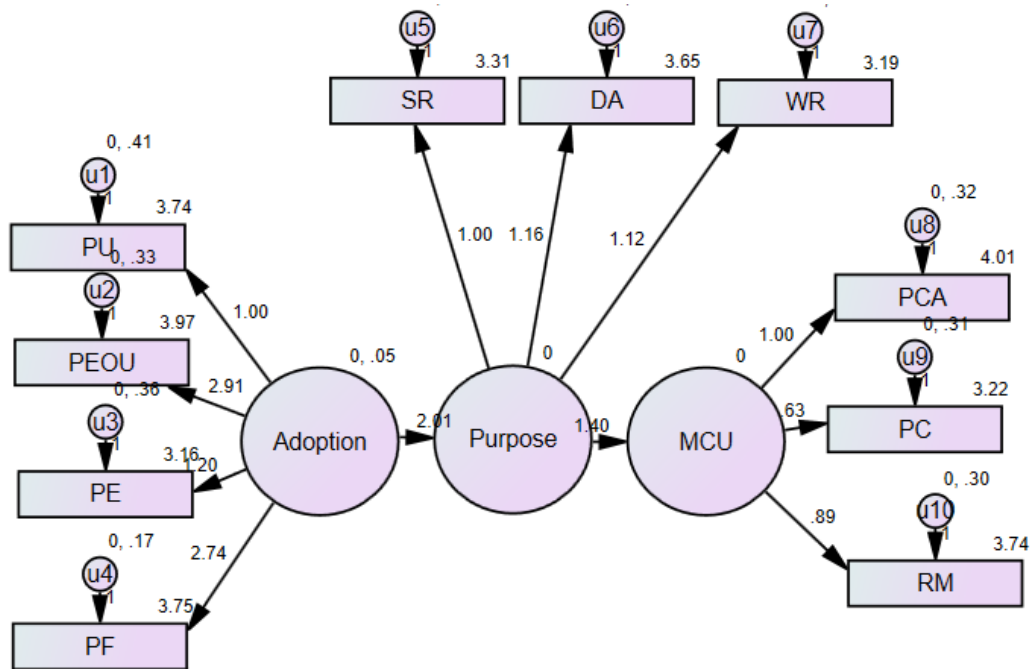


Figure 2: Results of PLS Analysis

The Structural Equation Modelling (SEM) results suggested that PEOU (3.97), PF (3.75), and PF (3.16) are significantly affecting adoption with 2.91, 2.74, and 1.20 weighted averages respectively. Same as DA (3.65), and WR (3.19) are significantly affecting to purpose with 1.16 and 1.12 weighted averages respectively. PC (3.22), and RM (3.74) are significantly affecting marketing communicational usage (MCU) with 0.63, and 0.89 weighted averages, respectively.

V. CONCLUSION

Twitter in marketing communication rather than mass media

According to the research findings, that people had an interest in using Twitter in marketing communication rather than mass media.

People were suggesting twitter offers short-text based form of communication with the ultimate purpose of information sharing (65.7%) in marketing communication than mass media, twitter has a simpler layout and narrower focus (47.5%) in marketing communication than mass media, twitter use the informal language when it makes marketing communication (49.5%), twitter is better for providing breaking news in marketing (48.0%), twitter makes unstructured communication format when it makes marketing communication (56.6%), twitter facilitates quick and concise communication (56.1%), twitter relies mainly on cell phone texting services to send out message (86.9%), twitter is a well-accepted form of

frequent updating in marketing communication (63.6%), suggesting twitter requires the very little investment of time and can quickly prove worthwhile in sales and customer insight (74.2%), twitter is the place to improve the customer's experience (78.8%), twitter keeps direct, real-time and interactive exchanges with customers (84.8%), twitter helps to the celebrities to stay in touch with fans (79.3%), and twitter has the hashtag which is a kind of search engine³² (82.8%) than mass media. Moreover, People have suggested that Twitter is a conversation-driven communication type (50.5%) than mass media.

People's perception of Twitter in marketing communication

According to the research findings based on the correlation coefficient, the Perceived format has a strong positive relationship with perceived ease of use ($r = 0.62$, $p < 0.01$). This might be the reason behind the adoption of this relationship. Twitter is a simple system to use without technical difficulties. This makes Twitter accessible to the large public. Twitter makes unstructured communication in marketing, and Twitter uses informal language when it makes marketing communication [25]. This is easy to communicate in marketing.

Daily activity has strong positive relationship with perceived format ($r = 0.86$, $p < 0.01$). This might be the reason behind the adoption of this relationship. Twitter keeps direct, real-time, and interacts exchanges with customers that provide immediate feedback and personal connections [25]. This helps to update the daily activities at any time. Twitter uses to allow learning everything they need to know about your product before they buy it. This helps to reduce expressing some imperfect information about the marketed product. Twitter is an online social networking tool that uses to send a brief text about happening things in daily life and work.

Perceived communications have strong positive relationship with perceived ease of use ($r = 0.52$, $p < 0.01$). This might be the reason behind the adoption of this relationship. Twitter is the place to improve the customer's experience by responding directly to their feedback and questions [25]. People who set up Twitter accounts as individuals and they account for themselves. Twitter is an open platform where everyone can easily join, and it also adapts itself to its user's demand.

Perceived communications has strong positive relationship with perceived facilitating conditions ($r = 0.51$, $p < 0.01$). This might be the reasons behind the adoption of this relationship. Twitter relies mainly on cell phone texting services to send out a message no longer than 140 characters. Twitter is for a short burst of information sharing. Twitter allows companies to promote their products in short messages known as tweets limited to 140 characters. Twitter's short messages is a response to demand.

Resource and material sharing have a strong positive relationship with a perceived format ($r = 0.55$, $p < 0.01$). This might be the reasons behind the adoption of this relationship. Twitter has three special features that help communication to share the information [6], [26]. Such as retweets, Twitter@, and hashtag are examples of Twitter's adaption to the user's demand. Twitter users are directly addressed with the help of the @ symbol.

Resource and material sharing have strong positive relationship with perceived communications ($r = 0.59$, $p < 0.01$). This might be the reasons behind the adoption of this relationship. Twitter improves user's reach and finds out when the best time to tweet is for the user's target market. Twitter is a very user base and can be considered a directed social network, where each user has a set of subscribers known as followers [14]. Twitter provides its users with a platform on which they can communicate with their social contact in a faster way.

The people's main focus on media when people are doing marketing communication is very little investment of time, frequent updating, quick and concise communication, short burst communication, conversation-driven communication type, and so on. Hence, Twitter is influencing in marketing communication rather than mass media. Twitter has more features than mass media as some features are mentioned here, and nowadays, most of the online newspapers have the twitter option on their site to make it easy for their users. Moreover, Twitter's users are not charged for the service they receive.

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