

MEDIATING EFFECT OF UTILIZATION OF SOCIAL MEDIA ON ADOPTIONS OF SOCIAL MEDIA FACTORS AND COMPETITIVE ADVANTAGE: DEVELOPMENT OF A CONCEPTUAL FRAMEWORK

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With the increasing importance of online sales and the growing number of online shopping stores, social media has become essential for marketers to develop an advanced familiarity between internet (Information technology) and shoppers in which it will be operated as a marketing tool. Therefore, it is timely to analyse the significance of social media utilization as a determining factor of competitive advantage in a resource base view (RBV) in an organisation. However, social media adoption factors and competitive advantage, in particular, have not been explored adequately in different contexts for its contextual validity. Comparatively, only a few studies have been carried out on social media adoption factors and competitive advantages in an organisation. Some studies have explored the specific variables associated with competitive advantage in an organisation. This conceptual paper aims at proposing a model for empirical examination of the effects of social media adoption factors to competitive advantage. Further, utilization of social media has been cited as possible mediating factor by reviewing the relevant literature. This study makes a valuable contribution to the existing body of knowledge with the proposed conceptual framework so that it could be used as a basis for the future research in this field.

Keywords: Adoption factors of social media, Competitive advantages, Resource base view, Social media utilization