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# Studying the Role of Individual and Organizational Factors on the Use of Social Media in Sales

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**Abstract** Social media is defined as a group of web-based on-line applications that enable their users to create, export, import and share contents. Considering the main benefits and challenges of social media and the role of salespeople in expanding everyday use of social media, the increasing importance of social media on sales has made the researchers to conduct studies concerning the extent of tools employed by social media to reinforce the performance and promote the customer relationship. The purpose of the present study is to evaluate the simultaneous effect of individual and situational factors of application of social media on sales promotion. The individual factors include the sales managers' competency and commitment to social media, while by situational factors we mean organizational competency and commitment of the suppliers and the customer involvement on social media. Concerning the purpose of the study, the present research is applied and concerning the extent to which the variables are controlled in descriptive-correlational. The required data has been collected via a review of literature among the scientifically valid sources and related documents and the questionnaires which later were rated by using Likert scale. The research statistical sample includes Sales Experts of active corporations in Guilan province food industry or the agencies of such corporations that employ social media for sales purposes. The sample was available non-randomly. The number of sample was 260 which meet the minimum number required in researches with limited populations. The present research suggests nine hypotheses. To test the hypotheses the multiple regression analysis was conducted through SPSS software. The results of testing H3 indicates that organizational competency in social media is the most important predictor of social media application for sales purposes. The results of testing H1 showed that the second important predictor and related variable is the individual competency and talent in social media and the next one is

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**the customer involvement in social media which was confirmed by H5. The results of H2 and H4 showed that two factors of individual and organizational commitment to social media are not good predictors of sales on social media.**

**Keywords : Key words: social media, social media application on sales, individual factors, organizational factors, customer involvement, multiple regression analysis**

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