THE İMPACT OF SOCİAL MEDİA MARKETİNG, E-WOM, BLOGGER REPUTATİON ON CONSUMER BEHAVİOR AND İTS İMPACT ON SMALL, MEDİUM AND LARGE ORGANİZATİON MANAGEMENT

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ABSTRACT

The aim of this study is to determine the role of social media marketing on consumer behavior and it's impact on small, medium and large organizations and their management. İt is to be considered that with the passage of time social media playing an important role in the term of online business. Many small size business started marjeting their business for their business. Basically in the past online shopping was considered risky, but with the passage of time many youngster has started online shopping with the new era of technology. Social media marketing has accpeted the cheapest and feasible way of business. Many online business started and yet many are pending to be open. Consumer Behavior also showing a positive way toward online shopping and in this regard E-WOM and Bloggers also paying attraction for the client. Management of the organization also paying postive impact toward the employee satisfaction, retention and job satisfaction. This research show how social media marketing paying an positive impact on the consumer and how Small, Medium and Large organization attracting customer with proper and immediate effectiveness.

Keywords: Bloggers Reputation, Consumer Behavior, E-WOM, Social Media Marketing. Organization Management, social media marketing activities.

I.   INTRODUCTION

Social Media changing the world platform day by day due to easy acces of human being. Many companies spend millions of dollars for the brand image but effective management keep on tract in the main stream of Business Empire. Marketing issues and enactment of marketing policies and their decision are merely not for the large organization but it's also for the small and merging organization for meeting marketing achievement. Social media is one of the imperative, influencing and persuading platforms for the small, medium and for large organization management. Social media diverting people from traditional method to online purchasing with informative items knowledge. Social media is becoming additional suitable or appropriate way for marketing brands around the world. Despite the rising importance of social media promotion in numerous fields and therefore the sizable amount of studies on social media marketing activities, most studies have primarily targeted on the consequence of Social media marketing activities on clients satisfaction or activity intention **(Sano, 2015).** For high volume or brands loyalty does not matter for the customer because they are already familiar with the brands quality and availability. For merging or rising organization the must need to create positive impact on consumer because consumer behavior is the overall evaluation of social, economic and psychological factors that effect in the markets.

RESEARCH PURPOSE

- To understand and evaluate the relationship between social media marketing and consumer behavior
- To ascertain and evaluate the relationship between E-WOM and consumer choice
- For better understanding the moderating role of bloggers reputation with social media linkage with consumer choice/decision
- How effective organization management create impact on consumer decision by SM advertising

HYPOTHESIS STATEMENT

1. What will be the impact of Social Media Marketing on Consumer's behavior/Choice
2. What is the significant impact of E-WOM on Consumer Choice
3. How Bloggers Reputation impact on Social Media Marketing

THEORETICAL FRAMEWORK

Marketing is the knowledge of foundation of business discipline. However somehow people are cleared with the agreement of marketing business. Marketing is business venture and managerial method of conducting

business. Many scholars, entrepreneur, SME and large organization agree old tenets had loosed the ground of mass marketing and become inappropriate and less effective in digital era (**Brady and Davis, 1993; Sheth and Sisodia; 1995; Chaffey et. al., 2000; Coviello and Brodie, 2001; Constantinides, 2006;).** In digital era SMMAs become more sophisticated and standardization and productive way of approaching to customer needs

1. DEFINING CONSUMER BEHAVIOR

Consumer may be defined as a person who engaged in consumption process. Consumer are those person who buy for individual or for whole family collective needs. So consumer behavior means how a single person spend their limited resources e.g time, money, effort on using different goods or services. İts all depend on what they buy, when the buy, from where buy, why they buy and what will be the use, **Leon G.Schiffman and Leslie lazar Kanuk 2002** defined consumer behavior " The behavior that show how consumer search, evaluate and disposing of products in searching of good or services which will satisfy their needs.

2. E-WOM

To many platform to which electronic word of mouth (E-WOM) communication is also posted influence on consumer judgmental behavior. Verbal WOM is a face to face conversation between two parties privately while e-WOM is electronic conversation between many social media users. According to **Gilly, Graham and Yale (1998)** the less use of products information differentiation will increase the risk of buying. Research has shown that e-WOM has played significant role to educate customer about the quality of products or services **(Chevalier and Mayzlin, 2006).** Besides, this information is very useful for the consumer to minimize their risk when buying. Significantly it's also change the behavior of the purchaser.

The utilization of E-WOM was generally by the shopper on online adverse stages. The numerous researches have been developed for the shopper dynamic way, especially for crowded area. By the clients multiple elements will impact on e-WOM among the variables, credibility is of important significance. Changes are required in purchasing of new pattern and feasible phony data in constant update and variables that impact the e-WOM credibility and e-WOM appropriation on Trip advisor and other social travel industry stages. In the latest researched we examined the 5 factors that effect on e-WOM

1) Volume of e-WOM
2) Source Validity
3) Rate
4) Buyer Involvement
5) E-WOM validity

3. Blogger's reputation

Blogging is one of the medium which directly or indirectly manipulate the buying behavior of the people globally **(Schroeder, 2014).** Consumers are technologically are informed and enable to make any kind of purchasing behavior **(Cina, 1989).** Due to internet; information technology has enable user to manipulate and informed other, Information delivery has significantly changed by the mean of time. Due to IT infrastructure consumer are trusting on bloggers more than sales person. Infect consumer are updating them self through repudiated bloggers opinion, because they are very well acknowledge about the certain products.

Blogger's give opinion as associate consumer give their review about the certain product so that consumer to evaluate products or services before they make any purchase **(Al-Haidari, 2016). Web 2.0** is one of the tools which is used by consumer for the feedback, review and for the purchase across different platforms, including online purchasing platforms, webpages, personal belong and individual website. Whenever buyer share experienced-based opinion about the products or services, other can access input through the given feedback before making any purchase **(Elmorshidy et al., 2015).**
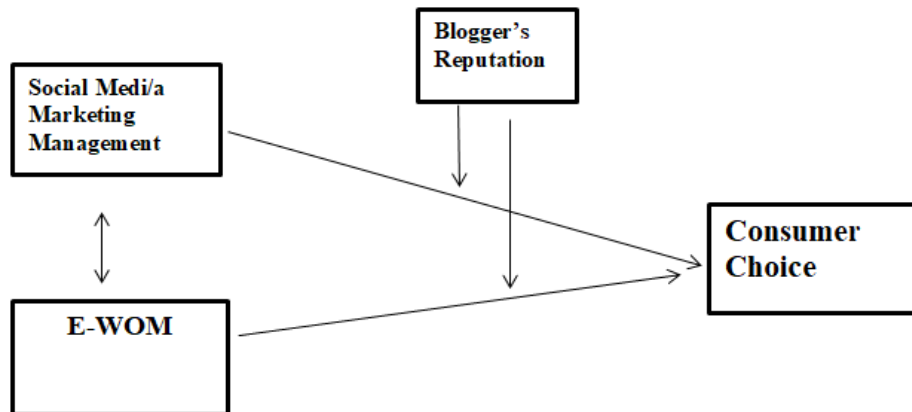
Figure 1: Model of Bloggers reputation's and E-WOM on consumer choice on
social media marketing

In the recent years, life events also become the part of blogging by sharing thoughts, creating ideas and making review. Personal experience such as traveling and food around the world also is the part of blogging, while impact of blogging increasing day by day. With the passage of time as technology taking part in social life such as blogger's recommendation creating a strong effect on marketing consumer **(Pavlou, 2003; Chau et al., 2007).** Consumer had to believe that blog opinion is trustworthy as compared to other media marketing (**Johnson and Kaye, 2009).**

4. CONSUMER CHOICE

Consumer choice may be defined as when customer can buy many things but he/she prefers one thing on other. Let suppose director want to buy luxury car he prefer Audi on BMW due to same feature with less expensive. Sometime it may be defined as selecting recognizing brand on other. We like what we tend to know. Studies of the mere publicity effect **(Bornstein, 1989)**, and many years of revel in of product producers and advertisers, affirm that our alternatives for merchandise and different items have a tendency to be associated with their familiarity, or to emblem awareness **(Hoyer & Brown, 1990).** There are many zone in which recognition knowledge is limited where liking depend on personal preference rather than interference. One recognized example is Consumer choice.

As we know too much organization is spending too much money on SMM and local marketing for attracting customer about their products or services. Even though some advertisement are informative because their primly purpose is awareness about the brand. For achieving the positive brand image and customer loyalty firms attempt to dominant brand name again and again. The primly purpose of this investigation is to recognized CC. Significantly it aims to see under certain environment whether customer rely on recognition choice strategy regarding information about the certain brand. For instance, choosing between two brand of cell phone Samsung and Huawei; participants may choose Samsung on Huawei due to well name and recognized brand name
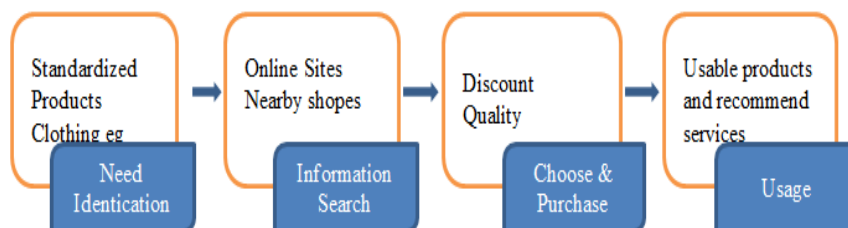

Figure 2: The conceptual Model of Need and usage of products

II.   FIGURES AND TABLES

Table 2.1: Respondents Profile

GENDER				
		Frequency	Percent	Valid Percent
VALID	male	102	63.75	63.75
	female	58	36.25	36.25
	Total	160	100	100
AGE				
		Frequency	Percent	Valid Percent
VALID	18-23	31	19.375	19.375
	24-29	82	51.25	51.25
	30-34	16	10	10
	35-39	24	15	15
	40 and above	7	4.375	4.375
	Total	160	100	100
QUALIFICATION				
		Frequency	Percent	Valid Percent
VALID	matric/o level	3	1.875	1.875
	Intermediate/A level	11	6.875	6.875
	bachelors	70	43.75	43.75
	master	68	42.5	42.5
	PHD	8	5	5
	Total	160	100	100
WORK				
		Frequency	Percent	Valid Percent
VALID	employed	121	75.625	75.625
	unemployed	39	24.375	24.375
	Total	160	100	100
EXPERIENCE				
		Frequency	Percent	Valid Percent
VALID	less than 3 years	69	43.125	43.125
	3 to 6 years	38	23.75	23.75
	6 to 9 years	25	15.625	15.625
	9 to 12 years	15	9.375	9.375
	12 years and above	13	8.125	8.125
	Total	160	100	100

Table 2.2: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SMM	160	1.00	5.00	3.1125	1.11020
SMM1	160	1.00	5.00	3.2187	1.00734
SMM2	160	1.00	5.00	2.6125	1.48784
SMM3	160	1.00	5.00	3.0687	1.11661
SMM4	160	1.00	5.00	3.0688	1.02866
PRICE	160	1.00	5.00	2.8813	1.18360
PRICE2	160	1.00	5.00	2.9500	1.26789
CONSUMER	160	1.00	5.00	3.0562	1.40192
PRICE3	160	1.00	5.00	3.2500	1.02178
SMM5	160	1.00	5.00	2.9625	1.28311
SMM6	160	1.00	5.00	2.9750	1.07546
SMM7	160	1.00	5.00	2.9125	1.28066
CONSUMER2	160	1.00	5.00	3.2250	1.08129
CONSUMER3	160	1.00	5.00	3.2687	.96948
CONSUMER4	160	1.00	5.00	3.2688	.94982
CONSUMER5	160	1.00	5.00	2.8375	1.33123
EWOM	160	2.00	10.00	6.5812	2.04192
SMM8	160	1.00	4.00	2.8125	1.32792
EWOM2	160	1.00	5.00	3.2438	1.21182
BLOG1	160	1.00	5.00	3.1312	1.11096
BLOG2	160	1.00	5.00	3.0500	.98925
BLOG3	160	1.00	5.00	3.3313	1.18546
CONSUMER6	160	1.00	5.00	3.1625	1.04543
CONSUMER7	160	1.00	5.00	2.8688	1.26452
CONSUMER8	160	1.00	5.00	3.1375	1.01862
SMM9	160	1.00	5.00	3.5938	.93363
SMM10	160	1.00	5.00	3.0688	1.08808
CONSUMER9	160	1.00	5.00	3.1312	1.13892
SMM11	160	1.00	5.00	3.0062	1.26141

In descriptive analysis we can see that the minimum value of the respondents is 1.00 and the maximum value is 5.00 by looking at the mean value from the table 2.2 we can see that mean of social media marketing reponse from the respondent maximum is 3.5938 and minimum is 2.6125 as well as price (maximum is 3.2500 and

minimum is 2.8813), Consumer satisfaction (max 3.2688 and mini 2.8375) which show that online buyer are satisfied with the SMM. So we can conclude that, to very extent there is a role of social media marketing on consumer behavior and it's also creating impact on small, medium and large organization management.

Table 2.3: Pearson Correlation

Correlations

		ELECTRIC	SMEDIA	BLOGGERS	CONSUMERCHOICE	PPRICE
ELECTRIC	Pearson Correlation	1	.310**	.236**	.285**	.263**
	Sig. (2-tailed)		.000	.003	.000	.001
	N	160	160	160	160	160
SMEDIA	Pearson Correlation	.310**	1	.226**	.509**	.419**
	Sig. (2-tailed)	.000		.004	.000	.000
	N	160	160	160	160	160
BLOGGERS	Pearson Correlation	.236**	.226**	1	.365**	.265**
	Sig. (2-tailed)	.003	.004		.000	.001
	N	160	160	160	160	160
CONSUMERCHOICE	Pearson Correlation	.285**	.509**	.365**	1	.398**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	160	160	160	160	160
PPRICE	Pearson Correlation	.263**	.419**	.265**	.398**	1
	Sig. (2-tailed)	.001	.000	.001	.000	
	N	160	160	160	160	160

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

N: 160

Pearson's Correlation Coefficient is a strategy for exploring the connection between two consistent factors. In the diagram we can see value of 1 which show that thease all variables are correlated with itself and then the off-diagonal here represent the correlation of the items with one another, for example in the box value 0.509 its says in SPSS that corelation is significant at the level 0.1 with two tailed. Result of analysis show that consumer choice (0.509) has the highest correlation with SMM and lowest is (0.226) with Bloggers

Table 2.4: Linear regression analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.498	2.276		3.294	.001
	SMEDIA	.319	.064	.366	4.999	.000
	BLOGGERS	.478	.148	.221	3.229	.002
	PPRICE	.341	.150	.166	2.270	.025
	ELECTRIC	.121	.110	.076	1.097	.274

a. Dependent Variable: CONSUMERCHOICE

The table 2.4. show the result of coefficient, as indicated that the beta value are 0.366, 0.221, 0.166 and 0.76 which means the change in independent variable i.e (SMM, Bloggers, Price and E-WOM) by these unit will bring the change in dependent variable like consumer. Furthermore, the beta value is positive , which indictes the

positive relationship betwenn DV and IV. Result also declare that if IV increase by one unit then DV also increase by one unit.

III. RECOMMEND MODEL

Consumer's choice= 0.366 (SMM) + 0.076 (EWOM) + 0.221 (Blogger's Reputation)+0.166 (Price)

The above equation implies that:

- 1 unit increase in social medial marketing will increase the consumer choice by 0.366 units.
- 1 unit increase in EWOM will increase the consumer choice by 0.076 units.
- 1 unit increase in blogger's reputation will increase the consumer's choice by 0.221 units.
- 1 unit increase in price will increase the consumer's choice by 0.166 units.

While Small, Medium and large organization has no significant mediating effect on consumer's choice through social media marketing

IV. CONCLUSION

This research survey was concluded in the 2nd largest city of Lahore Pakistan. Its 2nd highly densced populated area of Pakistan likewise other city. People of this city are well educated and due to modern technology the tendency of online shopping is getting increase day by day. In the past people were afraid of buying anything online due to scam but now many online business started new facility of pay at home. So alot of people now are not afraid of any scam so they do shop online without any fear. Total respondent who participate in this survey were 160, data was collected from the google questionnaire towards the fashion industry. Likewise women youngster man show positive atitude in this regard. The role of social media marketing on consumer behavior was examined with the mediating role of organization managment. In order to investigate role of social media marketing on consumer behavior, SMM, E-WOM, Price and Bloggers reputation were taken as a independent variable and consumer choice and its behavior taken as a dependent variable. The beneficial purpose of the survey is to make awareness about the online shopping of fashion industry to its customer and address the problems of consumer regarding consumer decision or any facig problem regarding shopping.

In the research/survey the role of social media marketing on consumer behavior and its impact on small, medium and large organization management were investigated. Since the Hypothesis 1, 3 and 4 are accepted and hypothesis 2 is rejected, so we can conclude that there is a significant and positive impact of social media marketing on consumer behavior with positive impact of Bloggers and price of the products. But due to rejection of hypothesis 2 we also can conclude that there is insignificant role of E-WOM on social media marketing and consumer.

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