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EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON WORD OF MOUTH ADVERTISEMENT AND CUSTOMER COMMITMENT THROUGH BRAND AWARENESS AND BRAND IMAGE

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Abstract. The aim of this study is investigation of the Effect of social media marketing activities on word of mouth and customer commitment through brand awareness and brand image. Current research is descriptive and regarding to goal it is applied one. Regarding data collection it is counted a survey study. Tool of data collection in this research is questionnaire that includes 23 questions for assessing the whole variables of research. For assessing variables, likert 5 item spectrums are used. Validity of questionnaire was considered and approved by viewpoint of professors and experts and its reliability was approved by using cronbach alpha. Statistical society of research is all customers of luxury brand of clothes in Rasht. Sampling in current research was chosen through non-probable available method. For analyzing data, partial least square method and SMART PLS 2 software was used. Result showed that social media marketing activities have a significant effect on brand image and brand awareness. Also brand awareness and brand image have a significant effect on both word of mouth and customer commitment.

Keywords: Social media marketing activities, E-word of mouth, Customer commitment, Brand awareness, Brand image.

Introduction. Nowadays in the world millions of people have relation with each other and social media have neglected traditional methods of searching information and shopping cases and so new economic and social conditions are forming. Using social media has been easier every day and its importance becomes more and this action caused many companies for their foreign advertisement, marketing and their customer management and also as an internal network benefits it for relationship between staff (Seo & park, 2018). Marketing based on media has attraction much attention and this action is due to rate of reminding advertisement at social media is 55 percent more than common advertisement and social media was more than 90 percent affecting shopping (marketing cloud.com, 2013). By increasing importance of marketing of social media about different fields and number of studies about marketing activities of social media most studies have been concentrated on effect of marketing activities of social media on customer satisfaction and their behavioral tendencies. Brand especial value has been one center of concentration in recent studies at marketing activities of social media. However few studies at assessing effect of marketing activities of media among customers have considered role of brand especial value (Bruno et al, 2016). Social media as applied

software is defined as the factor or media that facilitates interaction, common activities and sharing content (Seo & park, 2018).

University and experience studies about social media field were implemented since 2004 that this idiom was invented by Chris chili, manager and founder of research group of Gabdor. Social media plays its role when marketing activities of a company intend to make relation with as customer and provides proper opportunities for companies for access of all customers(Kelly et al, 2010). By generalizing social media at societies, researchers are going to find an answer to these questions because people use social media and how long is time spent for social media and how much is times of using social media at a distinct time period(Bolton et al, 2013). Based on rule 1-9-90 at social media 90 percent of users of social media are people who observe only presented posts, 9% of users present their viewpoints for sent posts and only 1% of users' present new content. Therefore users of social media are defined based on scope including only observer to completely active (Rosen et al,2013).

Components of social media have been considered in different researches. Kim and Ku(2012) have known activities of marketing of social media as amusement, interaction, being stylish, customization and verbal capability and have applied them for luxurious brands(Kim & Ko,2012). Sano (2015) in his study used dimensions like interaction, being stylish, customization and perceived risk as four dimensions of marketing activities of social media for companies of insurance services(sano, 2015).Lee(2017) in his research, has divided activities of social media of companies into dimensions of communication, providing information, supporting daily life, promotion and sale and responses and social activities and have considered importance of social media for companies(Lee,2017). Regarding mentioned studies, in current research dimensions of social media including amusement, interaction, being stylish, customization and perceived risk have been considered. On the other hand behaviors of word of mouth advertisement are formed as result of a positive emotion as commitment. Answer of consumer in current research is divided into two behavioral response and emotional response and we consider effect of activities of marketing of social media on electronic word of mouth advertisement as behavioral answer and commitment as emotional response (Barreto, 2014). Electronic word of mouth advertisement is the duration that has been considered as a tool affecting marketing,because consumers or customers before buying goods or services, search information of previous users and study them for decreasing anxiety. Electronic word of mouth advertisement is exchanging assessment of services and goods among online users and has much difference with usual word of mouth advertisement (King et al, 2014). Commitment is an internal psychological mood that is in relation with people or external things and is constant tendency for saving a relation. Morgan and Hant(2004) stated that customer commitment have formed especialdependency to brands, products and companies and form population that affect other customers. Committedcustomers have much importance for companies. Because they share values and resources with companies and help profitability of companies and tend to be a member of company to save their reciprocal relation with the company (Seo & park, 2018). Therefore regarding explanation of considering subject the main question of research is that does social media marketing activities affect brand equity or not?

Research theoretical framework

Main feature of social media is production and consumption of considering content without time and place limitations. This action shows that social media through active cooperation of consumers and customers has greater effect on the way of behavior and thinking of consumers in relation with brand to one-way method (Seo & park, 2018). In an study done about effect of social media activities for luxurious brands on brand especial value it was distinguished that social media has significant effect on brand especial value, communicative value and brand value(kim&ko, 2012). In another study it was shown that if customers are stimulated for using social media, it will have positive effect on cooperation of customers and brand especial value. This result was approved in research of Sung (2012) (Chae et al, 2015). Burno et al in their studies have studied marketing activities of social media for lugubrious brands and showed that these attempts have meaningful effect on brand awareness and brand image (Seo & park, 2018). Therefore the following hypothesis is identified in this field:

H1: Social media marketing activities have a significant effect on brand awareness.

H2: Social media marketing activities have a significant effect on brand image.

Marketing activities of social media lets companies to make relation with customers rapidly. In the view of company activity at social media will have more positive effect than activity at traditional advertisement. Interaction with existing potential customers enables companies to create positive mental image. On the other hand marketing of social media can strengthen marketing through word-of mouth advertisement and attracting new customers and it means social media is powerful tool for communication. Seo & Kim (2003) in his research have shown meaningful effect of brand especial value on word of mouth advertisement. Another study considered effect of brand especial value on customer behavior and suggested that brand especial value strengthens positive word of mouth advertisement through brand behavior (Park, 2013). Commitment is one main member in relation between companies and consumers and consumers tend to avoid invaluable relations (Moorman et al, 1992). Consumers as form their relation with other people in daily life, create personal relation with considering brands. Committed customers make their relation with brands that have awareness about them, buy them, used them and totally have experience about them. Commitment is an exchange between consumer and a brand as two equal existence. Kim et al(2008) showed that brand especial value can be formed by customer satisfaction, reliance and commitment and has positive effect on formation of mental image. Jing zhang et al (2015) have studies brand community and found that brand especial value has meaningful effect on commitment and creating value. Therefore in this area we can identify the following hypothesis:

H3: Brand awareness has a significant effect on electronic word of mouth.

- H4:** Brand image has a significant effect on electronic word of mouth.
- H5:** Brand awareness has a significant effect on customer commitment.
- H6:** Brand image has a significant effect on customer commitment.

Research model is taken from study of Seo and park(2018). As it has been shown in fig 1 component of marketing of social media are: amusement, interaction, being stylish, customization and perceived risk that have been considered as independent variable. Electronic word of mouth advertisement and commitment were as dimension of customer answer and are considered as dependent variables of research and brand especial value is considered as mediating variable.

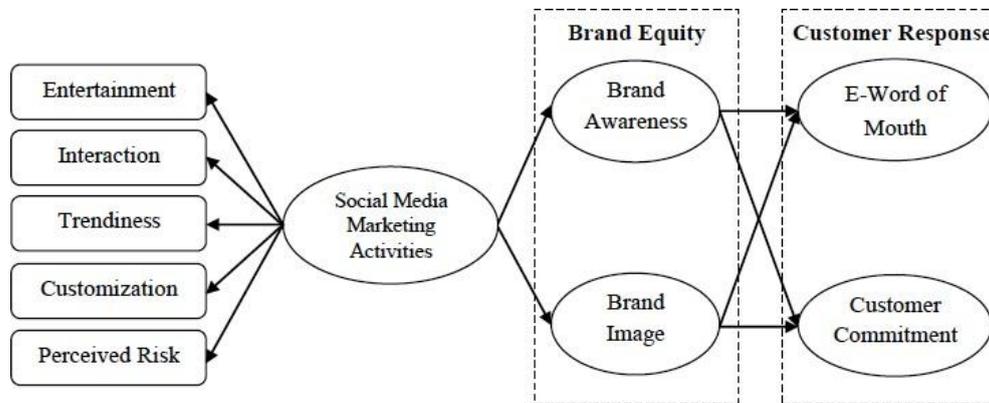


Figure 1: Research model

Methodology. Current research is descriptive-correlation. Statistical society of research is all customers of luxurious brand of clothing in Rasht city. Level of analysis of current research is personal. Sampling in current research was chosen through available improbable method. Variance of society was calculated by using 30 questionnaires through implementing introductory design. by using Cochran sampling formula minimum volume of sample was estimated 395 ones. Since it was probable some questioners wouldn't be returned 402 questionnaires were distributed among statistical samples that 402 ones were applied finally. Research questionnaire has been set into two sections that the first section included general information related to respondent and second section that in the direction of testing hypothesis includes 23 questions was divided into 5 sections and each section assess one variable of research. For assessing marketing variable of social media 11 items and 5 dimensions including amusement, interaction, being stylish, customization and perceived risk in the form of 5 item likert spectrum, for assessing brand especial value two dimensions od brand and brand image and 6 item in the form of 5 item likert spectrum is used. Regarding amount of cronbach alpha related to each variable that is more than 0.7. Therefore all variables separately and totally have proper reliability. Data analysis is done in two descriptive and inferential statistics. For considering hypothesis of research and analyzing structural relation between variables confirming factor analysis and structural equation modeling method by using SPSS software and Smart PLS 2 have been used for data analysis.

Table 1: Reliability of Questioner

Variable	Dimensions	N. of variables	Alpha
Social media marketing activities	Entertainment	2	0.711
	Interaction	3	0.731
	Trendiness	2	0.802
	Customization	2	0.722
	Perceived Risk	2	0.709
Brand Equity	Brand Awareness	3	0.825
	Brand Image	3	0.840
Customer Response	E-Word of Mouth	3	0.736
	Customer Commitment	3	0.768
Total		23	0.882

Findings. Result of consideration of items of questionnaire through partial least square method showed that all factor load between observing variable and hidden variable of research was meaningful and amount higher than 0.5 was obtained. Also calculating combined reliability and internal reliability showed that all variables obtained amount higher than 0.7 and have acceptable reliability. Another index showed approving measurement model of current research. Variance mean of variables shows amount higher than 0.5 for all variables and is approved. Result of this consideration has been shown in table 2.

Table 2: Reliability value for Research variables

Criterion	Composite Reliability	Average Variance Extracted	Determinant Coefficient	Cronbach Alpha
Abbreviation	CR	AVE	R Square	A
Social media marketing activities	0.875547	0.646931		0.898045
Brand Awareness	0.868244	0.712983	0.546557	0.742529
Brand Image	0.834378	0.643572	0.687333	0.759025
E-Word of Mouth	0.882578	0.688841	0.647179	0.794514
Customer Commitment	0.744936	0.587325	0.610197	0.726828

Value for Goodness of fit for this model is as follow:

$$= \sqrt{0.6752 * 0.6228} = 0.6485$$

Regarding that these three amounts, amount 0.1, 0.25, 0.36 have been introduced as weak, moderate and strong amounts. Achieving amount 0.65 denotes fitting of model. In the following result of considering hypothesis has been shown in the form of table 3.

Table 3: Direct path between variables

	Social media marketing activities	Brand Awareness	Brand Image	E-Word of Mouth	Customer Commitment
Social media marketing activities	-	0.431252	0.398813	-	-
Brand Awareness	-	-	-	0.688131	0.332456
Brand Image	-	-	-	0.466649	0.533119
E-Word of Mouth	-	-	-	-	-
Customer Commitment	-	-	-	-	-

Conclusion and suggestion. Result of testing first hypothesis showed that amount of standard direction coefficient between social media marketing activity and brand awareness was 0.431 that shows effect of social media marketing activities on brand awareness. As it is observed amount of t statistic is 4.247 that this amount beside big border amount of 1.96, is bigger than border amount of 2.58. Therefore we can accept with 99 percent certainty that social media marketing activity has a significant effect on brand awareness.

Result of testing second hypothesis showed that amount of standard direction coefficient between social media marketing activity and brand image was 0.398 that shows effect of social media marketing activities on brand image. As it is observed amount of t statistic is 3.766 that this amount beside big border amount of 1.96, is bigger than border amount of 2.58. Therefore we can accept with 99 percent certainty that social media marketing activity has a significant effect on brand image.

Result of testing third hypothesis showed that amount of standard direction coefficient between brand awareness and E-word of mouth was 0.688 that shows effect of brand awareness on E-word of mouth. As it is observed amount of t statistic is 6.811 that this amount beside big border amount of 1.96, is bigger than border amount of 2.58. Therefore we can accept with 99 percent certainty that brand awareness has a significant effect on E-word of mouth.

Result of testing fourth hypothesis showed that amount of standard direction coefficient between brand image and E-word of mouth was 0.466 that shows effect of brand image on E-word of mouth. As it is observed amount of t statistic is 4.882 that this amount beside big border amount of 1.96, is bigger than border amount of 2.58. Therefore we can accept with 99 percent certainty that brand image has a significant effect on E-word of mouth.

Result of testing fifth hypothesis showed that amount of standard direction coefficient between brand awareness and customer commitment was 0.332 that shows effect of brand awareness on customer commitment. As it is observed amount of t statistic is 3.171 that this amount beside big border amount of 1.96, is bigger than border amount of 2.58. Therefore we can accept with 99 percent certainty that brand awareness has a significant effect on customer commitment. Result of testing sixth hypothesis showed that amount of standard direction coefficient between brand image and customer commitment was 0.533 that shows effect of brand image on customer commitment. As it is observed amount of t statistic is 5.856 that this amount beside big border amount of 1.96, is bigger than border amount of 2.58. Therefore we can accept with 99 percent certainty that brand image has a significant effect on customer commitment.

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THE EFFECT OF NEW LEADERSHIP STYLES ON BEHAVIOR BASED ON ROLE AND BEYOND THE ROLE OF STAFF OF SOCIAL SECURITY ORGANIZATION IN GUILAN PROVINCE

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Abstract. Organizational citizenship behavior is one variable that has been paid attention by researchers of organizational behavior in recent years. Therefore the main goal of research is effect of new leadership styles on behavior based on role and beyond the role of staff of social security organization in Guilan province. This research based on goal is applied and based on data collection it is descriptive research. Statistical society of research is staff of social security organization in Guilan province. Regarding limited society, for determining sample volume in each region kregsi and Morgan table have been used. Therefore sample volume was 174 people and sampling was done through simple random sampling. Method of data collection in this research was field study and tool of data collection is questionnaire. In this research for measuring validity content validity and for measuring reliability cronbach alpha coefficient has been used that its amount for all variables of model was higher than 0.7. All analysis of collected data has been done through PLS software. For considering hypothesis of research structural equation modeling with partial least square method was used. Result of hypothesis of research denotes positive and meaningful effect of genuine leadership, interactive leadership and servant leadership on behavior based on role and beyond role.

Keywords: Organizational Citizenship Behavior, New Leadership Styles, Social Security, Guilan Province.