


“Employing social media websites and its role in determining the targeted audience for marketing within cloth manufacturing sector in Jordan”

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Employing social media websites and its role in determining the targeted audience for marketing within cloth manufacturing sector in Jordan

Abstract

Technology and internet is taking a huge chunk of our lives. Nowadays almost every activity we do can be done through the internet. Organizations are running their business through the means of technology and internet, many successful organization are running their business and managing their marketing plans through the social media website. The current research study seeks to examine the role of employing social media in marketing to reach the targeted audience within cloth manufacturing sector in Jordan. Through employing a questionnaire and distributing it on (444) consumers from different markets, malls and commercial complexes; the results of the study indicated that trust and content are the most influential factors which enable the organization to reach its target audience. However, the study recommends to carry out a research on how an organization can increase the equity of its brand through social media.

Keywords: media, target audience, potential customer, customer attraction bank.

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Introduction

The technological developments which managed to take place worldwide have managed to change the way we address and look at the environment that we are living in. Everything nowadays is controlled and dominated by the internet. Every sector that enables us to operate is now based on the smart world of the virtual reality and it drives us deeper and deeper into the internet world which managed to create a fifth dimension that we can sense and feel at some point.

It can be seen recently that almost every aspect of life is dominated by the internet. Classes and lectures are being streamed online, study groups are formed and gathered through the means of social websites, people are registering their kids at schools through the internet and surgeries are being monitored and done through the online pathways. In the business sector, internet is playing a huge role nowadays in easing and making the managerial work sound easier and cost effective. Marketing and promotions are also being done through the internet based on its cheap cost and ability to reach different places at the same time regardless of the geographical place (Amedie, 2015).

1. Problem statement

Information is control. We as a whole perceive this colloquialism yet few comprehend the enabling social media websites have played. Through web-based social media, anybody online is enabled by an unlimited stream of data to add as far as anyone is concerned. In this day and age, it is irrefutable that social media assumes an imperative part in affecting our way of life, our economy and our general perspective of the world. Social media is another gathering that conveys individuals to trade thought, associate with, identify with, what's more, assemble for a reason, look for exhortation, and offer direction.

Social media has evacuated correspondence boundaries and made decentralized correspondence channel and open the entryway for all to have a voice and take an interest in a just manner incorporating individuals in oppressive nations. Social media has given the humanity unconstrained, formal, casual, academic and un-scholarly compositions to prosper. It empowers normal intrigue based gatherings, for example, understudies to work in synergistic gathering ventures outside of their class. It cultivates imagination and joint effort with an extensive variety of reporters on various issues, for example, training, economy, governmental issues, race, well-being, and communication.

In the marketing scheme, social media started to appear more vividly through the beginnings of the current decade. The marketing sector began to get use of social media due to its ability to reach people

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everywhere not to mention that social media among individual is psychologically accepted given that it reaches them in the comfort of their own homes.

In a report about the use of social media in marketing by Stelzner (2016) it was found out that almost 60% of marketers use the video tools that are enabled through social media for marketing purposes, while the live video streaming is considered to be a hot tool. On the other hand, Facebook and YouTube are considered to be the strongest websites for marketing where 63% of marketers use those two websites.

The new trend of Snap Chat is attracting the attention of marketers; 5% of them are using Snap Chat for marketing while 16% of them are planning to do so. As for Facebook, almost 86% of marketers use the Facebook ads regularly while 18% of marketers use twitter. According to Stelzner (2016) it was read that almost 92% of the marketing plans that are being done online and through the social media rendered to be successful and managed to draw the individuals' attention towards a certain product or service.

On the same track, Pradiptarini (2011) noted to the fact that social media is considered to be an effective tool in the marketing field; it has the ability to reach the targeted audience with the least cost possible not to mention its benefits in terms of reaching interested individuals regardless of their geographical areas and at the same time help in building potential customers.

2. Aims and objectives

Based on the above argument, the current research study seeks to examine the influence of employing social media in marketing plans and strategies to increase the ability to reach the targeted customers within the cloth manufacturing sector in Jordan. The followed objectives on the current study are to:

- ◆ Establish an understanding of how social media is employed and operated within the marketing process.

- ◆ Define the most influential milestones that marketers do within the marketing strategies on social media.
- ◆ Improve the understanding of the role of social media in marketing.
- ◆ Highlight the role of social media marketing within the cloth manufacturing sector.
- ◆ Investigate the concepts of trust, involvement, content, quality, and integration within other marketing platforms within social media marketing.

3. Questions and hypotheses

The main question of the current study is “How can social media determine the targeted audience within the cloth manufacturing sector?”

From that question the following set of hypotheses appear:

3.1. Main hypothesis. Social media marketing is influential in reaching the targeted audience within the cloth manufacturing sector in Jordan.

3.2. Sub-Hypotheses.

H₁: Social media is significant in building trust between customers and the marketer.

H₂: Social media is significant in involving customers within the marketing process

H₃: Social media is significant in reaching the targeted audience if the content of the marketing plans was vivid and direct

H₄: Social media is significant if the quality of the marketing approach was able to address individuals' minds

H₅: Social media is significant if the marketing plan was able to integrate itself within other marketing platforms

3.3. Model of the Study. The Researchers summarize the research problem and hypothesis in a model to test the impact of independent variables on the dependent variable, as shown in the following model:

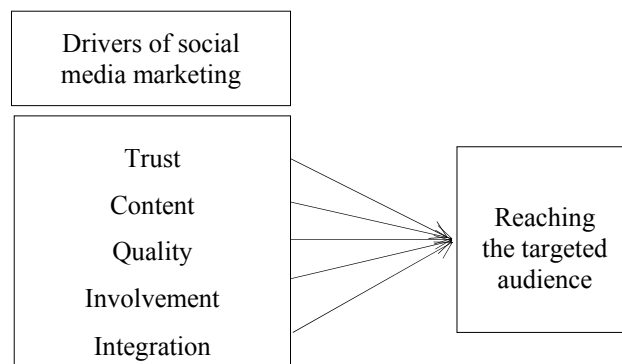


Fig.1. Model of the study

4. Literature review

Presently, electronic communication has quickly turned into a capable option promoting apparatus for some organizations which are utilized to advance and offer items all the more rapidly and productively. One of the qualities of the electronic communication media is that it permits practically anybody in production network to achieve client all the more specifically and at much lower fetched than utilizing other media. Web is effective electronic correspondence media. It gives maker with an immediate advertising elective. Undoubtedly, it permits to communicate E-Marketing messages to a possibly substantial gathering of people without exorbitant promoting costs and to stay in contact with the clients through emails, news, and letters.

4.1. E-Marketing. The main internet pages showed up in 1993 and that was the web's tipping point. This was web 1.0. Organizations, media and clients run to this new web and it developed more rapidly than had radio, TV or whatever other medium. This original of e-business was like a dash for unheard of wealth. New companies and entrenched business alike made web nearness and tested bounty. Many organizations immediately pulled in enormous deals and pieces of the overall industry, yet as it were a modest bunch conveyed anything to all that really matters. In mid-2000, one gauge recorded 21 firms with 12 months deals development in the vicinity of 100% and 500%, yet all had negative benefits. Between mid-2000 and 2002, however, more than 500 web firms closed down in the U.S. alone the so called dot.com bust. After the bust tidy had settled right around 60% of the open dot.com organizations enduring hard time were gainful by the final quarter of 2003.

Early advertisers who got a handle on what web advancements could do were better ready to coordinate data innovation into advertising hones contrast these practices with those of the phone. The phone is a interceding innovation, has worldwide reach and has organized externality. In differentiate; the web has properties that make openings past those conceivable with phone, TV, postal mail or other correspondence media. It is those distinctions that energized early advertisers and had them thinking about how to best benefit from them. These web properties not just take into account more viable and productive showcasing methodology and strategic execution however really changed the method for showcasing is led.

4.2. Social media marketing. Social media marketing begun around ten years ago, it started with LinkedIn, which was propelled in 2003, taken

after by both MySpace and Facebook in 2004, YouTube in 2005, and Twitter in 2006. In less than 10 years, its populace has developed quickly, and it has achieved billions of individuals around the world. Facebook has more than 500 million clients around the world; Twitter has roughly 175 million clients; LinkedIn has more than 90 million clients; and MySpace has 57 million users. The ubiquity of online networking destinations has additionally spread to organizations and firms as a feature of their systems. An examination by open connection firm demonstrated that 86% of 100 biggest organizations on the Fortune 500 rundown use at slightest one of the online networking destinations, for example, Facebook, Twitter, YouTube or sites, and 28% of them utilize every one of the four platforms (Tsitsi Chikandiwa, Contogiannis and Jembere, 2013).

Ismail (2017) noted to the fact that the investigation additionally demonstrates that 65% of these organizations utilize Twitter, which makes it as the most well-known online networking webpage among business firms. According Media Marketing Industry Report, 64% of advertisers' burn through five hours or more for every week via web-based networking media and 39% of them burn through ten hours or all the more week after week. These discoveries demonstrate that an ever increasing number of organizations are ending up noticeably effectively included in web-based social networking, which likewise demonstrates the rising of web-based social networking locales as the new showcasing/advancement stage that is otherwise called web-based social networking advertising. Various organizations have increased a few points of interest from online networking promoting. For instance, Dessert Exhibition has expanded visits by 20% every month after its Facebook fans hopped from 283 to 817. In expansion, a Facebook page with an arrangement of pictures has helped a wedding picture taker from Michigan, Aaron Deckrow, get new clients.

As indicated by Keegan and Rowley (2017) web-based social networking locales enable organizations to improve the client collaboration that has just been set up through conventional media (i.e. television promotions, print advertisements) to a more individual level. Moreover, online networking destinations have empowered organizations to manufacture nearer associations with their clients, and also to extend the market to the clients that they couldn't reach some time recently.

4.3. Social media-based marketing within production and manufacturing sector. Social media marketing is a business resource that can

enable the businesses to get found by and lock in with the intended interest groups on the web. Numerous organizations as of now comprehend this. Late research demonstrates huge development in the utilization of social media marketing among B2B advertisers, with 57% now utilizing social media marketing channels, up from only 15% out of 2007. The best web-based Social media marketing stages utilized by B2B advertisers are the expert systems administration webpage LinkedIn (81%), the miniaturized scale blogging administration Twitter (70%), the long range interpersonal communication site Facebook (60%) and the video sharing benefit YouTube (49%) (Khan, Dongping and Wahab, 2016).

As an advertising proficient working in the manufacturing sector, it should be known that there is a need to discover where social media marketing fits into the advertising procedure. The organization should ask whether the target audience of onlookers is utilizing online networking and in the event that it can be useful in the organization's marketing strategies (Olof Lagrosen and Grundén, 2014).

However, according to (Duffett, 2017) and (Hashem, 2016) some examples of social media marketing are:

- ◆ A blog about fascinating applications for the product offering or industry news, patterns and advances in a particular industry.
- ◆ An item master at the organization making a LinkedIn gathering and organizing with clients of those items.
- ◆ An organization Facebook page that educates fans about your organization's association in group undertakings or associations.
- ◆ A YouTube video that discloses how to utilize or repair an item, or offers to meet with a best official.
- ◆ A client just online dialog discussion where your clients can connect with each other and interior item supervisors.
- ◆ A Twitter account you use to send your devotees connect that will be of enthusiasm to them: articles, occasions, industry news and the sky is the limit from there.

4.4. Targeted audience. According to (Wall, 2007); the target audience is the first step that an organization should take into perspective while preparing the marketing plans and strategies. Wall (2007) defined the target audience as the group of individuals who may seem interested in a certain product or service that an organization offers. From another perspective, (Hartmann and Apaolaza-Ibañez, 2013) noted that the target audience is more like the external stakeholders of the organization, through the target audience that an

organization defines it would be able to reach its goals and objectives with less efforts and more profits.

Understanding the target audience is a key stride in empowering the association to characterize its value proposition(s) (Wu, 2007). However, Yazdanparast, Joseph and Muniz (2016) saw that when an organization has characterized its outer stakeholders inside the target interest group, the subsequent stage is to analyze the key elements of every partner gathering or gathering of people. Understanding target groups will presumably require the most inside and out investigation. For this intended interest group the organization should examine:

- ◆ The prevalence of the intended target group.
- ◆ The structure of the intended target group (this will regularly include attempting to fragment the gathering of people into various center gatherings
- ◆ The patterns related with the intended target group
- ◆ The requirements and attributes of the intended target group (this is crucial to enable the organization to build up a solid value position that locations the needs and requests of the intended interest group)

4.5. Tools and drivers of reaching target audience. Reaching the target audience is based on many factors and drivers that may fasten the process and help the organization to reach its set goals. However, the factors and drivers may differ based on the sector and the nature of the product/service that the organization is marketing to (Hashim, 2016).

As for the marketing strategies through social media, there appeared to be many drivers which may influence the process of reaching the target audience. What makes the idea of marketing through social media its sensitivity is the fact that it is based on a direct connection with the clients. This is considered to an extremely sensitive part of the social media marketing due to the open and direct space that is found between the customers and the organization in addition to the ability of the customers to be aware of the flaws and malfunctions that the organization may go through due to the openness of the social media platform and its high accessibility to others.

However, there are many drivers that may influence the process of reaching the target customers and these drivers and tools appeared to be different according to each and every scholar. According to Pradiptarini (2011) quality, content and trust are the most influential drivers in helping the organization to reach its target group of audience and customers. Hakim, Kuofie and Gholston (2015) noted that the involvement of the customer and the connection

between the social media marketing tools and the traditional marketing tools are the most influential factors that may increase the process of reaching the target audience. On the other hand, Milewicz and Saxby (2013) noted that flexibility, customer engagement, integration and cost efficiency are the main drivers of reaching the target audience through social media tools.

4.6. Social media and reaching target audience.

Social media is seen to be a very good tool to attract customers, build potential customers and reach the target customers. According to Burnet (2015) the idea of building a social media-based marketing strategies are considered to be a very strong approach to build a customer community that enables the organization to make more profit, increase the value of organization in the market and make a cost effective marketing approach.

5. Methods and methodology

The current research study was based on the positivist design as a methodological approach in which the quantitative approach was used as a research method. The tool of the study was the questionnaire which was distributed on a total of (500) individuals as a convenient sample of the study. The questionnaire consisted of two main sections; the first section took into perspective the demographic variables of the sample of the study while the second section was concerned with the variables of the study in order to measure the level of responsiveness of the sample.

As for the population of the study, the researcher has chosen the Jordanian customer to form the population of the study, the sample of the study was a convenient sample which consisted of (500) individuals. After the application process the sample became (444) considering the questionnaires which were properly filled for the statistical processing.

6. Results and discussion

6.1. Demographic variables

Table 1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	186	41.9	41.9	41.9
	Female	258	58.1	58.1	100.0
	Total	444	100.0	100.0	

Table 1 shows that the higher percentage of the sample which responded to the questionnaire of the study appeared to be women with a frequency of 258 and a percentage of 58.1%; while the percentage of males reached 41.9% and a frequency of 186 male respondent.

The current section presents the statistical processing of the data which were gathered through the application of the tool of the study. The section is divided into two parts. The first presents the demographic variables of the sample of the study while the second part presents the responses of the sample of the study regarding the paragraphs of the questionnaire.

Table 2. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-28	173	39.0	39.0	39.0
	29-39	154	34.7	34.7	73.6
	40-50	84	18.9	18.9	92.6
	+51	33	7.4	7.4	100.0
	Total	444	100.0	100.0	

Table 2 highlights the responses of the sample of the study concerning the variable of age. It appeared that the higher percentages of respondents were in the age range of 18-28 years with a percentage of 39% followed by the age range of 29-39 with a percentage of 34.7%.

Table 3. Educational level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	111	25.0	25.0	25.0
	BA	212	47.7	47.7	72.7
	Postgraduate studies	121	27.3	27.3	100.0
	Total	444	100.0	100.0	

As for table 3, it shows the percentage of the respondents regarding the educational level. It appeared that the highest percentage of respondents held the bachelor degree with a percentage 47.7% followed by individuals who held the post graduates studies with a percentage of 27.3% and the least rank was for individuals with high school with a percentage of 25%.

6.2. Questionnaire paragraphs

Table 4. Descriptive statistics

Paragraph	N	Minimum	Maximum	Mean	Std. deviation
Trust					
When the company posts pictures of its products on their page it makes me more eager to try it	444	1.00	5.00	3.1216	1.00274
I prefer going through the page of any company on Facebook before trying their products	444	2.00	4.00	3.3829	.68342
I don't purchase anything before I go through the reviews and comments online	444	2.00	4.00	3.0653	.77358
Companies that post the prices of its products online are confident companies	444	2.00	4.00	3.3716	.64392
I prefer real companies with online pages more than electronic stores that has a page but not a real location	444	2.00	5.00	3.3333	.60968
Involvement					
The reviews and comments on the ads of the product makes me take a faster decision	444	2.00	5.00	3.4707	.70249
I like to get involved with the description and price of any product that I intend to buy online	444	2.00	5.00	3.4482	.72959
Whenever I see an ad of a new product online I feel involved and more eager to try it	444	2.00	5.00	3.4775	.74938
I usually get use of the suggested pages online to know new products	444	2.00	5.00	3.6419	.75431
Content					
Pictures on the ads on the pages of the companies let me know if the ad concerns me or not	444	2.00	5.00	3.7230	.92973
The name of page usually gives a hint of who would be interested in the product	444	2.00	5.00	3.6419	.63042
I don't go through social media ads that don't contain pictures	444	2.00	5.00	3.5045	.78788
When a certain product attracts my attention I usually contact with the page directly	444	3.00	4.00	3.4212	.49430
If the ad didn't contain prices I lose interest in the product	444	2.00	5.00	3.6509	.76150
Quality					
I prefer pictures of regular people when it comes to clothes ads rather than models	444	2.00	5.00	3.3266	.63325
Ads of clothes with pictures are really important for the success of the ad	444	2.00	4.00	3.3491	.56395
I usually enjoy the pictures of baby clothes on the pages and I tend to buy the product	444	2.00	5.00	3.2995	.81071
The way the page is addressing the customers attracts me more than pictures	444	2.00	5.00	3.0923	.93733
It is important for the company to hire the right person to follow their social media pages	444	1.00	5.00	3.0766	1.05962
Integration within other marketing platforms					
I see that the ads on the social media pages are the same like the newspaper ads	444	2.00	4.00	3.2995	.64650
I enjoy social media ads even though they are the same as traditional ads	444	2.00	4.00	3.2027	.84426
I don't believe social media ads since they might be a scam	444	2.00	4.00	3.0225	.63703
I prefer companies which market for its product on more than one social platform	444	2.00	4.00	3.2095	.64364
Social media ads are more convenient than other marketing approaches	444	2.00	4.00	3.1802	.69436

Table 4 above shows the analysis of the respondents' answers in regard to the paragraphs of the questionnaire; the table indicates that there were positive attitudes toward the questions of the study as per each variable because their means are above the mean of the scale (4).

6.3. Reliability. A Cronbach Alpha test has been used to ascertain instrument reliability. The value has been = 0.937 for the questionnaire. All values are accepted since they are more than 0.60

6.4. Hypotheses testing. The following section presented the analysis of the study's hypotheses according to the responses of the questionnaire and the degree of the interaction between the sample of the study and the questionnaire paragraphs.

6.4.1. Main hypothesis. Social media marketing is influential in reaching the targeted audience within the cloth manufacturing sector in Jordan.

Table 5. One-sample statistics

	N	Mean	Std. deviation	Std. error mean
Total	444	3.3464	.48010	.02278

Table 6. One-sample test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean difference	95% confidence interval of the difference	
					Lower	Upper
Total	15.202	443	.000	.34638	.3016	.3912

One sample t test is used to test above hypothesis , it is found that t value = 15.202 is significant at 0.05 level, that means social media marketing is influential in reaching the targeted audience within the cloth manufacturing sector in Jordan.

7.4.2 Sub-Hypotheses

H₁: Social media is significant in building trust between customers and the marketer.

Table 7. One-sample statistics

	N	Mean	Std. deviation	Std. error mean
Trust	444	3.2550	.51052	.02423

Table 8. One-sample test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean difference	95% confidence interval of the difference	
					Lower	Upper
Trust	10.523	443	.000	.25495	.2073	.3026

One sample t test is used to test above hypothesis, it is found that t value = 10.523 is significant at 0.05 level, that means social media is significant in building trust between customers and the marketer.

H₂: Social media is significant in involving customers within the marketing process.

Table 9. One-sample statistics

	N	Mean	Std. deviation	Std. error mean
Involvement	444	3.5096	.62224	.02953

Table 10. One-sample test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean difference	95% confidence interval of the difference	
					Lower	Upper
Involvement	17.256	443	.000	.50957	.4515	.5676

One sample t test is used to test above hypothesis, it is found that t value = 17.256 is significant at 0.05 level, that means social media is significant in involving customers within the marketing process.

H₃: Social media is significant in reaching the targeted audience if the content of the marketing plans was vivid and direct.

Table 11. One-sample statistics

	N	Mean	Std. deviation	Std. error mean
Content	444	3.5883	.58487	.02776

Table 12. One-sample test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean difference	95% confidence interval of the difference	
					Lower	Upper
Content	21.194	443	.000	.58829	.5337	.6428

One sample t test is used to test above hypothesis, it is found that t value = 21.194 is significant at 0.05 level, that means Social media is significant in reaching the targeted audience if the content of the marketing plans was vivid and direct.

H₄: Social media is significant if the quality of the marketing approach was able to address individuals' minds.

Table 13. One-sample statistics

	N	Mean	Std. deviation	Std. Error mean
Quality	444	3.2288	.57383	.02723

Table 14. One-sample test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean difference	95% confidence interval of the difference	
					Lower	Upper
Quality	8.403	443	.000	.22883	.1753	.2824

One sample t test is used to test above hypothesis, it is found that t value = 8.403 is significant at 0.05 level, that means social media is significant if the quality of the marketing approach was able to address individuals' minds.

H₅: Social media is significant if the marketing plan was able to integrate itself within other marketing platforms.

Table 15. One-sample statistics

	N	Mean	Std. deviation	Std. error mean
Integration	444	3.1829	.48608	.02307

Table 16. One-sample test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean difference	95% confidence interval of the difference	
					Lower	Upper
Integration	7.928	443	.000	.18288	.1375	.2282

One sample t test is used to test above hypothesis, it is found that t value = 7.928 is significant at 0.05 level, that means Social media is significant if the marketing plan was able to integrate itself within other marketing platforms.

Discussion and conclusion

According to the analysis of the study and based on the testing of the hypotheses is appeared that social media marketing influential in reaching the targeted audience within the cloth manufacturing sector in Jordan. The results of the study confirmed that social media marketing tools and strategies have a big influence on the process of reaching the target audience. As for the variables of the study it appeared that among the chosen variables of the study including (trust, quality, quantity, involvement and integration); trust and content came up to be the most influential factors that play a huge role in reaching the target audience bearing in mind that the responses of the sample of the study were mostly interested in the level of trust that a certain company for its customers and the nature of the content that the company provides through its social media websites which also influential in determining the

chances of reaching the target audience. The results of the study matched what came along in Pradiptarini's study (2011) referring to the fact that the influence of social media in reaching the target audience is based on the idea paying extra attention to the quality and content of the ads that are being utilized through social media more than the quantity. The fact that the internet and the social media is an open world for people from all ages makes it really sensitive when it comes to advertising through those means. So, based on that organizations must take extra care of the content and the quality of the advertisements that are being published as they have the ability to attract people and push them towards benefit from the services and products that this organization is promoting for.

On the other hand, through analyzing the variables of the study, it appeared that trust and content are the most important variables that help the organization reach their target audience with the easiest tools. These tools included social media approaches which the whole world is depending on through the marketing process. On the other hand, (Dessart, Veloutsou and Morgan-Thomas, 2015) came up with the same results arguing that trust is one of the most influential factors when it comes to social media marketing and (Parsons and Schumacher, 2012) agreed on the same idea of the importance of trust and content and also (Keegan and Rowley, 2017) supported the fact that when an organization succeeds to establish a high level of trust among its customers it would be able to attract more customers and reach its target audience through the trust that it has built among its former clients.

In addition to that, the issue of trust was apparent in almost every study that examined the idea of social media marketing as one of the most important factors in making a certain marketing strategy succeed. According to Tatar and Eren-Erdogmus (2016) marketing through social media is considered to be a key issue in reaching the target audience, this objective will be easily attainable if the organization managed to build the needed trust infrastructure among its clients. On the same track, Hajli (2014) noted to the fact that, in order for social media marketing to be successful and able to reach the target audience it has to be combined with trust and good content in order for it to be able to reach the customers regardless of their geographical existence or orientation; the authors insisted on the fact that trust and good content are the basics of any social media advertising that an organization launches.

Calefato et al (2015) noted to the fact that gathering between trust and strong content in addition to the quality and involvement of the marketing strategies that are being held and launched through social media is the best way to reach the target audience, build a strong trust infrastructure and keep the current customer base. This can be done through the factors of trust and quality-based content which have the ability to build the strongest customer-supplier relationship.

Recommendation

Based on the literature sources information and the analysis of the current study the following recommendation were to be found.

Managerial recommendation

- ◆ Organizations which use social media for marketing should focus on the content of the advertising material through gathering between information, entertainment and commerce. The focus shouldn't be only to make a customer buy a certain item; it should also make them loyal to the organization.
- ◆ Start with building trust. Before attempting to promote a certain service/product to a certain group of audiences the organization should start with building trust among them. The trust can be attainable through highlighting the company profile, present the main information about the organization and make sure that the "contact us" part is active.
- ◆ An organization shouldn't depend only on internet and social media to market its products. There should be an approach that gathers between the electronic and traditional means of marketing so the audience can be around the product all the time.
- ◆ The personalization issue in the social media marketing is crucial. An organization should highlight its personality and existence through its social media marketing. There shouldn't be any type of imitating, there should be a sense of innovation in the marketing scheme.

Theoretical recommendations. As for the theoretical recommendations the author recommends the following:

- ◆ To examine the influence of customer-supplier relationship through social media on the brand equity.
- ◆ Also, a research should be carried out how the online marketing strategies can be personalized according to the organizational objectives, aims, mission and vision.

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