

THE EFFECT OF SOCIAL MEDIA ON IN-ORGANIZATION PERFORMANCE, COST REDUCTION, CUSTOMER RELATIONSHIP MANAGEMENT, AND ACCESSIBILITY TO INFORMATION

Somayeh Mohammadi,

*Department of Business Management, Firoozkooh Branch, Islamic Azad University, Firoozkooh, Iran,
so_3060@yahoo.com*

Fariz Taherikia,

** Assist. Prof, Department of Business Management, Firoozkooh Branch, Islamic Azad University, Firoozkooh, Iran*

** Corresponding Author: Email: fariztaherikia@yahoo.com*

Abstract. The present research aimed at investigating the impact of social media on organizational performance, cost reduction, customer relationship management, and accessibility to information in Kerman Motor Company. The research method was a descriptive survey. The statistical population of this research included all Kerman engine staff and managers. The sample size was determined by using Cochran's formula of 207 people and a randomized sampling method was available as well. The research data were collected by using library and field method and the tools used in the questionnaire. The reliability of the questionnaires was confirmed by Cronbach's alpha (0.891) and the validity of the tool was confirmed by content and structure. Data were analyzed using descriptive and inferential statistics using Lisrel software. The results of this research indicated that social media has a positive impact on customer relationship management, cost reduction, entrepreneurial activities, risk taking and innovative activities. Also, results indicated that social media has no significant effect on access to information.

Keywords: In-Organizational Performance, Cost Reduction, Customer Relationship Management, Accessibility to Information.

Introduction. with respect to the fact that a hard competition in global markets and the technology blast in recent years, enterprise entrepreneurship is considered a necessity for any company. Therefore, in order to succeed in the market and maintain the competitive advantage of the business, it is necessary to exploit new opportunities, develop new strategies or services and new markets (Tajedini, 2010). On the other hand, organizational literature shows that the improvement of organizational performance requires an organizational structure, information systems and management style that becomes a particular strategy of the firm. The role of enterprise entrepreneurship is important, in this chapter, from the expression of the problem, the importance and necessity of the conceptual and functional research of the research have been discussed, then the questions, hypotheses and research goals have been discussed. Finally, the conceptual and operational definition of the variables is the domain of research. Today, specific policies should be developed in organizations, and the policies of the organization should be well documented from email, SMS, weblogs, social media, and other forms of electronic communication. Unfortunately, such policies have not been developed and, if set forth, will not be well implemented. However, the major challenge faced by marketers in creating a powerful corporate brand is to identify the factors that make for audiences good experiences from services and other marketing programs through social networks in such a way that their minds, thoughts, feelings, conceptions, beliefs and attitudes of the brand will be created and as a result of these approaches, organizational performance will increase. Therefore, the key issue here is that the mere satisfaction of the audience in the competitive market today is not enough to continue to succeed. But in an era in which the emergence of social media, the intense competition between brands and the indifference of customers, brands in order to survive in the market should become a symbol of value and commitment in the eyes of customers. For this reason, today brand performance in automotive companies, including Kerman Motors, is a very important concept in marketing through social media and its recognition for marketers in this field is necessary.

On the other hand, neglecting the relationship between customers' accessibility to information and the lack of value perceived by customers leads to the loss of financial and human resources, including existing brands in the country, and the lack of accessibility to, or slowing down of, their organizational goals. Having a stable relationship with customers is one of the requirements for success for any organization. Roshanandal Arbatani (2016) has studied the effects of social networks on improving brand loyalty and customer relationship. Findings of the research indicate that there is a positive effect of websites on increasing customer trust and brand loyalty. Therefore, creating a community for the brand is a priority in marketing activities. Establishing and developing a close, strong and stable relationship with the customer will also be a priority of these programs, which can greatly help loyalty and improve the quality of the brand. Maleki et al. (2015) investigated the effect of the tendencies of using online social networks on brand performance by examining the mediating role of brand-specific brand value that showed a positive relationship between the desire to use online social networking with a brand-specific brand value. But there is not a meaningful relationship between the desire to use online social networks and brand performance in the market. There is also a positive relationship

between the brand-based brands and the brand's performance in the marketplace. Mousavi Qadimi (2014) investigated the impact of social media on brand loyalty. The results of the research show that social media has positive effects on customer and product relationships, customer and brand, customer and company, and finally customer and other customers, which have positive effects on brand confidence, and has a positive impact on loyalty to the brand. the author found that trust in the brand has a mediating role in transforming the effects of improved relationships in brand communities over brand loyalty.

Farhangi et al. (2014) In a research on the analysis of the impact of social media on customer attitudes towards the brand and the intention to buy from the company: a case study by Kerman Motors, Some findings indicate that the increase of traditional advertising of IranKhodro Company and social media leads to a positive attitude of customers towards the brand, but the impact of social media is more than traditional advertising. In addition, the brand's attitude leads to the purchase of company products. Hossein Abadi (2013) investigated the impact of social network based social media on brand trust and brand loyalty. The collective communication of brand-formed social networks has a positive impact on communicational factors (such as awareness of shared feelings, traditions, shared thoughts and commitment to the community), which also have a positive effect on these types of communicative factors on value-creating activities (such as networking activities, engagement activities in mass communication, feelings management activities, and brand engagement activities). Such a mass communication can strengthen brand loyalty through brand-related activities as well as management activities. Brand trust also has the role of an intermediary variable in the impact of value-creating activities on brand loyalty. Zalie et al. (2012) investigated the effect of social network on business performance: the moderating effect of role model and entrepreneurial motivation. The results of the research show that Danish entrepreneurs are more motivated by entrepreneurs than other entrepreneurs in the other two countries. Of the opportunity. The size of the social network in Croatia and Denmark is 6 and 2.9 in Iran. But the size of the private network of Iranian entrepreneurs is more than their other networks. In general, the results of structural equations show that business performance (exports, innovation and expected growth) is 74% directly influenced by the social network of entrepreneurs, and this effect is influenced by the role model (0.70%), and in particular the opportunity incentive (6%) is adjusted. Given the challenges, the impact of social media on in-company performance, cost reduction, customer relationship management, and access to information is the goal of the present study.

Methodology. The statistical society is all elements and individuals that have one or more common attributes on a given geographic scale (global or regional) (Hafeznia, 2011, p. 119). What is important at the beginning of the work is to determine the space and society in which the author wants to make the present studies upon it. The statistical population of this research contains all managers and employees of Kerman Motor Company. Based on the survey, the size of the population is 450. Based on the survey, the size of the population is 450. Therefore, using the finite society formula (Cochran), the statistical sample of 207 is determined:

$$n = \frac{NZ^2 \alpha P(1-P)}{\varepsilon^2(N-1) + \frac{NZ^2 \alpha^2}{2} P(1-P)}$$

$$n = \frac{450 \times (1/96)^2 \times 0/5 \times (1-0/5)}{(0/05)^2 \times (450-1) + (1/96)^2 \times 0/5 \times (1-0/5)} \cong 207$$

In this way, the sample size of the study contains 207 people. Questionnaires are distributed among these individuals. In this research, due to the homogeneity of the society, simple random sampling method will be used for research. Given that the current research is a field research and applied, it is used to collect information using two methods as follows:

1. Method of reviewing documents: In this research, theoretical foundations and research background are developed first by referring to library resources and the use of search engines in relevant Internet databases and identifying related documents and documents

2. Survey method: The main tool for collecting data in the survey stage is using the questionnaire.

In fact, the data needed for research was first collected using library resources and databases (secondary resources), and then using the questionnaire (primary sources), the data needed to be collected and stored. In order to collect information, a questionnaire containing the information needed to answer the research questions has been developed. A sample questionnaire is included in the appendix. Preparing the measurement tool is an important step in the research. Here it is important to observe the general principles of the design of the questionnaire. In the questionnaire, however, the variables should be considered separately. Specific and direct questions as well as background questions or attributes should be identified. In the designed questionnaire, since the questions were of distant scale, the Likert scale was used to determine the importance of each title of the variables. In this research, a questionnaire is used to collect data that is based on the standard questionnaire of Frazana et al. (2016). In this research, various types of validation methods for validity measurements, content validity and factor validity have been used. Content validity shows that the measured

elements are capable of measuring the desired concept. In order to measure content validity, experts and professor's theories were used. As a result of its structural flaws, the identification and corrections needed to satisfy the apparent validity were made. Factor validation has also been used for verifying factor analysis and fitness indicators, which is discussed in detail in Chapter IV.

In this study, the main instrument for measuring data is a questionnaire. The reliability of the questionnaire or its reliability was calculated using Cronbach's alpha method. To calculate the Cronbach's alpha coefficient, the variance of each subset of the questionnaire and the total variance should be calculated first. Then, using the following formula, the alpha coefficient is calculated.

$$r_a = \frac{j}{j-1} \left(1 - \frac{\sum S_j^2}{S^2} \right)$$

where in:

J = Number of questionnaires or tests

= S_j^2 = The variance of my sub-test

= S^2 = Total test variance

Usually, the range of the Cronbach's alpha confidence coefficient varies from 0.00 (instability) to 1.00 (full reliability). Whatever the result is closer to 1.00, the reliability of the questionnaire is greater. Usually for testing with research goals, it is sufficient to achieve a reliability of 0.6 to 0.8. (Acceptable value in most sources is 0.7). SPSS software was used to calculate Cronbach's alpha.

Discussion and Result. The results obtained from the structural equation coefficients are t (52.6) for this parameter (according to the 5% error rule in the zero-deflection region for off-interval values of -1.96 to 1.96). Each model parameter is outside the estimated interval. Therefore, it can be stated that the assumption of the researcher is confirmed with 95% confidence, therefore, the social media variable has a significant effect on the internal organization function and the hypothesis is confirmed. Therefore, the relationship between these two variables is linear and direct. In other words, with the development of social media, the performance of the organization is also increased. The results of this hypothesis are consistent with the civil and collaborative researches (2015) and Moosavi's old (2014). The results obtained from the structural equation coefficients are t (9.26) for this parameter (according to the 5% error rule in the zero-deflection area for off-range values -1.96 to 1.96. (Each model parameter is outside the estimated range). Therefore, it can be stated that the assumption of the researcher is confirmed with 95% confidence, therefore the social media variable has a significant effect on the cost reduction and the hypothesis is confirmed. Therefore, the relationship between these two variables is linear and direct. In other words, with the development of social media, cost savings also increase. The results of this hypothesis are consistent with the research by Zalie et al. (2012) and Reggae Ismail (2017). The results obtained from the structural equation coefficients, t equals to (9.91) for this parameter (according to the rule of 5% error in the domain of the hypothesis zero for extra-intervals of -1.96 to 1,96, each model parameter) is estimated outside the interval Is. Therefore, it can be stated that the assumption of the researcher is confirmed with 95% confidence, therefore the social media variable has a significant effect on customer relationship management and the above assumption is confirmed. Therefore, the relationship between these two variables are linear and direct. That is, with the development of social media, customer relationship management also increases. The results of this hypothesis are based on the researches of Hossein Abadi (2013), Zali et al. (2012) and Reggae Ismaeil (2017) is the same.

Result. With the development of social media, organizational performance also increases. Also, with the development of social media, cost savings also increases. With the development of social media, customer relationship management also increases.

References

1. Hosseinabadi, P. (2013), The study of the effect of social network based on social networks on brand trust and brand loyalty, master's thesis of Islamic Azad University, Tehran Central Branch - Faculty of Management.
2. Roshandel Arbatani, T. (2016), The Effect of Social Networks on Improving Loyalty and Brand Customer Relationship, Journal of Bazargan Management, Faculty of Management, University of Tehran, Volume 8, Number 3587 - Pages. 606.
3. Maleki, F., Shafiei Nikabadi, M. & Feyzdavood, M. (2015), The effect of tendencies of using online social networks on organizational performance by investigating the role of middleware of brand value based on customer, Volume 5, Issue 3, Autumn 2015, pp, 55-68.
4. Mosavi Qadimi, J. (2014), The Effect of Social Media on Brand Loyalty, Master's Thesis, Islamic Azad University, Central Tehran Branch - Faculty of Management and Accounting.

5. Rheingold , H. (1991). "A Slice Of Life In My Virtual Community", In L. M. Harasim (Ed.), Global Networks, Cambridge. MA: MIT Press, 57–.80
6. Rust, R. (2004). "Return On Marketing: Using Customer Equity To Focus Marketing Strategy,". Journal Of Marketing, 68, .27-109
7. Soderlund, M. (2006). Measuring Customer Loyalty With Multi-Item Scales: A Case For Caution"., International Journal Of Service Industry.
8. Wind, Y. (1982). Product Policy: Concepts, Methods And Strategies,. Addison Wesley, New York, NY.