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**Managing online social networks and influence purchase intention in
Republic of Kazakhstan**

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NORMATIVE REFERENCES

In this thesis the following normative references were used:

Law “On Education” of the Republic of Kazakhstan as of February 18, 2011, No.407-IV, Astana.

Program “Productivity – 2020” approved by the government regulation of the Republic of Kazakhstan No. 254 as of March 14, 2011, Astana.

Program for the Development of Information and Communications Technologies for 2010-2014 years approved by the government regulation of the Republic of Kazakhstan No. 983 as of September 29, 2010, Astana.

State Program “Informational Kazakhstan - 2020” approved by the President of the Republic of Kazakhstan No. 957 as of March 19, 2010, Astana.

State Program for Accelerated Industrial Innovative Development of the Republic of Kazakhstan for 2010-2014, approved by the Decree of the President of the Republic of Kazakhstan No. 958 as of March 19, 2010, Astana.

State Program for Accelerated Industrial Development of the Republic of Kazakhstan “Nurly Zhol” for 2015-2019, approved by the Decree of the President of the Republic of Kazakhstan No. 1030 as of April 6, 2015, Astana.

State Program for Development of Strategic Plan the Republic of Kazakhstan till 2020, approved by the Decree of the President of the Republic of Kazakhstan No. 922 as of February 1, 2010, Astana.

State Program for Industrial Innovative Development of the Republic of Kazakhstan, approved by the Decree of the President of the Republic of Kazakhstan No. 874 as of August 1, 2014, Astana.

State Program for Development of “Informative Kazakhstan - 2020” approved by the Decree of the President of the Republic of Kazakhstan No. 464 as of January 8, 2013, Astana.

State Program for the Development of Education of the Republic of Kazakhstan for 2011-2020, approved by the Decree of the President of the Republic of Kazakhstan No. 1118 as of December 7, 2010, Astana.

Strategy “Kazakhstan - 2030”: Prosperity, Security and Welfare of All People of Kazakhstan, the Address of the President of the Republic of Kazakhstan N. Nazarbayev to the Peoples of Kazakhstan, 10 October 1997, Almaty.

Strategy “Kazakhstan - 2050”: A New Political Course of the Established State, Address of the President of the Republic of Kazakhstan N. Nazarbayev to the Peoples of Kazakhstan, 14 December 2012, Astana.

The Concept of Formation and Development of Industrial and Innovation Infrastructure (Special Economic Zones, Industrial Zones, Technological Parks, and Business Incubators), approved by the government regulation of the Republic of Kazakhstan No. 1294 as of December 6, 2008, Astana.

The Concept of Innovative Development of the Republic Kazakhstan till 2020 approved by the Decree of the President of the Republic of Kazakhstan No. 990 as of July 30, 2012, Astana.

Strategy “100 steps of implementation of five institutional reforms” in Republic of Kazakhstan, the Address of the President of the Republic of Kazakhstan N. Nazarbayev to the Peoples of Kazakhstan, 5 May 2015, Astana.

“Third stage of modernization of Kazakhstan: Global competitiveness” state of the nation address by the President of the Republic of Kazakhstan N. Nazarbayev, 31st January 2017.

NOTATIONS AND ABBREVIATIONS

SMM – Social Media Marketing
TRM – Traditional Marketing
SM – Social Media
EWOM – Electronic Word of Mouth
DWOM – Digital Word of Mouth
PI – Purchase Intention
BAW – Brand Awareness
UIC – User Initiated Content
FCC – Firm’s Created Content
SN – Social Networks
FB – Facebook.com
VK – V Kontakte.ru
GDP – Gross Domestic Product
ROI – Return on Investment
SEO – Search Engine Optimization
SMG – Starcom MediaVest Group
Q&A – Questions and Answers
CRM – Customer Relationship Management
GSCA – Generalized Structured Component Analysis
NEUSREL – Nonlinear Universal Structural Relational Modeling
IAB – Interactive Advertising Bureau
ICT – information communication technologies
NIS – National Innovation System
PR – Public Relations
RK – Republic of Kazakhstan
IITU – International Information Technology University
3G – Third Generation of mobile communication
4G – Fourth Generation of mobile communication
CDMA – Code Division Multiple Access
NIS – National Innovation System
CEO – Chief Executive Officer
SEM – Structural Equation Modeling
PLS – Partial Least Squares
DOS – Disk Operating System
GSCA – Generalized Structured Component Analysis

INTRODUCTION

Actuality of the research. With the development of internet technology and the advent of the digital age, mechanisms and structure of social media marketing management are changed in the economy. The interaction of the company with customers, contractors, investors, non-governmental and governmental organizations, and with the team was a dual and multilateral character; individuals that make up the target audience for the company is an active party in the relationship with the company and the increasing of sales are indirectly affected by position of business entities and the activities of social media marketing (SMM) in internet.

Positive dynamics of penetration of the internet leads to an increase in its role in modern business. The internet allows us to quickly collect the data about consumers and explore the habits and preferences of the ever-growing group of people, who spend most of their time online. This phenomenon forces marketers to reconsider the approach to social media marketing and its role in customers purchase intention. Most of the companies set up websites to promote their products, thus scientific research in the field of managing internet marketing are of great theoretical and practical importance.

We need to note, that at present time the structure of social media marketing management of the internet has large dynamic of development and new tools of communication effects appear regularly. A study of internet communication mechanisms, which clarify the conceptual and categorical apparatus of social media marketing management, is a priority of our research.

At a time when consumers are an active party of the transaction and, in addition to the official information, actively studying the publication about a product or company in the online media, familiar with the view of media marketing, Public Relations (PR) in the system of marketing of internet communication, is crucial. The existing multi-disciplinary approach to social media marketing requires the clarification of some concepts from the positions of the economy and marketing management, organizing PR tools on the web, and highlighting their characteristics, advantages and disadvantages.

At the present time despite the economic crisis and widespread decline in the cost of marketing activities, the dynamics of the world and Kazakhstan media of the internet market remains positive, and internet communications are still in demand in the promotion of goods and services. Formation of scientific approaches to evaluate the effectiveness of management of social media marketing is especially important regarding their rapid development. The development of the theory and methodology of social media marketing management on the internet and methods of evaluation of their effectiveness are important scientific and practical tasks, which have not still been disclosed fully. Determinations of the choice of the research topic and its effect to customer purchase intention and brand awareness were derived from factors mentioned above.

The extent of the scientific problem elaboration. According to our research, the theoretical foundations of mass communication are described in the works of

foreign and domestic scholars. Among them we could outline the following scholars: G. Bakuleva, Vladimir Berezin, P. Berger, F. Boll, G. Herzog, T. Dyke, Dewey, Egorov, J.I., Zemlyanova, A. Innis, M. Castells, Vladimir Kopecky, John. Clapper, P. Lazarsfeld, D. Lasswell, Walter Lippmann, T. Luqman, Makkueyla D., D. McLuhan, Herbert Marcuse, Charles Mills, M. Nazarov, T. Peterson, H. Pocheptsova, A. Rakitova E. Rogers, F. Siebert, W. Stevenson, B. Terina, J. Walter F. Webster, L. Festinger, S. Feshbach, K. Hovland, W. Schramm et al.

At the same time, social media marketing is being investigated in the works of Kazakhstan and foreign scholars. In this regard we could note: E. Bernays, S. Black, B. Borisov, X. The Bilges, Mr. Broom, M. Bocharov, G. Vasilyev, I. Vikentiev, Henry A., D. Griswold, J. Gruening, D. jobbers, C. Catlin, Kuznetsova, V. Korolko, F. Kotler, L. Longhi, AL LeeA. Matantseva V. Musician, A. Murray, A. Senter V. Tereshchenko, W. Hazelton, T. Hunt, A. Chumikova, M. Shishkin, N. Èriashvili.

Great contribution to the description of the communication and marketing of properties and functions of the internet have made by Andreev R., D. Bell, G. Vasilyev AT, Golik, F. Gurov, D. Zabegalin, Zuev, M. Ivchenko, A. King, T. Kozlov, P. Maurus, I. Menuhin, A. Prokofiev, E. Putilov, J. Wright, R. Reddick, M. Haig, A. Sheremet and others.

Some aspects of internet marketing are reflected in the works of scholars such as M. Ali, A. Beketov, Borisov, S. Veselov, D.A. Vinokurov, M. Gokina, E. Golubkov, E. Greene, K. Ivanov, D. Ignatiev, A. Kalmykov, V. scraps Kotler, Krylov, JI. Kokhanova, C. Cooper, A. Mamontov, I. Mann, J. Maitland B. Musician Nazaykin A., R. Nozdryov, S. Oliver, the JL Rice, Rice, E., A. Regev, I. Sinyaeva, D. Phillips, R. et al Hibbing.

Methodological approaches to assess the effectiveness of marketing management, advertising management and social media marketing are considered in the works of the following scholars: T. Ambler, Atanasyan E., E. Baykaltseva, D. Boyett, A. Kutlaliev, P. Limarev, Lineytseva A., R. Lyaynemann, M. Malkov, Oganesyanyan, J. Oganesyanyan, OS Owner, A. alder, Popov, and others.

However, theoretical understanding and methodology for assessing the effectiveness of management of social media marketing are underrepresented in most publications, which hamper their effective and practical application. Formation and update of the conceptual apparatus, methodological tools and methods of evaluating the effectiveness of social media marketing management of the internet remain poorly understood and, therefore, the priorities of scientific research in the field of marketing research will enhance development of effective programs in order to promote organizations' internet products and services.

The goal of the research is to enhance effective managing online social networks to influence purchase intention by means of increasing brand awareness and spread of electronic word of mouth in Republic of Kazakhstan.

With aim to achieving this goal the following tasks were accomplished:

- theoretical and methodological basis of the definition of managing online social networks as the communications activities of the company were revealed;

- the marketing management tools in the online social networks were categorized;
- analysis of impact of online social media management on consumer purchase intention compared to traditional marketing management was made;
- the global and Kazakhstan trends in social media development and its role in managing modern business were identified;
- comprehensive model of effectiveness of traditional marketing management compared to SMM management to increase purchase intention mediating brand awareness and spread of electronic word of mouth variables (using the Smart PLS 2.0 application) was constructed, tested and proposed;
- proposals for increasing efficiency of managing internet technologies and online social media marketing were offered.

The subject of the research is the process of managing online social networks to increase purchase intention by means of increasing brand awareness and spread of electronic word of mouth.

The object of research is the online social media networks in the scope of hugest Kazakhstan restaurant chain “AB Restaurants”.

Theoretical and methodological basis of the research were scientific works of foreign and domestic scholars, the collection of scientific concepts of the theory and methodology of the communication activities of the companies, the fundamental position of marketing management and social media marketing, approaches to evaluating the effectiveness of marketing management activities. Upon reaching goals and solving the following problems, following scientific research methods were used: analysis and synthesis, comparison, economic analysis and expert assessment, rating and observation and survey. Informational base of research ensures the conclusiveness of conceptual positions, the accuracy of the findings and recommendations presented by regulatory acts of the Republic of Kazakhstan, monographies, publications in scientific journals and periodicals, presentations at scientific and industry conferences and forums, analytical and statistical materials of companies, including Google, Yandex and Rambler. The dynamics of the media market is presented with relevant statistics.

The scientific novelty of the research is to develop a set of theoretical and practical implications to generate and promote the use of online social media management tools in business and government offices in Kazakhstan, as well as, recommendations and proposals in improvement of the management of internet marketing which comprises from main scientific and practical results obtained by the author:

- 1 The determination of the evolution of scientific concepts of social media marketing management and internet communications.
- 2 The significance of social media marketing management in promoting products and services on the internet, highlighting their functional features, identifying advantages and disadvantages of SMM managing tools compared to the traditional marketing management were scored.

3 Tendencies of development of the Kazakhstan and global market of internet communications.

4 Socio-demographic characteristics of online social media networks users were disclosed.

5 Model of effectiveness of online social media marketing influencing on purchase intention by means of increasing brand awareness and spread of electronic word of mouth was developed, tested and proposed.

The main scientific aspects brought up for the defense

- theoretical and methodological basis of the definition of managing online social networks as the communications activities of the company;
- results of testing comprehensive model of effectiveness of traditional marketing management compared to SMM management to increase purchase intention mediating brand awareness and spread of electronic word of mouth variables in restaurant business (using the Smart PLS 2.0 application);
- the global and Kazakhstan trends in social media development and its role in managing restaurant business;
- effective marketing management tools in the online social networks;
- several proposals for increasing efficiency of managing internet technologies and online social media marketing.

Theoretical contribution of the study

The theoretical significance of the study lies in the fact that the conceptual bases and categorical apparatus of managing online social networks, including the definition of "electronic word of mouth" were defined. The study highlighted new approaches between relationships of online marketing, sales management and effective control of online communication with consumers. Systematization of theories of mass media communications based on the analysis of theoretical approaches of foreign and domestic scholars. The assessment of the impact of electronic word of mouth in social media networks in promotion of the goods and services was given.

The obtained results can be used by scientific and educational institutions in the development of an innovative concept of internet marketing management in Kazakhstan, as well as in the preparation of researches, scientific and educational programs of the following disciplines: innovation management, marketing management, consumer behavior, advertising management, etc.

The practical significance of the thesis results lies in development of offers and recommendations on marketing management tools in terms of the development of strategies for the effective promotion of the product in the online social networks, as well as building effective communication with the publics. For instance, the approval of the effectiveness of managing online social networks in influencing purchase mediating brand awareness and digital word of mouth variables, as well as the tools like right establishment of publishing content time, customer involvement by prize ruffles and managing feedbacks of customers. The conclusions and recommendations can be used by government agencies, development institutions in the formation of the innovation roadmap and development of programs to promote

the development of small and medium-sized enterprises within the framework of the State program of infrastructure development "Nurly Zhol" and industrial-innovative development program for 2015-2019 years. These results were obtained during the study in cooperation with the "AB Restaurants" company and used by two of the largest restaurant chains of the Republic of Kazakhstan "AB Restaurants" and "RUMI group".

Proposed recommendations and regulations can also be accepted and are effectively applied in the sphere of state governance and public services in the Republic of Kazakhstan as well as in building effective communication with the publics. Thus, the Akorda.kz (official web site of the President the Republic of Kazakhstan) on the Facebook, Ministry of Healthcare (on the Facebook), egov.kz (on the Facebook), governance of Almaty city (on Instagram and the Facebook) and the organizing committee of Winter Universiade 2017 (on Instagram) are actively engaged in managing their online social media network pages.

Testing results of the study and scientific publications

Basic scientific results and recommendations of the research were presented and received a positive assessment at the international, national and regional scientific and practical conferences including:

- international conference "International Conference on Entrepreneurship" (Almaty 2013);
- international conference "International Conference on Building Cultural Bridges" (Almaty 2014);
- international conference "International Conference on Entrepreneurship" (Bishkek 2014);

Main aspects and results and conclusion of the dissertation are published in the scientific journals suggested by Committee of control in the sphere of education and science of Ministry of education and science of Republic of Kazakhstan:

- 1 New Marketing Strategies, the Facebook. / Journal "Economics: strategy and practice" IE, CS, MES RK, №4 (32), 2014 – p. 73-80
- 2 Theoretical Analysis of effective communication with customers in social networks. / Journal "Economics: strategy and practice" IE, CS, MES RK, №3 (35), 2015 – p. 127-134
- 3 Using Social Networks to expand brand awareness and influence purchase intention. / Journal "KazEU khabarshi" the journal of KazEU, №5 (106), 2015 – p. 63-71

Following article was published in the international journal indexed by SciVerseScopus:

- 1 Social networking to expand brand awareness and influence on purchase intention. // Actual Problems of Economics. – Kiev "Nash Format". – 2016, №4 (178). – p. 311-318

Another approbational article was published at Ulrich's Periodicals Directory and Index Copernicus International indexed journal:

2 Using Social networks for spreading word of mouth about a brand and thus influence intention to buy. // Time Description of Economic Reforms. – Ukrain, East National University, №3 (19). – 2015, p. 120-127.

The structure and scope of the thesis The thesis stated on 121 pages and consists of an introduction, three chapters, conclusion, list of references, appendicies, including 23 figures and 15 tables.

1 CONCEPTUAL BASES OF MANAGING SOCIAL MEDIA DEVELOPMENT AT THE TIME OF COMMUNICATION SYSTEM TRANSFORMATION

1.1 The concept of impact social media marketing and their classifications

Research of the literature to a great extent trait the development of web-based social networking as the fundamental driver behind the user initiated content activity (UIC). Kaplan and Haenlein characterize online networking as 'a gathering of web construct applications that work with respect to the ideological and mechanical establishments of Web 2.0, which permit the creation and trade of user generated content' [1]. At a similar time Lipsman, A., Mudd, G., Rich, M., and Bruick, S. compose that web-based social networking have developed to reclassify the computerized media scene and, all the while, have changed the route we consider the scattering of promoting messages [2]. This new age stage has reformed the universe of marketing management, borrowing it from a single dimensional framework to two-way cooperation amongst brands and customers. Tuten, T. and Angermeier, W. take note of the coming and selection of web-based social networking changes the way brands are managed and buyers cooperate [3] and Goldenberg, J, Oestreicher-Singer, G, and Reichman add that a developing number of e-commerce business locales that are presently joining the utilization of interpersonal organizations in digression with their unique item arrange destinations. This is helped out through user generated joins that show up on individual's social-network pages guiding movement to the product account. These connections, which may appear as discussion or individual supposition, can be made by a solitary individual with no intercession of a proposal calculation or total information; in other words that created by customers and is out of control of the firms [4].

Initially, concentrating on managing social media marketing was seen as only another route that firms can communicate with consumers. Judson, K., Devasagayam R., and Buff C. take note of that with the hazardous development of social media web sites; in any case, web-based social networking is presently generally viewed as the "glue" that sticks a company's marketing effort since it touches over each limited promotional medium. Joining of the person into a brand group emphatically impacts fulfillment with the brand's different dimensions: brand image, marketing communications, and overall marketing strategy, relationships constructed by means of managing social media and also social networking in general [5]. The unfolding of the online period at present time has carried with it an evident and critical move in the course brands communicate linking with customers. As highlighted before, with managing traditional promoting on the decrease, and web based advertising achieving uncommon levels of engagement and use, it is no big surprise that brands are progressively managing and fusing the utilization of online networking systems into their marketing communication endeavors. These online networking systems have likewise turned into an exceedingly persuasive driving power behind numerous parts of consumer behavior, for example, mindfulness, data procurement, sentiments, point of views and buying behavior [6].

With an ever increasing number of customers getting to be fans of preferring/liking and additionally following brands via online networking media, one can accept that the managing online networking media, and in addition the managing traditional marketing media, is a critical element of a brands achievement [7]. There are many reviews centered around all the essential parts of how internet sites, such like, Facebook and Twitter are being benefited in this field [2, p. 12, 1, p. 18], however regardless of the apparent strength of the previously mentioned interpersonal organizations, they speak to just the tip of the ice sheet as far as advertising potential for brand management. In this way we concentrate on managing web-based social networking sites like Instagram and Facebook which are coming into pervasiveness, and review at both user generated content and the firm created content on these social media networks.

The coming and adoption of managing on the online social networking platforms have drastically adjusted the creation and spread of advertising messages inside the online market platforms. Consumers are being enabled within these web-based social networking sites and taking on a more proactive role as information generators, facilitators and taking editor roles of digital content, as it is opposes to be for them merely passive receivers of information. It is presently valid for one consumer to generate and share data to a large number of other individuals which have significantly amplified the development of the user initiated content (UIC) phenomenon.

The online social networking is changing the forms traditional marketing approaches of communicating with customers. Traditional communication and brand communications previously controlled and regulated by brand managers and marketing managers alike are slowly being formed by buyers and the effect mentioned reality can massively affect certain marketing strategy results.

Consumers' collaborations with user initiated content and brand created content influence brand awareness, digital word of mouth (dWOM) and purchasing intention, with a particular target on the rising world of visual online networking web sites; Instagram and Facebook. Within visual online networking media Instagram and Facebook, the impact of this substance exposure on consumer's point of view towards image of the brands and lastly, the effect this has on stimulating purchase intention [8].

Consequently, a marketing manager needs to apply four fundamental elements of management.

- 1 The first step in managing online social networks must be planning of content to be published. Thus, preparation of high quality audio, video and pictorial material for at least one week ahead must be ready.

- 2 Another part of planning includes timing of posting the content. As in traditional marketing management there is also prime time for posting in online social media for more effective and efficient outcomes.

- 3 Third managing tool is organizing your customers by involving them into a game. There are specially designed games for your followers to award them and motivate to share your content with their friends. While your activities on online

social networks, like content sharing, promotional activities and so on are managed, your current and potential customers will have objections and many forms of negative and positive comments on your brand page which has two dimensions: one is positive the second is negative.

4 That is why it is very crucial to control these comments/feedbacks on time and softly. And the last duty is to lead your customers by offering superior customer value comparing with your competitors.

It is needed to note, that it is impossible to understand the conceptual bases of managing social media development without analysis and understanding impact social media marketing and their classifications.

Today is still difficult to talk about formed scientific schools in the field of social media, since the concept has arisen relatively recently. The concept of "social media" scientifically unexamined, has circulation among internet professionals, for example, the position of "social media manager" in the company and the business books on a given topic [8, p. 7]. But the subject of this thesis causes interest in the development of social media as part of business communications.

Since the sphere of social media today is in the growth stage, its popularity among scholars and researchers is very high, thus there are many definitions of social media. For redefining social media final qualifying works were selected and several definitions of them were chosen as the most suitable from the author's point of view. Also it should be noted that within the framework modern reality in the internet among practitioners of Social Media Marketing (SMM), there are differences in opinions and often misperception of the original phrase "social values media". In order to understand the essence of the problem of understanding social foreign media blogosphere has been analyzed.

According to the Russian version of Wikipedia, social media is a kind of mass communication via the internet, whereas English version of social media or social networking services defined as social media communication and social networking service [9]. This definition is very blurry and it does not carry any specific characteristics. For comparison we provide a definition of social media in the English version Wikipedia: Social Media - a computer-mediated tool that allows people to create, share, or exchange information, professional interests, ideas, and photos/videos in internet based communities and networks. Social media is defined as a group of internet applications that are based on ideological and technological Web 2.0 principles, and which allows you to create and share user initiated content (UIC) [10].

Comparative example of definitions of social media on such a widespread resource as Wikipedia makes it difficult to distinguish between them. It should be noted that Wikipedia is a free encyclopedia, in which any user on the internet can add or edit the text. Thus, it can be concluded that the topic is not so interesting for users that are not updated; a Russian literature is still filled with sufficient amount of information that could form the basis for an article about social media. In connection with the lack of open and correct information on the social media network internet articles began to appear, which often false characterize understanding of what social

media are. One of the most common misconceptions is equating social media to social networks. In the scope of the emerging misunderstanding, we decided to explore the foreign blogosphere on the subject of defining the difference between the following terms:

- a) Social Media;
- b) Social Networking;
- c) Social Networks.

Behind the idea of the social networking process is the idea of building networking among like-minded people and influential people in the field or region of interest to, in fact, receive something from all this. Social media, in turn, is an actual vessel with a process of social networking [11].

According to the dictionary Merriam-Webster social media is a form of electronic communication, such as websites for social networking and micro blogging, through which users generate online groups and communities to exchange information, ideas, personal messages, and other content, such as the photo and video [12].

Social networking is the creation and maintenance of personal and business relationships, especially on the internet [13]. Social networks in this case can be called a certain online resources that can act as a platform for social networking.

The following shows the variety of definitions of social media among Western researchers. Senior Research Fellow of the Association of studies of new funds Paul Gillin Communications in his "New agents of influence" explains social media as a multi-valued term that combines various online technology on the internet that allow users to communicate and interact with each other. A characteristic feature of all the social media, in his opinion, is that users are content creators themselves [13, p.6, 14].

Summarizing all the above, we can conclude that among modern researchers there is a common accepted opinion of the concept of online social media and it differs compared to other related to it terms. However, this information was not communicated to practitioners who sometimes rely and believe what they find on the internet. Therefore, it is necessary to take measures to bring the original values of the above mentioned terms to the final consumers of information and publics by writing articles and translate foreign publications. The most common two approaches to the concept of "social media" are: a variety of internet sites and technologies. From a practical standpoint, these approaches are closely related. Most popular sites that belong to the category of social media (Facebook, Instagram, Twitter, LiveJournal, Wikipedia, YouTube, etc.) have a unique interface and they operate based on a particular set of technologies that make them a unique communication tool [15].

Today there is no established accepted international community classifications of social media in connection with that every year there are more new interactive internet platforms, opening unexpected side of social media, which unable to meet existing classifications. For example, such platforms include Gerat.gfriend.com, which is a social network that combines the educational part and a chat. Unusual approach and format were designed to how mentioned above social media operates.

This approach, as well as number of other sources, comes from functional features, but the names of subspecies of social media have no limits as it is in blogs, but rather extend them, making this classification more utilitarian.

Coming from our research, in the figure 1 the classification of online social media according to their functionality is shown.

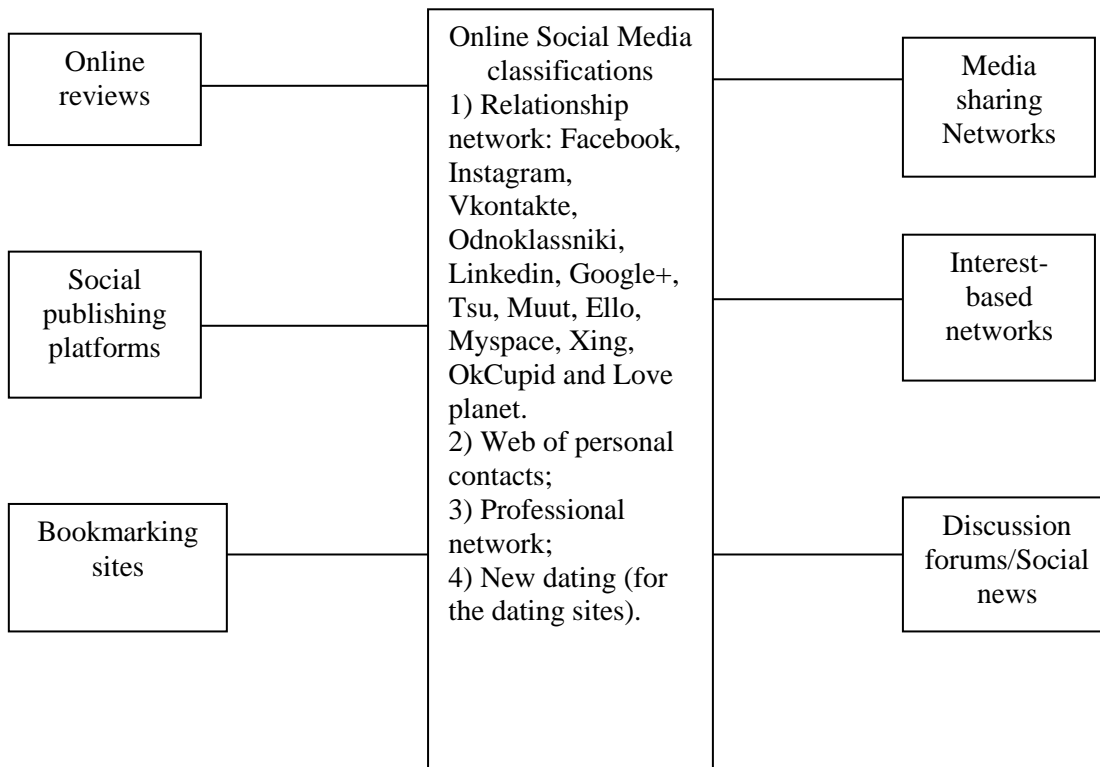


Figure 1 – Classification of blocks of online Social Media Networks according to their functionality

Note – Proposed figure was composed by the author

As we can see from the figure 1, one of the blocks of social media is represented by relationship networks which are the most common and popular social media type today. It includes Facebook, Instagram, Vkontakte, Odnoklassniki, LinkedIn, Google+, Tsu, Muut, Ello, Myspace, Xing, OkCupid and Love-planet. Although this type of Social media is not the first type that appeared on the internet, it has become crucial for all industry. This type of social media, accepted by opinion of majority, is of greatest interest to the business. Today, the brand page on Instagram, Vkontakte and Facebook social networks is the standard for almost any business. Therefore, we can divide them into the following relationships network categories:

- Web of personal contacts;
- Professional network;
- New dating (for the dating sites).

Categories of blocks are described in details below:

1 The block of social media is represented by Media sharing networks. This type of Social media gives users the opportunity to exchange video and photo content. These include Flickr, Instagram, YouTube, Vimeo, Vine, Snapchat, Twitch, 500px. Features such as filters and adjustment of content on Instagram, provides it an advantage over other competitive social media multifunction counterparts. A distinctive feature is also scaling of content: some suggest publishing short videos; others give you a chance to create your own video channel.

2 From the figure 1 we can see the block called “online reviews”. The main function of this block is to reflect the comments and reviews of attendees of this network. These social media is a great knowledge data base, which helps users to gather all necessary information about the product or a company to make purchasing decisions. Company must do the maximum to earn the trust of the audience, getting positive reviews and eliminate the causes of negative outcomes. At the heart of the foreign networks are Yelp, Urbanspoon and Forsquare, and as an analogue is Flamp geolocation with the ability to comment and recommend about local businesses. Airbnb, TripAdvisor and Uber, focus on the reviews of the places to stay for travelers and private carriers. Yandex market is service comparing, value and characteristics of goods, where users leave reviews on shopping experience.

3 Another block is “Discussion forums/Social news” that is Collective discussion [16]. Communities, forums and Questions and Answers (Q&A) services are of the first types of social media. For modern representatives of this type include Quora, Reddit, Digg, answers Mail.ru, Ixht and 4PDA. At the core mechanism of interaction between users is indeed exchange of knowledge. “Be helpful” this is the main challenge for all brands. The best strategy in this case would be involvement in a debate as an expert, or at least accommodating a reference to the relevant article or discuss training video from your brand, with no aggressive advertising.

4 The main feature of the block “Copyright records” (Social publishing platforms) is the type of social media services refer blogging and micro-blogging, where users create and publish text and media content. These include such popular platforms like Twitter, Medium, Tumblr, Livejournal and Blogger. Twitter does not need any awareness to greet business, whereas other platforms have a little different situation. If the company's communications strategy involves the creation of copyright content, it can reach a wider audience due to the huge data in social media. In addition, search engines are very fast indexing content published on these sites.

5 In the block “Social Bookmarking Services” (Bookmarking sites) like StumbleUpon, Pinterest, Flipboard, Scoop.it and Diigo are included services where the user collects content in his personal library, which can be subscribed to other members of the community. Typically, such social media study interests to offer more relevant content. The most obvious problem for business is to make their internet representation user-friendly: optimize content under the standards of basic services, social bookmarking or add button to add bookmarks. The company can create and oversee the content on its own channel, for example, to create a "board" in Pinterest and publish it as an interesting content for users.

6 The main function of “Interest-based networks” block is to find like-minded people with similar interests. For example, Last.fm is a network for music lovers and Goodreads is for lovers of literature. Another example is Friendster, which is popular social network among gamers in Asia, and IMDb, social network dedicated to cinema fans. This type of social networking is good and suitable for industrial societies or publishers. Thus, the 6 types can be distinguished on today online social media, which show the breadth of their application for businesses at different levels and sectors of activity [17].

Presented above, in the figure 1 are blocks of online social media networks according to their functionality are flexible and may include some additional functions. Main novelty of presented classification of the blocks is that they allow us to analyze social media networks more precisely, clearly and systematically.

1.2 Main features of managing business at social media networks

The functions of management, as well as marketing management strategies vary by the sphere of its application. A perfect example for that would be the environment of online social media networks, where the behavior of consumers drastically changes [18].

The increasing trend of using social media figures out the mutual dialogue between brands managers and consumers, allowing them to have more feedback and instantaneous stream of communication.

As it was mentioned by Schivinski, B. and Dabrowski, within this new online opportunity consumer’s point of view and trial of various brands, goods and services becomes leading issue, as it is counter to the traditional single route system of communication from material spinned by the company or brand managers. In other words, traditional approaches to control the brand communications are becoming the consumer ruled items [19]. Online media actions initiated by consumers or groups that are not paid for and so not impacted by brand owners (user initiated content) are challenging to become a potentially changer of the game rules that impact on communication and brand constructions. According to Christodoulides G., Jevons C. and Bonhomme studies there are plenty of factors which can affect consumers’ to initiate their own content [20]. For some customers self-promotion is a reason for doing so but also intrinsic enjoyment is a motivator [21] while other consumers propose a want to cooperate, variety of information, interaction, and creativity [22]. Consumers also open to trust more to the content initiated by other users due to the reason of being less biased and this detachment is perceived as more natural [23]. This situation can be compared with the points mentioned by Cheong and Morrison which courses the attention to the situation that content created by the brand managers usually provides only positive issues; the reason of which is undoubted company’s profit interest [24]. Buyers are also able open mindedly distinguish among these two origins of information provided on social media [7, p. 12].

The new situation of the powerful customer is not very comfortable for any integrated marketing communication approaches available on the market [25]. However, online social media networking has been recognised having the most

potential of power in terms of business practical application, there is a gap of understanding in form of why individuals apply to the usage of online social media initiatives and how that people perceive marketing messages in online social media [26]. Though plenty scholars and business representatives agree that user initiated material has reached to high growth in recent times, still there is only limited data to on the affect of consumer initiated content on how brands are assessed [20, p. 9]. Till nowadays the researches on this topic are growing, but still not enough number of studies which are fully unfolded the power of social media and its effects on doing business are held [27]. There is still not enough clarified on the side of both scholars and brand administrators related to the impacts of user initiated data and created content by firms on brand equity, brand awareness and users purchase intention [19, p. 11].

To clarify the proposed statements we applied to some books and articles published on managing SMM tools based on research of how small and medium business cope with digital era of marketing management. Provided below are some survey results: The survey of managing features of SMM was conducted by Diamond S. from 27 October to 15 November 2015 with the help of email-newsletters. 615 companies took part in the list on Tiu.ru [28]. 78% of companies surveyed are pages and groups in social networks, and another 22% which does not have pages at social media will be engaged in this survey in the near future. 74% of respondents were representatives of small businesses, with the number of workers less than 10 people. Almost half of respondents were shops and commercial enterprises that offer services, the remaining 26% are industrial companies.

In the research held by Pentina I., Iryna I. and Koh A. the head of a small business were required to participate in workflows because they are the initiators and drivers of introducing new ideas and technologies to the company or a firm. Taking a part at social networks in not an exception, because operating in social networks is the way to stay connected even with your personnel. More than half of employers (57%) considered themselves as active users of social networks. Almost 40% of respondents were registered in three or four social networks, and 16% have more than five! Also, two-thirds of those surveyed periodically use personal accounts for corporate purposes [29].

According to Black E. and Light J. the most popular resource for entrepreneurs has become a social network "VKontakte". It registered 84% of the executives surveyed. On the second place, with almost identical results was, so called "Classmates" social network, with a score 61% and "Facebook" with 58%. It turned out that less popular social networks are "My World" 39%, "Instagram" 27% and "Twitter" 26% [30]. Consequently, presence of the companies in listed above social networks spread out in a very similar way. On the first place again we have "VKontakte" having 72% of companies with corporate accounts in the social network. On the second place "Classmates" indicating 38% and "Facebook" occupying 37% and the third place goes to "My World" having 15% accounts registered, "Instagram" with 19% and "Twitter" 18%, state Gushchina E.G., Sizeneva L.A., Orlova N.V. and Petrovna L.E. in their findings [31]. According to Pentina I.,

Iryna P. and Koh A. only 19% of companies have SMM-managers, who are responsible for managing the content on social media and keeping communicative relations with the target customers. In other cases, corporate accounts belong to either the head of the company (42%) or employees (34%) [29, p. 6]. Most of small and medium sized companies consider social networks as a means of increasing sales, 57%. Fewer put goals to SMM managers such as improving the company's brand awareness, reputation or feedback from customers. Among most popular publications there is one that the three-quarters of companies, 36%, are placed in groups of information on goods and services which make reports of sales promotions, and 38% of surveyed companies publish updates. Few companies which are a quarter of respondents were trying to attract users by entertaining information content, sweepstakes and surveys. Daily updating their community belong only 15% of companies, a third of them do a few publications in the day. The rest of the respondents pay attention to social networks from one to three times a week. The attitude to the use of additional tools for promotion in social networks divided survey participants into three almost equal groups:

- 34% those ever heard of such instruments;
- 32% those who know but prefer to do everything themselves, in the old way;
- 31% those who are actively developing their accounts and use this add-on solutions.

Barutcu S., Suleyman B. and Melda T. state that few respondents could boast of many thousands of subscribers in social networks. Only 20% of companies have pages that people were signed to have more than 1000 people. The rest are a small group, with the number of participants up to 100 people [32]. Such an approach in managing marketing activities in the era of digital marketing is not promising long run prosperity, due to a big immigration of customers to social networks. 63% of users of social networks such as "Facebook" and "Twitter", confirmed that they use social networks for consumer news and reviews on products, compared with 52% of users of "Twitter". In the same way 47% of "Facebook" users who answered this question identically in the course of the study made in 2013 by Lichterman and Joseph. Despite the fact that the percentage of those who read the news on social networks, the result was the same for the "Facebook" and "Twitter", almost twice as much as the message used to its users to keep tracking of breaking news, 59% in the "Facebook " compared with 31% in "Twitter". A "Facebook" in partnership with the world's largest media launched this year new project called Instant Articles which is a tool for the integration of media content in the feed, say Lichterman and Joseph [33]. It is interesting in this case that, despite the increased number of users receiving the news of the "Facebook" and "Twitter", the total number of Americans using social networks, has not changed. The growth of media consumption in social networks spread to all users, regardless of gender, age, nationality, level of education or middle income.

All marketing managers are trying to uncover how the information is powerful, which is distributed by the users themselves via the button "share". In other words, to monitor the influence of user initiated content (UIC) on other participants in social

networks. “ShareThis” together with agencies Starcom MediaVest Group (SMG) and Rubinson Partners conducted a study which made it clear which channels are best used for dissemination of information. By identifying patterns, the organizers observed more than 300 million people about a month. An observed user clicks and shares materials on more than one million sites [34].

In general, materials which belong to user generate content are about 10% of all internet traffic and 31% are the merit of the site participants from external resources. Online search engines still generate twice much traffic than a simple site visit. Social network Facebook provides 38% of the search traffic, which is distributed to the user; whereas Twitter and e-mail search provide 11% and 17%, respectively [34, p.10, 30, p. 4].

Another survey by Hricik and David C. provides data only on those links that people click on. For instance, all the content that users share on the internet is distributed among social networks as follows: the Facebook accounts for 56% (in August 2010, it was 45%), while as an e-mail is 15% (it was 34%) and Twitter is 8% (earlier was 12%). The difference between these two sets of indicators is that in the latter case some references reveals that Facebook reaches a maximum spread through the button share/like, but Twitter has a significant share in terms of clicks. On average, the links in Twitter click 4.9% vs. 4.3% and 1.7% of Facebook and the e-mail respectively [35]. Results showed that the dissemination of information from user to user is not viral, as many marketers suppose. It is likely that the friend, who received the link, clicks on it, but when the link goes to those who are not members in the circle of friends of the first user, the likelihood dramatically decreases clicks. Another conclusion was that 80% of people share only certain categories of links and more than 70% clicked on only one of them: business, politics or entertainment. For brands, Facebook is particularly attractive platform when you need to share entertainment content or links associated with buying anything. Twitter will be useful when it comes to business or health [36].

According to Jeff Flemings from SMG it turns out that dissemination of information is an important aspect of creating the human experience today. People are divided only by the fact that it is important for them, so you must have a deep understanding of what and why people want to share. Brand managers need to constantly study the user behavior in social networks in order to attract large groups to their content and as a consequence to manage effectively their business [37].

It should be noted that the influence of social media is enlarging its borders very fast and that the customer influence on companies’ marketing management activities drastically increased. Thus, just having a page on social media networks became not enough as the industry moves forward day by day.

This phenomenon lead to a new stream of business activities such like offers to help and even complete promotion of companies’ pages on social networks by firms specializing on such kind of activities having practical experience. The development stages of social network applications functionality are going to be discussed in further chapters. How simple application turned to a tool of screening all possible features

about the consumer behavior such as the time of being active, geographical location, reactions on type of content and so on.

After studying several companies' reports of experience in providing smm activities, we offer instruments classification for managing your page on social media networks and provide them as following:

- Creation of quality content (photo, video and selling texts);
- Managing the posting time of the content (morning, noon and evening);
- Expanding market share of brand awareness by applying paid promotion tools;
- Timely managing received comments;
- Following accounts of the competitors and related industries and leaving there own comments and offers;
- Organizing games, sweepstakes and raffle prizes on your page for followers;
- Collaboration with most popular accounts (propose to share your page by different kinds of motivation, order news from popular news blogs indicating your page account);

Listed above functions of managing smm in today's digital world are inseparatable for any small, medium and even high turnover companies. The author classified and proposed the managing tools of smm valid for any type of business. See figure 2.

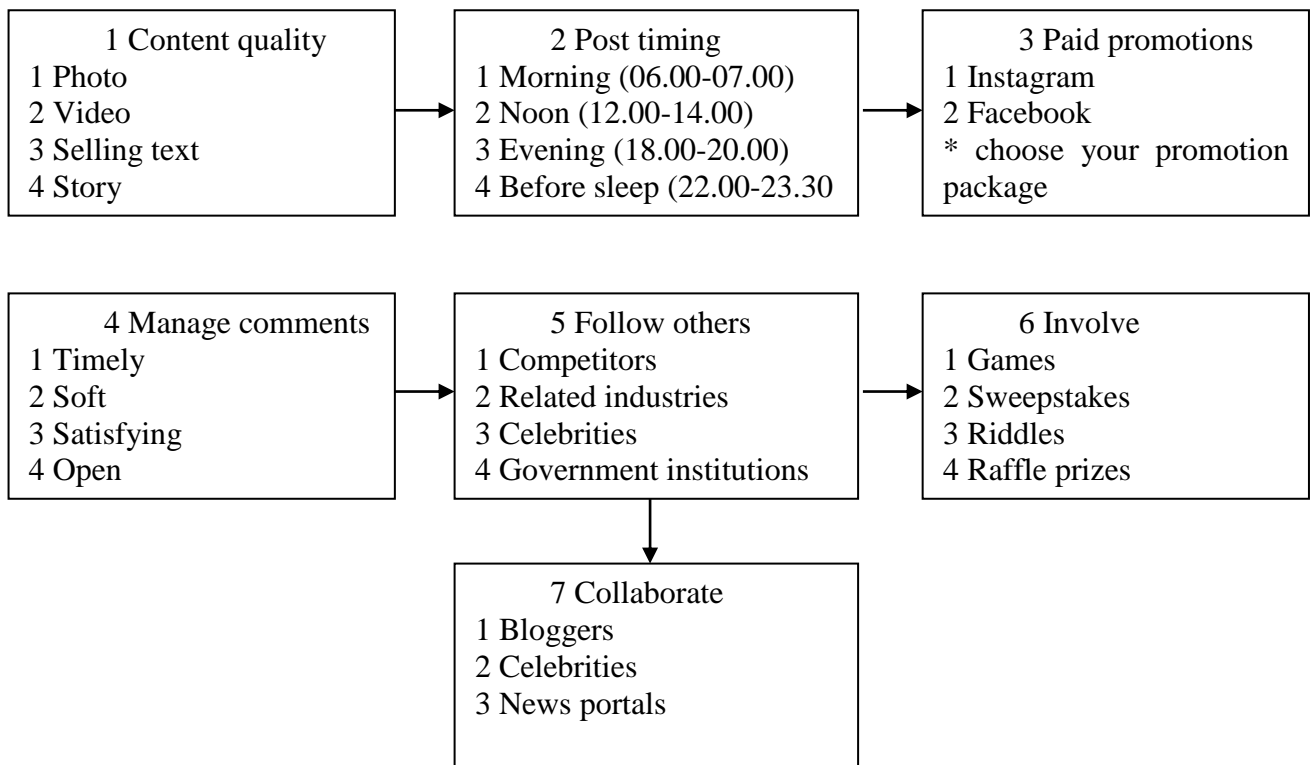


Figure 2 – Classification of managing tools of online Social Media Network accounts

Note – Proposed figure was composed by the author

It should be noted that customers are evaluating the quality of work of companies. Thus, the quality of photographs, videos and the texts prepared for the posts have to be of high quality, attractive and selling. Furthermore, it is extremely important that customers will notice your post. Following many accounts people may just mislead your post. In order to avoid such a situation marketing managers or smm managers should choose proper timing for their activities. Referring to the practical researches mentioned above, we classified and offered post timing into three options most proper to post. Soon after, as we mentioned about paid promotion in social media networks it should be clarified that in order to be able to use this option companies must have both, accounts on Facebook and Instagram as well. What is special to be done on Facebook is to create not an account, but the page of the company. The difference between account and the page is that you must first have an account then create a page. Page has all needed features and tools for business not the account. The next step is that managers must connect their Instagram account to their Facebook page. After applying these steps a regular account on Instagram turns into a business account. It should be noted that the avatar or a logo on both accounts must be identical and of course clear, attractive and selling. After managers have their accounts business, Instagram and Facebook start to provide statistical data on almost every aspect that a marketing manager should possess.

Now it is time to apply paid promotion tools. A manager is provided with segmentation of his potential customers according to their geographical location, age, interests and relations. After tuning the segmentation parameters the manager is offered a payment plan starting from three dollars. The price will vary according to the frequency the manager will choose, a heavy spread, medium or light.

What does paid promotion look like? It means that when a regular user, let us say, Arman, is checking his Instagram account for newsletter he will see the promoted account of that company. At first sight Arman will be amazed that he is not actually following that account but soon after he will see a signature under the name of the promoted account such as “sponsored”. Moreover, it is very important to prepare a very attractive and selling post for the promoted post. The promoted post, photo or video must be clear and attractive in order to catch the attention of the potential customer.

Continuous progress in development of these platforms which are turned into sales platforms today, provide the business accounts with new features coming with new updates of the software. Recently one of such updates was the Instagram “story” which allows smm manager to create and share with the followers “story at the moment”. This is a very successful trend nowadays on Instagram. Detailed statistics provided by the software allows smm managers to identify their target markets more and more precise which in return lets managers to spend less money on their further paid promotions. This feature called ‘story’ occupied hearts of users of Instagram. Very soon Instagram integrated another very likely option which was borrowed from Periscope. From now on users can keep live translations of their lives. This option should also be highly demanded by businesses, because they can demonstrate their goods and services in live stream and users can leave their comments on this live

stream. Meanwhile we will analyze the contribution of ‘story’ feature to the development of relations between a company and its consumers.

Such an opportunity should not be let without a deserved attention. What the smm manager posts on Instagram can be automatically duplicated on their Facebook page. This is a serious time saving option and the content on facebook should not be separately prepared. Indeed the Facebook has its own settings if required a separate mission and strategy.

Before the option of “business account” the proper time of posting was obtained by an observation research held by smm service providing firms. Today companies can do on their own thanks to opportunities of software itself. Thus, managers can find the best time of posting their material on social media networks. Hence, the most fitting time for sharing is established and generally accepted to be as shown in the figure 2 above. In the morning people spend from 10 to 15 minutes to check the newsletter, especially Instagram, then in the noon, evening and before sleeping right in the bed. After all, it should be noted that listed above post timing is valid for weekdays, the situation with weekends is slightly differs.

Generally accepted and used customer relationship management software in some sense moved to social media networks, for those smm managers who understand the potential of them it is a cost and a time saving opportunity. Managers can keep records and track their customer from Instagram and facebook, letting them know about the sale or any other types of campaign of their companies.

Another extremely significant issue is keeping in touch with customers, answering their comment timely, softly and satisfying. For that reason Instagram introduced a good option such as “like” the comment of someone else in the dialog of comments. Being more precise, company posts a material, photo or a video, then followers start ‘like’ it and leave their comments. So others can ‘like’ the post and read the comments left by others and put ‘likes’ on them as well. In this sense Facebook is one step ahead. The Facebook offers users the type of reaction to posted content. For instance, you can react by putting ‘like’, ‘love’, ‘laugh’, ‘wow’, ‘sad’ and ‘angry’. Such an option simplifies the way to analyze what customers think about the posted content. In other words, an automatic survey and analysis is being held by the Facebook. Such an option allows tracking who liked what type of comments which in turn makes detailization of the personality. Customers become annoyed in the case if the manager of the account does not answer or is late answering their questions and comments.

Another very significant aspect for increasing spread electronic word of mouth and thus increasing the brand awareness is organizing games and raffle prize competitions. For instance, the smm manager prepares a selling post, a photo or a video, and then prepares conditions of what to accomplish in order to get opportunity to win the prize. Main aspects of conditions must be as following: share our account on your page, tag us on the photo you have shared, indicate our page by @brandname under the post, type a text “want to win the prize” and of course put a hashtag #brandname. In return company is going to award a prize, let us say iphone 7, by randomly selecting the winner using number generating program and then let the

winner know and announce him or her on their official page by tagging, showing transparency and fairness of the game. Now, try to make a simple calculation, company account has five thousand followers. If 30% of the followers will take part in this raffle and share the brand page on their own pages with own followers, having in general one thousand of all followers and five hundred of active followers. Applying simple mathematics we obtain the following number: 1500 multiply by 500 is equal to 750000 thousand people will have the information about the promoted brand page in their newsletters. Consequently the company obtains advertising shown at least 750000 thousand potential customers. If we consider that half of the followers of 500 people that we shared with, would also share this promotional offer, then the number would be 750000 multiply by 250 is equal to 187500000 millions. Finally, the cost of such a campaign is one iphone 7.

Popular blogs, bloggers and news portals are also very effective tools for promoting company's brand. Usually marketing managers get in touch with these entities and make offers to promote their pages. The main point in applying to such a way is the trust level or in other words credibility of the source of information. There are popular Instagram account owners who actually planned to earn money by offering advertising placement on their accounts because of their popularity. In our research we have analysed several new brand owners who followed mentioned strategy and got highly positive outcome. For instance, @billion.co is a local outerwear selling store which got its popularity or expanded its brand awareness by applying to already very famous Instagram channel called @instavideo_kaz. This account placed animated pictures of @billion.co on its account for one day, indicating its followers the promoted address. After the deal account owner removes advertising content in order not look like an advertising platform not to lose and offend its followers. In the same way works so called 'vine marketing'. Vloggers of such highly followed accounts are dealing with companies offering them promotional services. A short definition of vining is to create a page on the social media platform with unusual content, for example, funny videos, which in return bring many followers.

Gathering up, it obvious that today it is of extremely great value to be aware of such beneficial tips and moreover, to be able to use them in a proper way.

1.3 Brand awareness and brand positioning in social media

Referring to Keller, the construction of customer's mindset is parted in two dimensions, being more precise they are named brand awareness and brand image. Brand image imply the associations of customer linked to a brand [38]. Brand awareness signifies the indication of how well a consumer will recall or recognize that brand due to its presence in a consumer's memory [39].

The relationship between communication and consumer-based brand equity is offered in a theoretical foundation by Schema Theory visualizing comparison of communication incentives with kept knowledge of comparable communication activities by consumers [40]. The degree of appropriate impact of followed by processing of the stimulation same as the attitude formation of the recipient [41].

Social network communication stimuli thus trigger a positive impact in the consumer as receiver, in a way that his or her perception of the communication positively affects his or her awareness and image of a brand. Therefore, a positive association is occurred between the brand communication and brand equity as long as the communication brings a favorable consumer reaction to the investigated product, compared to the analogous non-branded product. As a result, brand-based communication actualizes the broadcast of brand knowledge in terms of brand awareness and brand image in spite of the communication sender. Traditional and social and media communications thus both take an important part in enhancing the brand equity by rising the probability that a brand will be merged with the consumer's consideration set making easier the consumer's brand choice and transforming that selection into a habit [42]. Due to the reason that marketers perennially aim at introducing their brand from a positive side, communication by means of firm created and traditional media communication, both fully monitored by the marketer will every time carry positive brand-based communication content.

Each month Instagram registers 200 million different kinds of brands and activities of users, 65% of which are located outside the United States; daily published 60 million Instagram photos and put 1.6 billion likes [33, p. 5, 43]. Despite rather more active brands in social networks, the Instagram does not analyze it, it does not offer; do not prepare rankings as reported to us in writing. There are third-party services for Totem List type, but they often provide only a couple of numbers: in the number of subscribers and their activity, which is not enough to judge the effectiveness of the social network. So we asked JagaJam to collect some data on the most popular, according to the Totem list, accounts in Instagram for us. The popular photo and video sharing site announced changes to display advertisements formats: new opportunities when viewing video and "advanced" functionality call to action.

According to the survey held by Wibisono, Christian, Tanimukti, Wardhono and Anggawijayaon held in June 2014, in the top 10 of the most popular and the number of subscribers were the following brands: Adidas, clothing brand Forever21, GoPro, Gucci, basketball brands Jordan and the NBA, then Nike, Starbucks, Topshop and closes the top ten shoe brand Vans [44]. Obviously, fashion and sports brands in Instagram are most comfortable: 8 out of 10 brands are shoes and clothes and here is unclear point: it may be that brand managers work hard to attract the attention of social network users, or maybe just among Instagram users there are many fashionists and sports people. Brand name Forever21 was also at the top and popular in Europe, surprisingly, because of its better-known competitors like H&M and Zara which are only on 14th and 39th places respectively, report Phua, Joe, Jin and Kim [45].

While speaking about the number of subscribers, we should not forget how significant proportion of active followers is. For example, the company Adidas, which has the largest number of subscribers, has been having a very small proportion of active users per month (0.08%), while at the Vans brand, which is placed at 10th position, has the number of active followers of 0.91%, say Phua, Joe, Jin and Kim. The highest percentage of active users per month is at NBA account comprising 1.83%, at the same time NBA direct's competitor Mikel Jordan has only 0.04%,

reported by Roncha. Despite significant differences between brands, still 1-2% of active users, from all over the world millions of subscribers, it is quite low rate, is too passive and prefers rather to observe than engaging in communication with brands. How pity it would not sound but these are the realities of today's Instagram [45, p. 9, 46, p.12, 47].

Judging by the numbers of followers may lead to wrong conclusion of effectiveness of marketing managers' work. There is a difficult nature of connection which should be studied more: NBA and Topshop brands have a relatively equal number of published posts and the size of the proportion of active followers differs by 2.5 times, 1.83% vs. 0.66%.

If we compare the Adidas and Nike brands, it may be noted that the first brand has the average number of likes and comments per post are 100 and 67 respectively, while the Nike's one post an average has 122 likes and 110 comments. As the result Nike with a smaller number of posts, 708, have more reactions to its activities.

The first level metrics is number of posts and followers that brands have already passed. The Instagram does no longer need to prove that there are real people who do not mind liking photographs of brands posted. But indicators such as the level of involvement of subscribers and their reactions brand page activities still make up a small ratio of the number of subscribers. As a consequence another question arises: How to make these millions of users to be more active? [48]. The solution for this question was offered in the section 1.2.

According to Bloglovin Company presented a report on a survey of 2,500 opinion leaders in the online social networks: more than half of respondents admitted Instagram as the most effective platform for interaction with users [49].60% of "influential" people of the Internet noted that the most positive effect on the communication with the audience is achieved in a popular photo service. Because of its popularity Instagram was purchased by Facebook with only 18% of votes for that [49, p. 7, 50].

In addition, Bloglovin Company knows that tagging a popular person is very helpful, which in consequence leads to tagging popular bloggers. 84% of respondents confirmed that they are willing to place sponsored post on Instagram for less than \$250 because of the money, most opinion leaders agree to write promopost in Facebook due to its business environment. 97% of respondents are ready to pay less than \$ 500 for promotion on Instagram. The most modest cost index "paid" content is on Twitter, a social network which is available for publications with less than \$150 from influential people [51]. According to the research of Yi Ding and Phan C. in 2011, 73% of respondents used social media marketing campaigns promoted by brand page managers [52].

Despite the increasingly widespread usage of online social networks, they are still not considered by most internet marketing managers as a medium for driving traffic to your official brand website. One of the reasons for this phenomenon is that not everyone knows how to measure specific business metrics related to social media activities. 88% of respondents considered the existing measurement methods as

ineffective. For 52% of respondents the main disappointment was the inability to adequately measure the ROI in online social media networks [53].

One example by Lim Y., Chung Y. and Weaver P. will help to illustrate the complexity of the situation: Assume that the user wants to order a pair of shoes. He/she enters a query into a search engine and gets the results among the issuing retailer paid advertisements. The user clicks the link and is proceeding to the web site of a brand and makes his/her reservation. In this case, it is believed that a major role in attracting customers to proceed to the web site played a paid advertisement by the site owner. However, quite often encouraged customers do so because of the other reason that is the suggestions from friends or other users of online social media networks. For example, you saw a few days ago that your friend, whose opinion you can trust, “Liked” or commented on one of the shoe brands page. A few days later, during a search, he/she saw a familiar brand name and moved to the web site of the brand because of familiarity and trust to you [54].

This is a complex scenario, which is now impossible to trace what was the reason of attracting a client, but important from the point of brand awareness view. In this case, the larger number of channels appears through which user get path to purchasing a product, the more difficult it becomes to track the value of each of them for a particular application. However, the technologies for that kind of operations develop from day to day to enhance duties of business owners and marketing managers.

Referring to the reasons listed above, that were the main obstacle for companies to use online social media networks for promotion provided by Berman S., Saul B. and Peter K., Google and Yandex companies developed calculating metrics on the ratio between promoted advertising and increase in sales. The same way, Facebook and Instagram have developed and integrated efficiency metrics measuring tools to its applications in 2016 updates package. From now on, users can choose between having a personal account or a business account. The efficiency metrics is provided for business accounts only [55].

Using social media as a channel for customer engagement alters the traditional approach to customer relationship management (CRM) systems. The tip of CRM is that it lets to better recognize people and thus obtain them from interacting with the greatest efficiency. With the development of social media business cases to control the reaction of users, but they can do marketing for a brand faster than the marketing department of the company. Realizing this fact, the business must use a new strategy, social media CRM, and instead of trying to manage users, to provide an opportunity for dialogue that customers will appreciate.

Understanding customer value is the main thing in building a social media CRM strategy. It should help to answer the following questions: What motivates users to access brand in social media networks? Why do they sometimes refuse to cooperate? Do campaigns touch feelings and user emotions? Hickey J. and Siegel J. mentioned about IBM Institute for Business Value which examined more than 1000 people worldwide, to understand which of them use social networks, what sites they visit most frequently and what campaigns are the most popular. IBM also interviewed 350

business representatives to find out their views on working with users at online social media networks [56]. The findings came as a surprise to companies that believed that users want to communicate with them. In fact, they are interested in obtaining a certain value, but the business is often confused with a real desire to own users motivation. The study shows that, despite the number of users of online social media networks, their willingness to interact with brands is not obvious:

- People are constantly joining online social media networks, but most use them from time to time. Only a small percentage of them are regular active users that wrote something or responded to other people's records;

- More than half of the respondents do not even consider the question of interaction with brands on social networks. For them, social media is a platform to communicate with family and friends;

- The study discovered a big difference between what people think about representatives of brands and what users themselves say about their expectations about brands in online social media networks;

Many brand managers believe that online social media networks will grow to their brand advocates, but among users the percentage who thinks the same is only 38% and over 60% of people think that brand loyalty is a prerequisite for participation in the brand campaign. On the basis of inconsistency of understanding of online social media networking between brands and consumers, IBM advised to pay great attention to the study of consumer behavior [55, p. 8].

Berman S, Saul B, Peter K. conducted a study where they stated that in October 2010, IBM conducted 2 online studies regarding to online social media networks: the first study involved 1,056 consumers from US, Canada, UK, France, Germany, India, China, Australia and Brazil. Participants belonged to different age groups with an annual income of \$ 25,000 [55, p. 12, 56, p. 9]. The second study was conducted with 351 business representatives from the same countries, except Canada. The participants represented the most diverse areas of the market: Finance, communication, distribution, public sector, etc. In order to collect qualitative data, the researchers conducted extra 17 interviews in US and UK with those in charge of the program in the online social media. In collaboration with Oxford Economics, IBM started a blog dedicated social media CRM, to receive feedbacks on this topic from experts and any other interested people in this field. As Berman S., Saul B. and Peter K. reported, among 80% of internet users who participated in the study, had at least one account on the online social media networks. Almost half of all surveyed users wound up accounts on the online social media networks, where they could exchange information such like uploading photos, videos and etc. However, only 5% of respondents themselves regularly publish something and respond to comments. Working in online social media is based on the interaction with the users and their expectations to get something in return. Actors are always looking for a specific value. The main thing for business is to determine what their users are looking for and provide it. But before that companies need to understand the dynamics of growth and the level of user interaction in their social media. As expected, most of the time in social media networks spend people aged from 18 to 35 years, behind them are

those who are between 36 and 45 years old. People over 46 years are catching up with them. This is especially true for the use of Facebook, LinkedIn, Orkut and QQ. People of this age indicated the greatest growth in the use of online social media mentioned above. Indicated that in 2009, 50% of them used online social media networks, compared to 72% in 2010. But the level of inactivity of this category of users is much higher than aged 18-35 and 36-45 generations [55, p. 11].

Social networks today are the most popular online resource among generations X and Y. Popular portals for information sharing like YouTube, Flickr, SlideShare and etc. are on second place. The third place goes to microblogging like Twitter which is particularly actively used by generations X and Y. The reason of joining of people to Facebook is because it is possible to communicate on different topics. They are less likely to create an account on niche sites like sites of restaurants, music or a movie, preferring to find all in one place.

Lang Y., Yongqing L., Jingui W. and Qiang F. in their research stated that in emerging markets, especially in China, users are most likely to microblogging, 75%, and blogs 66%. In Asia, people use online social media, to keep in touch with family and friends, so the blogs cover a very small number of people; an average of every blog is read by less than 11 people. At the same time in western countries blogging is considered as a form of serious publications intended for a wider audience [57]. In India and Brazil, 90% of survey participants wound up an account on an online social network. Experts differently explain the high rate of development of online social networks in these regions: the concentration of younger users, a culture that says you to stay always in touch with relatives and the proliferation of mobile technologies. Companies are acutely aware of the widespread penetration of these platforms, feel a constant pressure, which forces them to join. About 70% of business representatives said that their organization will be perceived as outsiders, if they are not represented in social networks, and 50% believed that today the competition is built around the successful involvement of people in socializing [58].

According to the results obtained by Jin X., Xi J., Dehua S. and Wei Z. in order to create a picture of the degree of human presence in the social media, the IBM user group was formed by the level of their involvement in the process of interacting with social media. People were asked questions, the answers to which could identify them in one of the groups:

- Read only (Silent Observers),
- Sometimes react (Casual Participants),
- Often interact (Engaged Authors).

Only a few users, Engaged Authors, that is about 5% always respond to comments and write their own posts. Next most and a large group which is Casual Participants comprise 75% from the people who from time to time make comments and write something themselves. In the latter group, Silent Observers occupying 20%, people read the news, but do not participate in the discussions and never write anything [59].

1.4 The fundamental bases of digital word of mouth

In our thesis we are going to highlight the new term, especially for Kazakhstan scientific and business literature, electronic or digital word of mouth which actually both carry the same meaning.

The term 'marketing by digital word of mouth' (dWOM) can be opened as the aimed influencing of consumer to other consumer spread of information by professional marketing management techniques. With the high popularity of online social media and web 2.0 innovations, the dWOM has been capitalized on by marketers who recognize the hidden power to affecting and targeting the prospects through the verbal communication process [60]. Verbal communication spread from one person to others is frequently understood as more trusted than information obtained by means of more formal way or traditional marketing channels that finally represent a high power origin of user initiated content (UIC) in the form of effectiveness and efficiency [61]. In the beginning, digital WOM has been perceived as the influence to the most part of all purchase decisions [62]. In highly diversified marketplace, buyers are facing an overload of data and a high amount of choosing options but when it comes to decide the final purchase step, word of mouth initiated by other has been accepted as the best instrument of overlocking the market noise effectively [63]. Big amount of the existing literature directs to a first work held by Katz and Lazarsfeld on individual impact, where they propose that selling messages are not delivered in the traditional manner whereby marketing managers directly affected users dialogs and purchasing patterns. Vice versa, Katz and Lazarsfeld confirmed that mentioned way of promotional notes were received and decoded by opinion leaders firstly who then dispersed the message to the greater population, bringing to the stage of mutual communication flow. It was found that old school communication style, or so called content created by the firm, was able to reinforce marketing promises among current users rather than to obtain new ones [64, 65]. Kozinets has proposed three emerging phases of digital WOM, where he builds it on existing works including the research of Katz and Lazarsfeld held in 1955 to review the emergence of both WOM theory and how it works on practice [60, p. 15]:

Phase 1 is named as '*Organic Interconsumer Influence Model*'. The term Organic in this means refers to the point that consumer-to-consumer communication happened not depending on the impact or measures of marketing managers. It is driver by a want to support and warn other customers about lack of quality in the service.

Phase 2 is named as '*Linear Marketer Influence Model*'. While this period marketing managers started to actively affect consumer transmission of WOM by means of traditional tools, such as advertising campaigns and promotions. Marketing managers would also apply this by figuring out and targeting 'opinion leaders' that were accepted as affecting tool that was able to transform marketing notes with having no error [64].

Phase 3 is named as '*Network Coproduction Model*', is considered to be the most actual phase, coinciding with the vast growth of the internet usage. This phase represents a new direction for marketing managers engaging in digital WOM activity

by the help of individual targeting in communication programs, where internet plays a role of offering new stages of marketing management and tools for evaluations. Kozinets noted two features of significance distinguishing among mentioned third phase of WOM construction. One of the that features is the novel approach performed by marketing manager to touch consumers, firm controlled, and the second feature is the recognition of marketing promises do not move single way but instead are as well exchanged interconsumerly in a network in actual internet era, so called user initiated content [60, p. 11].

As WOM represented as one of the central aspects to proposed work, it is resulting in representation of a major origin of consumer power and thus, an extremely significant phase of the user initiated content phenomenon. Applying to the works of Bughin, Doogan and Vetvik it is of ease to distinguish three basic kinds of WOM in order to explore and far understanding the very complicated occurrence of the nature of word of mouth. The primary kind of that was identified by aforementioned authors as '*Experiential WOM*' which brings to a meaning of the most general form, encountering in the range of 50%-80% of overall word of mouth actions in every given particular types of goods. This category of WOM is initiated from and generated by a buyer's personal experience with a goods and services. At a time experiential WOM is of negative form, it may have high reactions from a marketing manager's side and decrease user relations to a brand's in the sense of traditional media and marketing motives [63, p. 14]. Our research is going to focus dominantly on this kind of word of mouth due to its consideration with the consumer potential tied to point of view and purchase intention originating from content on digital social media. '*Consequential WOM*' is a form of word of mouth movements which are the outcomes of a traditional and brand managed drivers of marketing, or in the scope of this thesis; firms created content. Referring to the propositions of Bughin, Doogan and Vetvik the impact of such kind of WOM has a very huge influence on buyers and marketing managers must consider this issue while launching a new promotional campaign. The last word of mouth category which is faced more rarely is '*Intentional WOM*'. A good sample of it could be celebrities who are paid or asked for presenting a particular good or a service [63, p. 6]. Our research is originally focused on the all kinds of electronic word of mouth where consumers express their experience with goods and services. Consequential WOM is valid as well in our research, due to researcher's investigation of how consumers are affected by official brand created content on the platform of visual kind of social media site Instagram. One of the purposes of our work considers the third category of '*intentional WOM*' because the use of celebrities is among the managing tools proposed in the classification of smm managing tools.

As it is clear from the evolution stages presented by Kozinets [60, p. 9] and the differences among categories of word of mouth stated by Bughin, Doogan and Vetvik [63, p. 13] WOM is representing a highly difficult and several dimension origin of content. After going through several changes, the most up to date stage directs that WOM be used in a hybrid version of user initiated content and firm streamed content. WOM or '*digital word of mouth*' (dWOM) as it is supposed to happen on virtual

platform, became a phenomenon with the emergence of social media networks which let consumers to communicate with different users with not intervention of traditional aspects. Brand managers have to recognize the new scope in which eWOM is generated and learn to properly involve consumers in such a manner that balances construction of relationship, goods and services promotion, and sales increase. Furthermore, brand owners need to correctly recognize the role and impact of a new arrangement of those who lead in opinions and the source of influence within these social platforms. The situation turns as a challenge for marketing managers and brand managers due to the diversity of the stages of power associated with the various types of dWOM. Simply, the intention of a customer to buy a good relying on the electronic word of mouth provided by his/her friend will be enormously higher than if the suggestion was offered by an unknown one [63, p. 14]. Online social media networking strategies may be accepted as successful by the properly leveraging relationships with target segments and engaging online social media network influencers to spread electronic messages of brands through content generating and sharing, reposting, and leaving comments to encourage purchasing intentions [65]. Despite the previous works and outcomes offered by Katz and Lazarsfeld that course that advertisements used mostly to impact on current marketing promotional notes rather than obtain new users, nowadays the hugest part of advertising still focuses on the attention on achieving a mass market trying to establish awareness, quality and purchase intention. These advertisement steps aimed at first attracting prospects and then converting them into current consumers [62, p. 5]. Nowadays, however, these outcomes appear to be leading aspects of marketing activities. Several types of studies claimed the death of advertising in previous form, mainly relying on the raise of the internet option and along the social media phenomenon. Marketing managers are still at the beginning of understanding and appreciating the emergence, feedback and impacts of online marketing starts in spite of awareness around the tacit nature of mentioned interactive relationships [60, p. 10].

EWOM is being pictured as temporary in nature, the reason for that is 'disappears as only as it is leaved' and 'happens in unpredictable time and again vanishes' [66]. But situation is different on the internet as well as on social media. Digital word of mouth or 'dWOM' can be pronounced as 'the online knowledge interexchange between consumers that they offer online' [67]. Within the online landscape dWOM became a representative of a non stopping stream of material and information that is facilitated and filled by social networking sites. There are several reasons for this phenomenon, the emotional and practical one. Consumers start to participate in discussions held online, but the idea that stands behind this is a substantial commercial implication because consumers exert more control over their expressions within the marketplace [68]. DWOM source has greater credibility and authenticity, thus it exerts a higher affect on consumer perceptions about the brands than many different source of influence [69, 67, p. 7]. This brings to a reality that users have more power to achieve greater levels of openness and that they can obtain incentives of dWOM [70, 67, p. 8].

Summing up the stated above, we should note that business development in the globe as well as in Kazakhstan becomes every day easier and the same time more difficult. The reason of ease is that there are many tools and instruments nowadays to run your own business, including virtual platforms where you minimize an entrepreneur avoids costs related to fixed type and variable ones due to smaller need for more personnel. Today vast variety of softwares exists that can do many tasks instead of people done in past. The difficulties in doing business in this environment are the highly increased competition and market noise which leads to higher efforts of businessmen to be spent.

2 ANALYSIS OF IMPACT OF SOCIAL MEDIA MANAGEMENT ON CONSUMER BEHAVIOR COMPARED TO TRADITIONAL MARKETING MANAGEMENT

2.1 The potential of the development of Social Media in the Republic of Kazakhstan

Communication sphere is a dynamically developing industrial and economic complex, designed to provide the growing communication needs of the economy and society. The share of the communication sector in the Kazakhstan's GDP in 2015 amounted to 1.9%.

Communications enterprises in 2015 provided services for 702.1 billion tenge, which is in terms of prices by 2% more than in 2014. 58% of the volume received was from individuals.

A significant share in the total volume of communication services occupy mobile services, whose share for 2015 amounted to 36.7%.

In recent years significantly changed the structure of provided communications services. Due to the introduction of various kinds of mobile communication and internet access, the fixed telephony services volume visibly reduced in the total volume of communication services share.

At the end of 2015 in the country the number of mobile communication subscribers totaled to 26,309,300, while the number of fixed internet subscribers totaled to 2,305,600, 99.8% of which use high-speed broadband connection [71].

The Kazakhstan government committed itself to the construction of a post-industrial society - the stage of economic development, following the period of industrialization and characterized by advancing development and increasing the share of service industry in the overall economy. The concept of post-industrial society is the information society - a new historical phase of development of a civilization in which the main products are information and knowledge. A distinctive feature of the information society is the creation of a global information space providing efficient information interaction of people and their access to global information resources satisfying their needs in information products and services. Information and communication technologies (ICT) are of key role in the rise of the national economy, in improving its competitiveness. One of the main tasks of the telecommunications industry is the creation of a digital transport medium to support the processes of informatization, development of modern telecommunications infrastructure and its integration with the infrastructure of other governments.

Communication statistics provides information support for users of all levels and development of the communications industry as a whole. As well as the development of the Internet, including broadband internet, mobile communications, the technical means of communication on the contribution of industry to GDP of the country. The report contains information on the status and use of information and communication technologies in the enterprises of the republic, in households and in the public and government sector [71, p. 5].

Traditional economics system based on industry now turns into a knowledge-based form of economy. Information technology turned to provide positive changes in the social and economic terms, and the instrument for achieving the Sustainable Development Goals. Broad research and practical study on the implementation and enhancement of ICT is brought to state level in Kazakhstan. Such kind of transformations influences all the economy sectors, as well as the education sector. To develop and implement the ICT highly qualified personnel is required. By the initiative of the President Nursultan Nazarbayev the first in Kazakhstan International Information Technology University (IITU) started its activities in 2009. Structure of bringing up programs for ICT professionals is carried out in narrow association with leading IT-companies in Kazakhstan, such like National ICT Holding "Zerde" which supported to define the main training contents, names of specialties that are in the demand in the global and Kazakhstan ICT marketplace, synchronizing curriculum with modern worldwide standards in Information technology. IITU is continuously upgrading and offering training curriculum, guided by scholars and improvements in the ICT industry.

The ICT industry has turned to one of the most significant parts of economic development worldwide. World exports of ICT products by 2010 indicated 12% of volume of the total trade in products worldwide whereas in developing countries these indicators showed up to 20%. In 2012 there was a ranking of ITC development index among countries where Kazakhstan was ranked 49th out of 155 countries. Referring to Global Information Technology Report in 2013, Kazakhstan position in this index was 43rd out of 144 countries.

The United Nations figured out Kazakhstan as a leading country in electronic government services developer, where on the second place was Singapore. Now, in Kazakhstan duration of dealing with many different offices by an entrepreneur reduced to an online application for a new startup license and gets the print within 15 minutes the accomplish the licenses required to get started. In the report of United Nations, Kazakhstan focus on citizen engagement is listed with the other top countries like South Korea, Netherlands and Singapore. The government of Kazakhstan is going to transfer 100% of population related services into electronic format by 2014. Additionally, the mobile access by the population became a top priority. The architecture of the electronic government platform and access will be modernized constantly in the period of 2012–2014. Integrated services and applications of the e-government designed for Android and iOS mobile operating systems are under development.

Regarding to the Networked Readiness Index ICT indicators of Kazakhstan are increased and are improved. Networked Readiness Index defines the grade of information and communication technologies elaboration, and comprises several indicators. In the report of network alacrity in 2014 comprised of 148 countries. The first place went to Finland as in previous years with the score 6.04. On the second placed Singapore with the score 5.97, Sweden indicating 5.93 got third place. Kazakhstan took 38th place with a grade of 4.58, raising its positions to 5 levels comparing to previous year.

Telecommunication environment of Kazakhstan is indicating dynamic progress; the competition in mentioned segment is increasing, as the demand for digital services. The computer and software are replacing the big amount of labor, in the past having high costs, but nowadays these expenditures can be reduced with important results by means of the use of modern systems. The sphere of these services comprises traditional cellular services, stationary telephone lines and access to the internet.

Since about 2004, following the directions of President Nursultan Nazarbayev three plans and strategies of the government of Kazakhstan are directed towards constructing and strengthening the national innovation system which he mentioned in the annual State of the Nation addresses. The role play of science, research, technological progress and the role of innovation are to a great extent highlighted in the priorities of development of Kazakhstan economy and social issues. Social and economic enhancement emphasised as the main course of the development of the country. N. Nazarbayev in his 2012 State of the Nation address noted that: “By 2015, the National Innovation System is going to be fully automated, and by 2020 it must already yield indicators in the form of developments, patents, and ready products of technology to be presented in the country”. The highest political priority indicates huge ambitions and motivates systematic effort to construct the concept and legal framework as well as to provide with the required resources for these developments. The transformation to a knowledge based economy demands the formation of a coherent approach of the system in the country, effectively and efficiently transiting new cognition into new technologies, goods and services. Referring to the Strategic Plan for the Development of Kazakhstan till 2020, one of the priorities of economic growth is the transformation from of vast production of raw materials in the industrial innovation. This transition cannot be implemented without the improvements of the national innovation system.

The important question of the degree of the effectiveness of public spending, opportunities and rationalization of the choosing process of public projects in the innovation sphere would be a right to be put. Moreover, the government provides legal regulations between the different elements of NIS. However, the experience of most of the countries indicates the weakness of the government in the matching of priorities, funding expensive state programs that neither provide the anticipated results nor give results, which afterwards rejected by the economy and society. Moreover, this increased the traditional drawbacks of the realization of state programs connected to financial irregularities and overindulges and corruption [72].

As it was mentioned above the telecommunications market in the Republic of Kazakhstan is showing dynamic progress. In the figure 3 we can see the share of population who use internet by the regions of Kazakhstan in 2015 year. As you can see from this figure the most part of population who use internet was in west-Kazakhstan – 89%. Rather big number of the user was Astana – 86.9%, Almaty city – 81.9%, Almaty and Pavlodar regions – 81.2%.

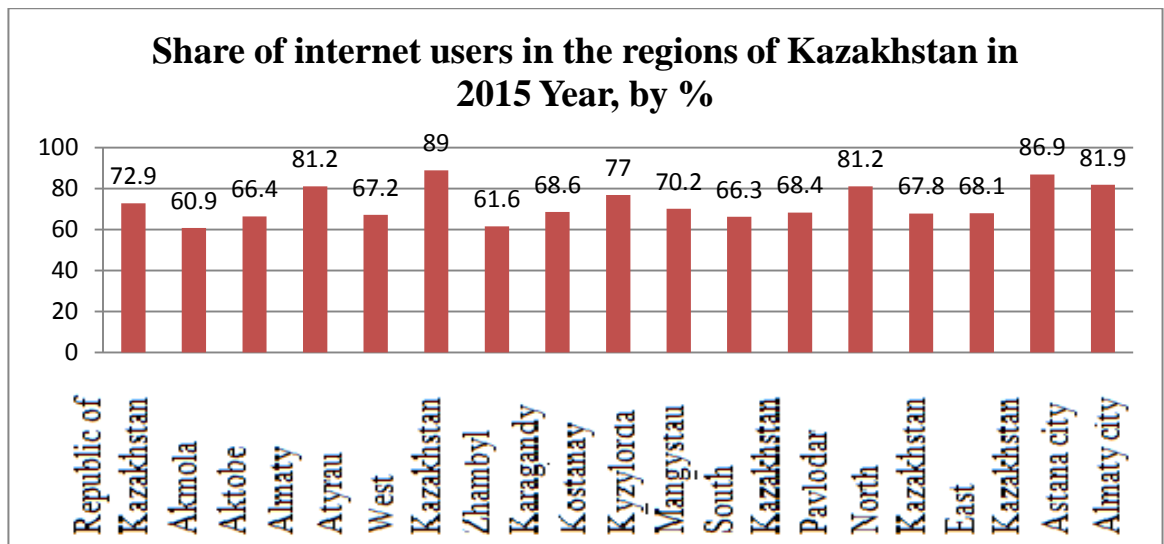


Figure – 3 Share of internet users in the regions of Kazakhstan in 2015, by %

Note – the figure is composed by the author

At the same time in the figure 4 you can see the share of population who used mobile phones in these regions.

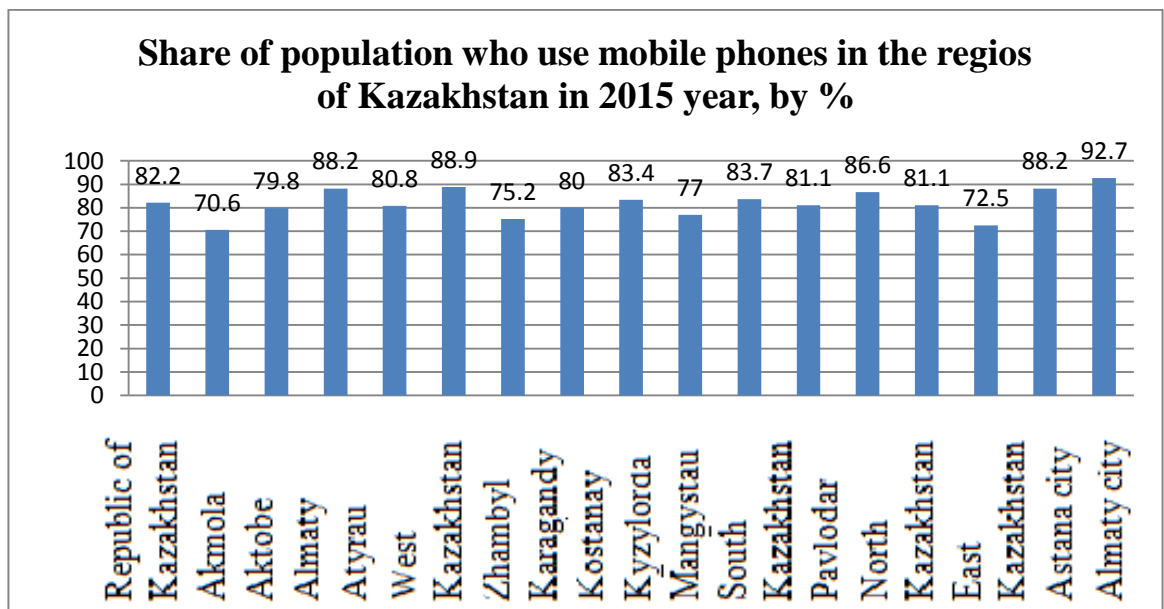


Figure – 4 Share of population who use mobile phones in the regions of Kazakhstan in 2015, by %

Note – the figure is composed by the author

From the figure 4 we can see that in this year the most part of mobile phone users was in Almaty – 92.7%, than in West- Kazakhstan – 88.9%, Astana – 88.2% and Pavlodar region – 86.6%.

As our analysis show and we can see from the above mentioned figures in industrialized cities and regions of Kazakhstan (exlcuding East-Kazakhstan) user systems of telecommunication are more than in other regions. It is need to note that in the regions with higher populations (Zhambyl regions and South Kazakhstan) the potential for development of telecommunication system is much higher. In spite of big number of population only 75.2 % of Zhambyl region population and 81.1 % of population (age 6-74 years old) in South Kazakhstan are using telecommunication instrument. Thus with industrialization of other regions (according to the states programs) the number of users in the population is increasingly growing.

In the table 1 below, we can see the number of internet users in Kazakhstan by age in percentage. As we can observe, in general borders of the country the number of internet users aged between 16-72 years old is very high, 77.2%. Such high results obtained thanks to government policy of availability and affordability of information-communication technologies to population.

Most of important is the ratio of internet access points. In the table 2 we can see that most of population accessed to internet by their mobile devices compared to any other way including stationary access points. In general in Kazakhstan the indicators of population access to the mobile internet is 61.7% compared to 44.2% of stationary access. The leader regions are shown to be South Kazakhstan with 88% and West Kazakhstan with 84.6%.

In the era of mobile devices, smart phones and gadgets with access to internet thanks to mobile communication providers, users shifted from desktop usage of internet to mobile internet by 2015 as shown in the table 2. Such an advantage let population to continuously stay online. This phenomenon is obvious from the statistical data provided by stat.kz.

Previously we mentioned that because of this phenomenon social media sites developed mobile versions of the networking sites and developed mobile software for that purpose. Many online stores developed mobile versions of their web sites for ease of use for customers holding mobile devices. Thus, it becomes interesting to monitor the main stream of user in internet. In the table 3 we can see main directions of internet search by population.

The good news in this situation is that the percentage of usage of mobile internet by households drastically increases as well. This is double towards growth should become an advantage to both parties. The households can easily stay in touch with suppliers who also use internet for order taking purpose. Shift to mobile devices should enhance the communication process between two entities and provide faster feedback. The data provided in the table 4 indicates on that growth in percentage.

Observing the growth of access to World Wide Web by population of Kazakhstan and the indicators of global competitiveness level of technological development from 2011 to 2015 are illustrated in the tables 5 and 6.

Table 1 – Share of users of information-communication technologies in 2015

Cities	Share of computer users			Share of internet users*			Share of mobile phone users		
	From total population aged between 6-74 y.o.	Including		From total population aged between 6-74 y.o.	Including		From total population aged between 6-74 y.o.	Including	
		6-15 y.o.	16-74 y.o.		6-15 y.o.	16-74 y.o.		6-15 y.o.	16-74 y.o.
Republic of Kazakhstan	74,2	60,5	77,2	72,9	53,1	77,2	82,2	56,5	88,0
Akmola	60,0	58,1	60,4	60,9	53,0	62,4	70,6	55,6	73,5
Aktobe	70,1	71,1	70,0	66,4	51,4	69,5	79,8	57,1	84,5
Almaty	82,5	59,0	88,1	81,2	55,2	87,3	88,2	57,3	95,5
Atyrau	67,5	52,8	71,3	67,2	50,1	71,6	80,8	50,8	88,6
West Kazakhstan	89,0	63,7	93,9	89,0	63,7	93,9	88,9	63,7	93,8
Zhambyl	67,8	59,7	70,1	61,6	40,5	67,6	75,2	46,5	83,3
Karagandy	67,8	49,4	71,1	68,6	48,1	72,4	80,0	57,4	84,2
Kostanay	71,6	71,5	71,6	77,0	70,7	78,0	83,4	58,6	87,5
Kyzylorda	80,7	72,9	82,9	70,2	43,0	77,7	77,0	50,2	84,5
Mangystau	71,7	61,7	74,5	66,3	47,9	71,4	83,7	57,3	91,0
South Kazakhstan	71,1	47,6	78,7	68,4	38,0	78,3	81,1	47,5	92,0
Pavlodar	81,5	54,0	86,2	81,2	52,2	86,1	86,6	50,9	92,8
North Kazakhstan	66,3	61,4	67,1	67,8	54,0	70,2	81,1	57,2	85,3
East Kazakhstan	67,4	54,9	69,6	68,1	55,2	70,4	72,5	51,7	76,2
Astana city	88,0	89,6	87,7	86,9	86,7	86,9	88,2	88,2	88,2
Almaty city	81,6	85,0	81,0	81,9	88,5	80,9	92,7	81,7	94,5

* Including mobile internet usage
 Note – The table is provided by government statistical agency stat.gov.kz [71, p.24].

Table 2 – Main access points to internet by users in 2015

Cities	Home	Work place	Education places	Business centers	Neighbours, friends, relatives	Anywhere from mobile phone	Anywhere from any smart devices	Public places
Republic of Kazakhstan	44,2	17,2	8,3	4,3	16,6	61,7	11,5	7,6
Akmola	72,2	10,5	12,1	1,3	25,8	38,4	13,1	10,1
Aktobe	22,4	7,9	10,6	0,9	24,4	72,8	7,7	7,7
Almaty	28,3	9,9	6,2	5,8	11,3	54,5	7,1	10,2
Atyrau	51,9	20,5	6,4	1,1	12,5	64,7	6,1	2,3
West Kazakhstan	67,5	20,7	6,5	5,6	12,2	84,6	7,6	7,9
Zhambyl	32,2	13,8	15,0	2,3	13,6	65,5	3,5	0,6
Karagandy	76,1	22,9	7,6	1,9	17,8	42,1	11,1	9,7
Kostanay	84,8	18,9	16,2	0,1	12,8	41,8	6,6	3,7
Kyzylorda	26,9	20,5	12,7	2,4	19,1	75,7	13,4	6,3
Mangystau	17,4	49,0	18,6	22,2	36,9	53,3	9,2	6,3
South Kazakhstan	24,0	12,9	10,1	1,8	16,1	88,0	6,4	2,4
Pavlodar	43,7	10,7	3,8	1,9	51,2	35,1	11,4	4,2
North Kazakhstan	81,5	15,9	6,8	0,4	16,2	38,2	6,0	4,5
East Kazakhstan	41,7	4,8	5,1	15,0	12,4	66,9	19,6	10,0
Astana city	37,4	34,6	7,8	3,9	13,5	43,8	47,3	28,4
Almaty city	49,2	23,5	1,1	3,8	4,5	71,4	10,2	6,0

Note – The data is provided by government statistical agency stat.gov.kz [71, p. 26]

Table 3 – Search categories by users in Internet in percentage in by 2015

Cities	Information search about goods and services	Information search related to healthcare or healthcare services	Information placement or instant messaging	Application or software download	Movie, picture, music download or watching movies, listening to music, playing or downloading games	Reading or downloading online newspapers, magazines and books
Republic of Kazakhstan	31,4	15,2	25,7	7,7	52,4	15,3
Akmola	28,2	14,4	27,3	8,6	64,2	29,9
Aktobe	35,2	12,1	28,1	10,6	59,8	15,0
Almaty	34,6	12,6	20,1	3,0	34,5	8,1
Atyrau	28,3	6,4	19,5	6,6	63,8	19,4
West Kazakhstan	65,9	30,6	21,2	12,1	46,7	12,3
Zhambyl	20,8	12,5	12,5	3,9	39,7	6,2
Karagandy	40,4	17,4	33,3	16,1	74,0	23,9
Kostanay	41,4	7,7	20,6	8,7	49,1	17,1
Kyzylorda	16,8	7,1	4,7	5,9	37,9	9,3
Mangystau	45,4	13,9	17,3	3,6	41,6	7,1
South Kazakhstan	13,7	12,8	18,1	2,7	71,8	14,8
Pavlodar	23,2	12,0	29,9	11,5	62,8	13,8
North Kazakhstan	24,8	18,7	34,3	11,1	58,0	23,4
East Kazakhstan	41,2	23,2	38,7	3,8	52,6	7,6
Astana city	51,6	34,2	40,0	24,3	60,8	39,1
Almaty city	21,4	10,3	36,5	4,5	29,8	12,4

Note – The table is provided by government statistical agency stat.gov.kz [71, p. 27]

Table 4 – Share of households having access to Internet in percentage by 2015

Cities	Households having access to internet*	Types of connection equipment	
		Stationary connection equipment (desktop)	Mobile devices (notebook, tab, mobile phone and others)
Republic of Kazakhstan	82,2	36,1	68,8
Akmola	72,0	33,4	58,3
Aktobe	79,5	30,0	72,9
Almaty	93,9	43,3	76,4
Atyrau	79,0	40,4	73,7
West Kazakhstan	92,1	66,0	90,5
Zhambyl	75,1	24,6	63,7
Karagandy	74,0	32,0	59,9
Kostanay	77,9	35,2	65,3
Kyzylorda	95,4	20,9	90,9
Mangystau	71,9	17,7	61,9
South Kazakhstan	92,2	18,5	88,3
Pavlodar	87,6	51,5	56,7
North Kazakhstan	80,4	34,0	60,9
East Kazakhstan	81,0	34,9	59,2
Astana city	97,6	61,6	71,4
Almaty city	70,3	38,8	61,4

* Includin mobile internet access

Note – The table is provided by government statistical agency stat.gov.kz [71, p. 29].

Table 5 – Indicators of access to information community by 2015

Index	2011	2012	2013	2014	2015
Density of fixed telephone lines per person, units	26	26	26	25	24
Index of tariffs on internet access services for individuals, in percentages	99,7	98,8	97,7	99,5	100,0
Index of tariffs on internet access services for legal entities (December of reporting year to December of previous reporting year), in percentages	87,0	77,8	86,9	95,7	96,9
Broadband connection access	86,4	76,2	85,5	96,1	96,3
Switch connection access	100,0	100,0	100,0	99,6	100,3
Note – The table is provided by government statistical agency stat.gov.kz [72, p. 32]					

Table 6 – Indicators of global competitiveness by level of technological development in units by 2015

Index	2011	2012	2013	2014	2015
Density of mobile communication users per 100 person	152	180	178	165	150
Density of fixed internet users per 100 person	8	10	12	12	13
Including					
Usage of highspeed broadband connection access per 100 person	7	9	11	12	13
Number of internet users per 100 person, number of people	51	62	63	64	73
Note – The table is provided by government statistical agency stat.gov.kz [72, p. 32]					

Under the conditions of nowadays onrush of information-communicational technology development, more significant importance is given to the issue of ICT provision development. Studies of international best practices, sharing experience with other countries, in-service trainings for specialists, development of legislation and harmonization with international standards, Internet incidents response and prevention, fight against cybercrime require effective coordination on a worldwide level. Being a structural subdivision of Zerde National Infocommunication Holding JSC, the Department is actively cooperating with international designated companies and involved in a variety of international initiatives that allows it staying at the frontal edge of professional activity in the sphere of informational society development, forces to provide performance quality standards, which could be associated with the global ones, and essentially expands the horizons of its activity. Zerde National Infocommunication Holding JSC takes an active part in a whole range of field and international organizations and conventions in a way that facilitates the use of international experience in different spheres and the development of RK's innovative potential.

Mobile communications is achieving great developments in the borders of Kazakhstan, the volumes of that are indicating an increase each year. Huge significance for the development of cellular services is the implementation of 3G (third generation) of communication in Astana and Almaty cities and regional centers of RK. Digitalization level of local telecommunications reached to 93.2% by July 2011, according to statistical data of the Agency on Statistics of the Republic of Kazakhstan while in rural sector this number is 92.9%. Currently all towns and rural areas are supplied with electricity and provided with fixed telephones. Elaboration of rural telecommunication networks utilizing a wireless CDMA-450 technology which allows unfold quickly telecommunication networks in places with no telephones and satisfying the need of telecommunication services in rural sector.

A weak developed entrepreneurial culture, except the agricultural sector and a traditional small family business, is one of the problems faced to build a dynamic innovation system in the state, which is acceptable not only for transitional economies but as well for many developed economies of European countries [72, p. 13].

According to the state of the nation address of mister President N. Nazarbayev made on 31st January 2017 the following important issues are going to be developed by 2025 year. Here are some aspects of the statement in original text:

“On the start of a new era, I shall address the people of Kazakhstan, started mister president”.

“Our country worthily has passed its 25 year development stage. We are proud of our country. During celebration of the 25th anniversary of Independence, we turned attention to the achievements and successes of our country. These achievements are prominent and appreciated by the global community”, continued N. Nazarbayev.

In circumstances of growing competition and the low stability in the world, the relevance of the proposed by me the Strategy 2050 to the population in 2012 is increasing. We have all abilities to timely anticipate the comings of complexity.

By means of economic policy "Nurly Zhol" and the Plan of the nation "Hundred concrete steps" we with honor are going through an initial phase of a difficult global transformation. Only in 2014-2016 years to support the economy we have allotted an additional 1.7 trillion tenge. This gave us an opportunity for high economic growth and business support and to create more than 200 thousand new job opportunities", stated the leader of the nation.

"The outcomes ensured the increase of the gross domestic product by 1% in 2016. This is especially significant in the current hard conditions.

The global conditions are rapidly changing. This is a new worldwide reality and we must face it.

In this respect, I give responsibility to the Government to elaborate and adopt a separate strategic program called "Digital Kazakhstan"", said the president N. Nazarbayev.

"It is crucially needed to adapt our legislation to the new realities, as well as significant to provide the development of communication systems, omnipresent access to a fiber optic infrastructure. The enhancement of the digital industry is going to impact on all other sectors. Therefore, the issue of development of IT sector must be kept under special control of the government", added president.

"A significant condition for the development of new industries is to support innovations and their fast implementation in the real production".

President N. Nazarbayev also instructed the government to establish International Technopark of IT startups on the basis of the objects of EXPO 2017. "It has become a platform for engagement of entrepreneurs and investors from all around the world", continued mister president.

He also emphasized that "Kazakhstan also needs to develop its scientific and innovative potential on the basis of Nazarbayev University and PIT "Alatau"".

"It is crucial to significantly raise productivity. The main aspect in this must be the large introduction of elements of the fourth industrial revolution, including automation systems, development of robotics, artificial intelligence, usage of "big data" and others".

"The second priority is a drastic improvement and extension of the business environment. One of our strategic targets is to be sure that by 2050 the contribution of small and medium sized businesses to our GDP will be at least 50%. This is seems to be ambitious but reachable goal. In order to solve the obstacle at this stage, you need the following", charged N. Nazarbayev:

"On the instructions of N. Nazarbayev, this year the government started a program of productive employment and the development of mass business. From now the countryside population of Kazakhstan or in the city area can get microloans of up to 16 million tenge for running the business".

“It is significant to expand the territory of micro crediting, actively use tools to guarantee and service support of entrepreneurs. These indicators must be accompanied by providing of business training and financial literacy to people”.

“It is needed to further enhance the most of business supporting tools. Every region of Kazakhstan has to offer the improvement of difficult measures of most, including family businesses”, pointed mister president.

“Much in the resistance against corruption is going to depend on the actively participation of the society as a whole. With the emergence and fact largely use of social media networks and other media channels general acceptance should become a powerful instrument in fighting the corruption”, concluded the leader of the nation N. Nazarbayev [73].

Upon these sendings, we had an interview with head of hipo.kz company, Muslim Zholdaspayev. Hipo.kz is competing company in the field of employment and a competitor of Headhunter.kz Company. Mr. Zholdaspayev shared with us statistical data of employment of SMM managers requested by the industry in 2015 and 2016 years. According to the data we obtained, in 2015 companies requested 16 positions on SMM managers whereas in 2016 this number tripled to 48 vacancies. This is a situation observed from only one employment company. Consequently, we can observe how the potential of social media marketing management is high and demanded. Furthermore, hipo.kz provided the society with tendencies of employment of digital marketers, the salaries paid for their skills and much useful information.

Analysis of nature of accounts opened in Instagram with geolocation in Kazakhstan indicates that huge number of small businesses and entrepreneurs started their business activities by using social media even not having an idea of how to use them effectively. To be more precise, people having small boutiques in different small and medium malls of the country started to manage their brand accounts on social media networks. Starting form outer wear and ending with jewelry stores. In spite of these problems of lack of knowledge how to manage brand accounts on social media networks and lack of knowledge of brand management brave entrepreneurs hire expensive smm providing companies for that purpose.

Concluding the chapter, it must be said that Kazakhstan government has provided its population with excellent access to a high speed internet for all levels, especially affordable 4G mobile internet by all mobile communication providers in the country. Such wise decision opened new horizons for population in committing new business ideas.

2.2 Assessment of impact of digital word of mouth in social media networks on purchase intention

Electronic/Digital word of mouth (dWOM/eWOM) as it is concerned with the online platforms became popular with the emergence of social media network sites that offered consumers a chance to cooperate with different consumers having no limits of traditional approach barriers of physical placement and space. Brand managers or owners must uncover the new formulation in which eWOM is emerging and learn to properly connect consumers with balanced relationship construction,

goods and services promotion and rising of sales. Furthermore, it necessary for brand managers to uncover the role and impact of a new classes of consumers, who lead in opinions and may influence within these social networks. This became a challenge for marketing managers and brand owners due to the many levels of power related to the different kinds of dWOM. For example, the desire of a consumer to buy a good or a service relying on the digital word of mouth recommended by a friend is going to be much higher than if it would be left by a stranger [63, p. 8].

In this research we are giving examples of different previous researches made worldwide. At the same time applying obtained skills on the local Kazakhstan chain of restaurants. Major object of the study was AB Restaurants chain, which is the biggest chain of restaurants in Kazakhstan, by 2016 having 8 different brands such as DelPapa, Daredjani, Bochonok, Aroma, Cafeteria, Compote, Gosti and BroadwayBurger totally encounting 25 restaurants and cafes located in Almaty and Astana cities.

AB Restaurants opened in 2007 with its former restaurant named Bochonok, but the main development of the company started with formation of the company portfolio in 2007.

The main segment of guests of AB Restaurants chain is modern, educated, urban and financially sufficient people.

Emergence of online social media drastically influenced consumer behavior. This change requires a careful approach of marketing managers to their customer relationship management strategies by professionally managing company's pages on social networks.

In this section we are analyzing different consumer behavior models, factors influencing purchase intention, stimuli responses and consumer decision making processes. Furthermore, we compare the effect of firm's created content (FCC) and user initiated content (UIC), in other words influence of digital word of mouth (dWOM) on brand awareness and level of trust to the brand.

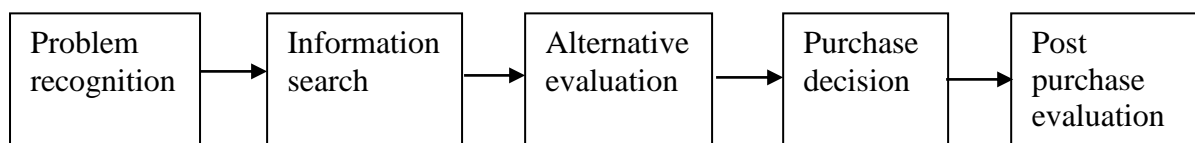
As it is mentioned by Keller K., buyers are required to settle on incalculable choices consistently and in this manner, in today's extensive commercial center, need to adapt to an expanding data over-burden. Brands have a critical impact in this as they offer a specific consolation which can control shoppers during the time spent settling on a buy choice [62, p. 4].

Burp G. also, Belch A. have built up a reasonable structure which looks in detail at the distinctive stages embraced by customers in the number one spot up to a last buy. These creators recognize the different stages in the shopper basic leadership handle and furthermore the relating mental procedures. As indicated by the model, a buy goal emerges as a result of the data inquiry and option assessment stages, once shoppers have fulfilled their correlation with rival items [74]. This stage means the part in the basic leadership prepare when the client decides, in light of both client created substance and firm made substance, about regardless of whether they will at last buy an item.

In spite of its fame among analysts and scholars, various scrutinizes of this model were uncovered amid the writing audit prepare which must be considered. The

greater part of these investigates originate from the excessively explanatory approach towards customer conduct spoke to in the model. For instance, it has been noted that there is an assumption of the 'Rationality of consumer decision making' which is in accordance with the model proposed [75]. Customers take part in non-cognizant and astute practices that don't fit properly inside the model's limits and there is additionally an absence of affirmation of enthusiastic components and other heuristic variables which become an integral factor amid this procedure. In general, be that as it may, the purchaser basic leadership process is viewed as giving an unmistakable and succinct delineation of the utilization procedure which has developed throughout the years to compare with the propelling theory of consumer behavior illustrated below in figure 5 [76].

Stages in the Consumer Decision making process



Corresponding psychological process

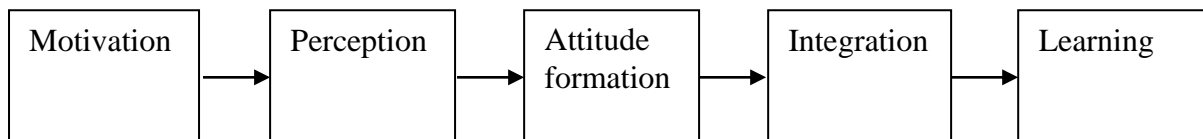


Figure 5 – Consumer Decision Making Process

Note - This figure was proposed by Belch G. and Belch A. in 2003 [74]

Another theory broadly used in defining the mental levels passed by consumers in the tunnel of a final purchase, is the Hierarchy of Effects model. Chain of importance of Effects alludes to the settled request in which shoppers see and process promoting and other marketing correspondence data: first subjectively think, second affectively feel, and third conatively do. A standout amongst the most generally perceived Hierarchy of Effects model was conceptualized by Lavidge and Steiner [77]. Like the theory 'tricomponent state of mind model' where handle includes seven phases which begin with the buyer being ignorant of a brand and after that picking up mindfulness and learning through data got from firm created content as well as client produced content. Amid the full of feeling stage that a customer uses the data to figure out, if or not they like the brand and frame positive or troublesome dispositions towards the brand. After the fulfilling stage the customer builds up a conviction of the convenience of the buy, and thusly an expectation to buy as shown below in figure 6 [78].

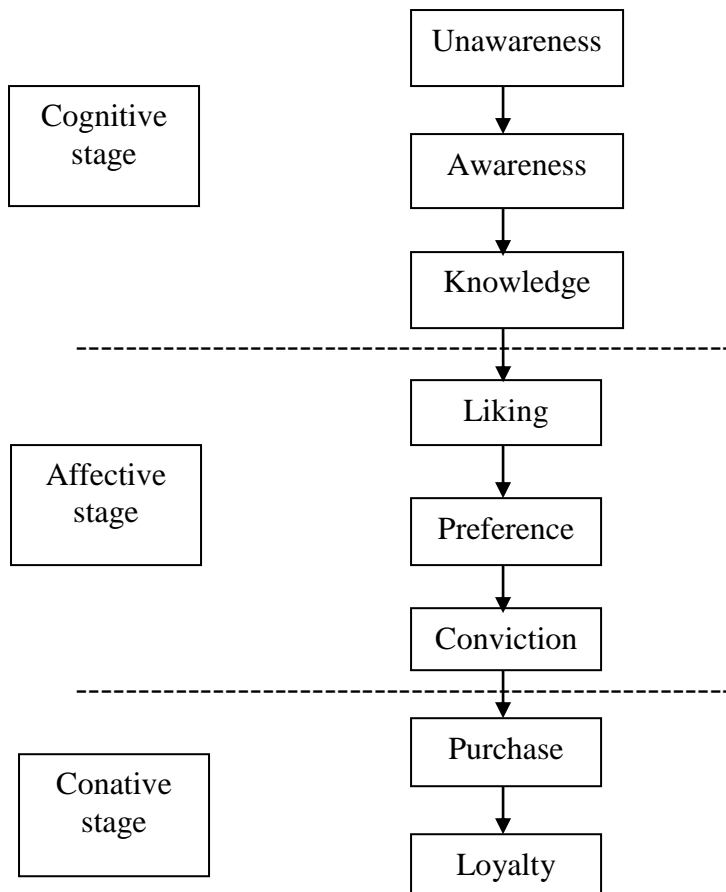


Figure 6 – Hierarchy of Effects Model

Note – This figure was proposed by Lavidge and Steiner [77]

The appearance of social media drastically changed the way traditional establishment of consumer buying behaviour process, in which customer purchase decisions are affected by traditional media medium and many other drivers [18, p.6]. The enhancement of web 2.0 and so the social media platforms development lead it to result in a such attitude formation about purchase decision that are from now also influenced by online web sites, mainly by social network basement. This situation adds other factors affecting decision making that are beyond the control of online marketing managers' activities and indicates on content that is initiated by the consumer rather than by the company or brand managers. Constantinides and Fountain proposed a framework which illustrates the new sight of how consumers make decisions within the internet originated marketing environment. Aforementioned authors declare about existence of two new variables in this model which make up new buying behaviour;

1 Online marketing mix which in terms of online experience that is under control and managed by brand managers or firms

2 New variable from the web 2.0 including social media network web sites and online customer experiences which are completely outside the control of marketing managers [79].

We can observe it in the figure 7 provided below.

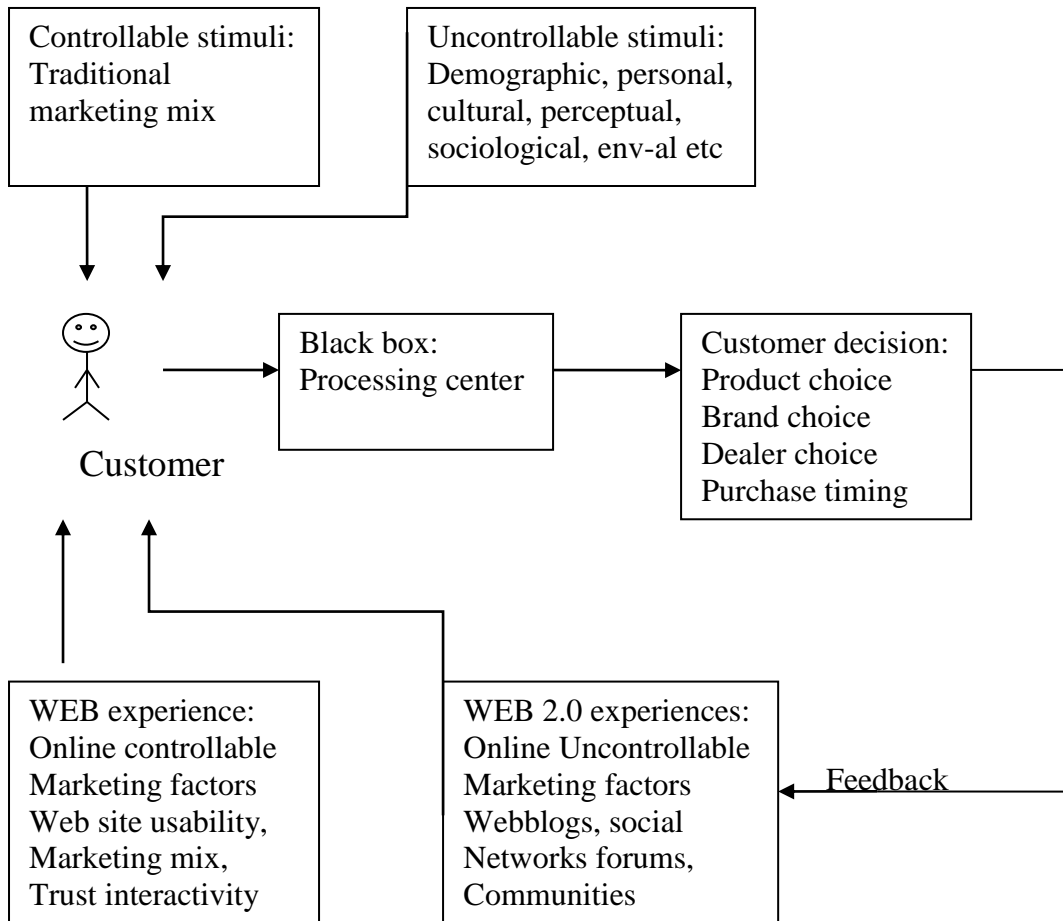


Figure 7 – Stimuli Response Framework: Factors affecting the decision making steps in a digital based marketplace

Note - this figure was offered by Constantinides and Fountain [79]

Demonstrated and detailly described models above are all related to our research as the author tries to determine how users of Facebook and Instagram are remained under the influence of the variety of sources of content available online for them as they flow through the different levels and processes figured out in social media context.

In today's fast pace of marketplace, there are many ways that consumers are offered information access and evaluation of alternatives. Mentioned access points are not just the single stream data produced by companies through traditional marketing instruments. The borders of increasing keen by marketing managers is in determining both when and why motives drive consumers to face their attention to social media platforms while making personal purchase decision. Social media on its

own is an ambassador of large scope of word of mouth such like blogs, chat rooms, brand rating platforms, discussion forums and social networks spaces [6, p. 8]. We aim to farther investigate the different impacts of user initiated content and firm created content due to consumers' movement through the different stages being involved distinguishing data available and the last purchase intention.

American economists have found that the increase in the rating of the restaurant, even half a point on a scale significantly increases the number of visitors [80]. This is something that every restaurateur and even more broadly, any business owner in the service sector, knew even before the era of the internet; bad reviews reduce the number of clients and reduce the amount of revenue and good reviews on the contrary. However, not all owners of such businesses now realize how important ranking position among internet users for the company's success. In present times when, thanks to technology, every critic ratings became more important than ever before for company-user relations.

The work of two California scholars-economists, Michael Anderson and Jeremy Magruder, published in the September issue of the Economic Journal stated that this is the first attempt to trace the relationship between online ratings and the decision to purchase or visiting places [81]. Scholars investigated the attendance of 300 restaurants in San Francisco and compare it with the ratings of these places on Yelp.com. It was found that the improvement in ranking even half a point on a scale increases the restaurant's traffic during peak hours that is, starting at 7 pm. So, if the rating to increase seats in a restaurant was not in 30% of cases, after that it indicated in 49% [81, p.9, 82].

This increase was not due to changes in the menu, to improve the quality of food or service, the researchers noted following findings: The results of the study show that, although social networks can directly return restaurateurs investment, however, they play an increasingly important role as consumer's judgment about the quality of goods and services. It is worth noting that the study has a certain amount of uncertainty related to the fact that the points are rounded on Yelp.com [83]. For example, a restaurant with a rating of 3.74 will be valued at 3.5 points and the restaurant collected 3.76 points will reflect as 4, despite the almost no difference between them [81, p. 7 82, p. 9, 84]. However, noted the researchers, changes in consumer preferences occur even when the quality of food and service remains unchanged. The effect of the rankings became even stronger when trying to find information about the institution is problematic. The researchers examined the question of the reliability of ratings and provided results: Of course, in this situation, restaurateurs have an incentive to independently affect the rating or make fake reviews on the site. However, Yelp.com is a range of tools for testing such a deception. However, if you look at the other evaluation services, including in Eurasian Union, you will face the fact that restaurateurs and owners of other businesses in the service sector tend to affect the online ratings [85]. There are precedents, when the users left a lot of positive reviews of a particular place or business to raise it to a higher position in the top. Often, with examples of such reviews, we may encounter on the "Billboard" magazine site, "of Yandex.Market".

Normally, business owners going to such tricks do not to think about how to make their reviews realistic. Reviews generally are the same type and character appearance is in a large amount in a short period of time. Customers leaving ratings, indeed, registered on the service do not have recent reviews of other places. Often they do not even use avatar pictures. Some services have already begun to deal with such kind of fake reviews. Thus, a red flag Trip Advisor marks the names of those hotels, which appear suspiciously with large number of enthusiastic reviews. According to the results by Gartner, by 2014, about 10-15% of the reviews placed on social networks, are counterfeit [86].

Social media networks moderators began slowly but surely to fight fraud mentioned above. In this sense, Facebook in September 2012 strengthened its automated system, aimed at the removal of doubt 'likes'. 'Likes' which were placed not because of the content genuinely is preferred but just for activity. "It is important for us, so that Facebook users are only real brands" noted in the company [87]. Note that to gain control of counterfeit marks removed as doubtful about 1% of all likes. Scholars are trying to create own system, which would distinguish a fake from the real review. Thus, in 2011 researchers at Cornell University in the US have created a similar algorithm. However, it has been tested only on the feedback of the 20 hotels in Chicago, but figured fake made almost 90% of cases. After analysing many reviews, the scholars found out which words are often found in fake reviews and rarely appear in the present. Based on this they designed a system. The widespread introduction of such a system could be useful in certain of its finalization. For example, it would be necessary to teach the system to recognize avatars, track user's date of registration on the site and other things [88].

As it was mentioned by Kim W.G., Li J. and Brymer R.A. main problems were solved with the help of managing social media marketing for restaurants such like:

- 1 Promotion of the brand;
- 2 Attracting new customers;
- 3 Motivation regular customers on return visits; increasing the check;
- 4 Attracting customers at certain times of day;
- 5 Attracting customers to specific events;
- 6 Increase loyalty;
- 7 Preparation of feedback;
- 8 Promotion of products and services; [89].

Our analysis of AB Restaurant's marketing management approach showed that the same strategy was not applied and was not reflected on their social media accounts due to a simple reason, the problem of lack of such a manager. In other words, after meeting and discussing this issue with the business owner, he requested to meet with their marketing management staff and explain results of our research to them. We openly demonstrated how their online marketing management was different and weak compared to the traditional one. As an example we provided the number of subscribers and the number of the likes per post. We referred to previous research results indicating, that the ratio of the number of likes and the number of subscribers should 10% proportionally. At the moment we had the discussion the

number of “likes” varied from 74 to 281 with the number of followers 9800. We also made a note on their content which had only news about new menu and daily dishes. We offered to post photos of their guests as well and to motivate guests to share photos of visits to restaurants and cafes of AB. Another offer was to use raffle prizes approach among their followers which would increase brand awareness among potential customers who follow current ones. AB restaurant managers did not apply any paid promotion package, which was also among the suggestions. Our offers in managing their smm were applied on their smm strategy which is approved by the statement they provided.

2.3 Effect comparison of Firm’s created content and User initiated content

Firm created social media data exchange

The supremacy of Web 2.0 internet platform and social media has led internet users to collide an enormous units of online exposure, and social media platforms is one of the most important. Social networking by means of online media can be accepted as a diversity of digital origins of information that are originated, initiated, disseminated, and utilized by internet users like a kind of educating each other about products, brands, goods and services, personalities, and issues [90]. Companies are now cognizant of the inevitable need of concentrating on developing personal bilateral relationships with users to stimulate interactions [91]. Furthermore, social networks offer companies as well as customers new routes of interacting with one another. Marketing managers anticipate their social network communication to involve loyal consumers and influence their perceptions of products; circulate material, and acknowledged about and from their target segments [92]. In comparison to traditional origins of firm created content (FCC), social media platform communications have been accepted as widespread phenomenon with vast demographic appeal [8, p. 10]. The use of social media networks communication became popular among companies that possible to be explained by the viral propagation of information through the internet [91, p. 11] and more vast abilities for reaching the regular public in contrast with traditional media [90, p. 12]. Additionally, internet utilizers are escaping from traditional media and are more and more using social media opportunities for browsing information and attitudes concerning brands and products [6, p.14, 93].

User initiated social media communication

The very proactive consumer behavior showed during searching for information and purchase process is empowered by the internet as well by web 2.0 [22, p. 6]. In the era of information, consumers have a use of social media platforms to reach to the desired goods and services and information about a brand [91, p. 7]. The rise of virtual brand communities, containing social media networking web sites, has encouraged the increase of interactive user-generated social media networks communication [94]. User initiated/generated content (UIC) became speedily growing instrument for brand dialogue and consumer insights. Due to its early phase of research, the phenomenon user generated content still is not widely adopted [95].

According to the types of content proposed by Daugherty and colleagues in 2008, social network UIC is targeting the consumer dimension, created by the general user rather than created by marketing professionals and is distributed from the initial source on the internet [96]. A more inclusive definition is provided by the Organization for Economic Cooperation and Development [95, p. 8]:

- a) Made available content for publics over the internet,
- b) Reflection of content with a definite amount of creative effort,
- c) Content generated out of professional daily commons and practices boards.

Previous studies of user generated content state that consumers are generating content for several reasons such like self-promotion, intrinsic delight, and wish influencing public perceptions [21, p. 8]. In this study, we concentrate on brand-related UIC, in other words user generated branding focusing solely on Facebook and Instagram users content, endeavoring to enrich the existing literature about the object of the theme [22, p. 11].

The reason of identifying the impacts of user initiated content and content created from the firm side, makes sense for the purposing our study. Interactive Advertising Bureau (IAB) defines user initiated content as ‘UIC is also known such as consumer initiated content, pointing to any material initiated and uploaded to the World Wide Web by an amateur’ [97]. Other definitions proposals refer to user initiated content as ‘the new currency of mutual relations between business and consumers’ [98] and as ‘a speedily growing platform for brand communication and consumer understandings’ [20, p. 6] which sheds light on the raise of user initiated content in nowadays social media forms.

User initiated content is rarely spoken without directing to ‘normative opposite’, which may be stated as ‘the professionally created content which is maintained and sustained by commercial promotion channel of businesses or public organizations’. In this context user initiated media can be perceived as ‘a destroying, creative force, something spontaneously occurring from the creativity of new utilizers started as meaningful agents by digital technologies’ [99]. The notion of user initiated content and equally its opposite in the form of content created by brand managers are both of significance in emphasising the purpose of our study, which mixes minds with the differences in consumer questions arising from many types of sources of content on Facebook and Instagram and leaves the ultimate print on purchase intention.

Before the internet era, people were highly blocked to the sources of information, using almost only the content and offers that were administered by firms, as we know it, traditional media [100]. Internet utilizers are fastly vanishing from consuming traditional media sources and apply to the social media channel sources to seek for information and advices regarding brands and goods and services [6, p. 10, 93, p. 14]. This customer escape from traditional media changed the way how businesses differentiated their design of communications, contents and also participants [23, p. 11]. Traditional advertising and old style media have flowed through evolutionary life cycles since their origin and alike would be correct to say about the online media picture which has evolved into a part of big data facilitating efficient communication. With the improvement of more intuitive media, brands are

being stood up to with the test of coordinating their offerings with those made by buyers themselves [96, p. 13]. The formation of promotions is no longer exclusively the privilege of the association, as has for some time been the presumption and the effect of this new the truth is critical [21, p. 10]. Previously, the scattering of a company's marketing interchanges was in the control of the firm, with customary components of the limited time blend going about as the instruments to apply this control in particular; publicizing, individual offering, advertising and attention, coordinate promoting, and deals advancement. The increasing popularity of user initiated content figures on the cooperation of a mutual conversation between companies and consumers, letting them a more interactive and at a moment flow of communication. The emergence of web-based social media networks has made it possible that an individual can communicate with hundreds and even thousands of different individuals about goods and services and the companies that afford them c in consumer to others communications the borders of which have been drastically enlarged in the marketplace [6, p. 9].

With emergence of pointed new online era consumers turned form passive recipients of content, to observers, initiators and editors of online content. In this scope, consumer's approaches and experiences with different brands, goods and services took privilege opposing to the traditional system of intercommunicating [98, p. 5]. Old school type of controlling brand messages are now being shaped by the consumers at their media activities initiated by user or groups that are of high credibility and are stated to have a force to influence on communication manner and brand construction [19, p. 10].

Shortly, the role-play of the users is now no longer to just consume media content, but rather to occupy the place of initiators and facilitators of the game [101].

It should be understood that, first of all, restaurants are selling food, and through the internet. So, customers do not have the possibility to take and eat it right now, in the best case they can only order [102]. In addition, statistics show that a much greater involvement of the users cause the posts with quality of visual content. Thus, visualize the content messages so that people would want to eat and order what they saw right at the moment.

The most logical in the formation of information policy in the social networks, is the pursuit of "Earned media", in other words the actual prevalence of such content, which in itself encourages people to promote your message [103]. It is obvious that in social media, in addition to your competitors and of all the other companies that create content and even users themselves, for a total of a huge amount of blog entries, images, video, etc. that everyone has filter in search of interesting things [104,105]. In order your publications to stand out from the crowd and bring the desired effect, it is necessary to take into account the temporary placing the frame and type of content [106,107].

Regarding effective placement of the time you can find a lot of information and statistical data for each individual in the social media network.

With regard to the type of content, it is recommended, based on both own experiences, and case studies and reports of colleagues, to use mentioned above tools in following areas:

- Involving content;
- Teaching content;
- Visual content;
- Promotional content;
- Open content;
- User generated content (UIC) [105, p. 8].

We can provide as a good example the case of "AB Restaurants" chain, where as the main tool for rejuvenation of audience and promotion activity strategies mentioned above were applied, which are based on a unique and interesting content.

An important aspect of the restaurant business is the management of reputation [107, 108]. This greatly makes use of the existing at the moment large number of monitoring systems. Employees of restaurant can quickly keep tracking of both positive and negative references to brand and react to them. It's clear that you need to respond to negative posts about quality of service, dishes, etc. but obtained in the monitoring system data can be used much more effective [109, 110]. For instance, finding a variety of positive feedbacks and use them as perfect tool for own promotion.

According to statistics, 42% of users come to the brand community in order to receive discounts or bonuses. Therefore, to increase customer loyalty we must try to meet their expectations. Using classic loyalty program, you can expect not only a good coverage of the segment, but also financial profit as well [107, p. 9].

Opinion leaders are the popular social media personalities, so called social media celebrities, with a large number of subscribers to their accounts [111, 65, p. 10]. Of course, each of the social media celebrity has its own target audience. Cooperation with such social media stars is very advantageous for restaurants, because cost of contacting with the end user can be as low as direct advertising [112].

As an example we can provide the case of "Turandot" restaurant with pan-Asian cuisine and interesting interior, which invited top Facebook blogger, Ruslan Manylov, whose followers are mainly businessmen and travelers [112, p. 8, 113]. Another case was in a closed presentation Dellos catering from the restaurant "Golden" that invited top bloggers at Instagram. During these meetings visitors had an opportunity to talk with opinion leaders about restaurants dishes, services and features [114]. Population coverage of each mentioned above activity totally encountered more than 50,000 participants.

Summing up stated above, we can see the significance of consumer generated content. How UIC influences on company's marketing strategy and that consumer are no longer a passive receiver group, but instead are an active party in decision making. We also highlighted the importance of fake 'likes' and their influence on formation of overall brand reputation.

2.4 Analysis of Traditional and Social Media marketing management advantages in the sphere of restaurant business

Prior to the internet era, people were highly blocked to the sources of information, using almost only the content and offers that were administered by firms, as we know it, traditional media [100, p. 6]. Internet utilizers are fastly vanishing from consuming traditional media sources and apply to the social media channel sources to seek for information and advices regarding brands and goods and services [6, p. 6, 93, p. 8]. This customer escape from traditional media changed the way how businesses differentiated their design of communications, contents and also participants [23, p. 5]. Traditional advertising and old style media have flowed through evolutionary life cycles since their origin and alike would be correct to say about the online media picture which has evolved into a part of big data facilitating efficient communication. With the improvement of more intuitive media, brands are being stood up to with the test of coordinating their offerings with those made by buyers themselves [96, p. 18]. The formation of promotions is no longer exclusively the privilege of the association, as has for some time been the presumption and the effect of this new the truth is critical [21, p. 8]. Previously, the scattering of a company's marketing interchanges was in the control of the firm, with customary components of the limited time blend going about as the instruments to apply this control in particular; publicizing, individual offering, advertising and attention, coordinate promoting, and deals advancement [6, p. 5].

The successful affect to the consumers purchasing behaviour is tied to the uncovering of consumer behavior study. Consumer behaviour can be opened as 'the procedures and activities individuals engaged in when browsing for, selecting, aquiring, using, possessing, and disposing of goods and services in order to satisfy their desires and wants'. Having right definition about consumer behaviour should allow scholars and marketing managers to identify the key elements that will lead to the final action of purchasing of a brand and a good or service. Factors such as needs of consumers to be satisfied by them, how they collect information and how consumers perceive competitor offers are all of significant considerations while describing the purchase intention. Several purchase decisions could be the outcome of long lasting and detailed steps towards customers while other consumers might stay under effect of in-store sales or in other words commit an impulse purchase [74, p. 12].

After the migration of communication channel to online social media, social media became the main source of "reliable" information about every virtual brand. How can a company manage that information, utilizing a minimum amount of resources? By choosing a suitable restaurant or cafe, the vast majority of people are guided by the reviews posted on social media by other users who already have experience with them.

The importance of the activities of the restaurant business on the online social media is crucial as never before. It is the platform where users share not only their admiration and resentment, but also leave valuable advices. Insights of existing and potential customers can not only point out the weaknesses of the restaurant, but also

serve as a good idea for further business development [115]. At the same time, the one negative review on a popular online source can not only lead to a serious blow of the reputation, but also break the bank for business. Nevertheless, responding promptly to requests and customer feedbacks, to smooth out the rough edges of the conflict in real-time is not an easy task because of given the number of sites where customers communicate with each other [115, p. 8, 116].

Restaurants take place in the social media networks with the purpose to raise customer loyalty and brand awareness, increase level of purchase intention and thus profitability. How many resources must be expended by a company to build a high-quality dialogue with active users on Twitter, Facebook, Instagram, VKontakte, and other social media [117, 118]? By manual monitoring systems several professionals would be involved in the search for mentions of the brand, smm manager, providing feedback on the official pages. Indeed, none of the mentioned above employees will not work for free or as a volunteer. Fortunately, because of increased of "life online" almost simultaneously has been developed technology which lets brand managers to track and structure that virtual life. Developers offered to the business owners and brand managers software services and programs, through which monitoring and analysing of such a large space as the World Wide Web (WWW) became possible without excessive effort and cash injections [86, p. 7].

The rise of popularity of digital marketing led many businesses to investigate how social media can help them to promote their products and services to potential and existing customers. Social media networking sites like Instagram, Facebook and Twitter have transformed the way some businesses think about advertising. Some businesses direct customers towards their social media network pages more than they direct them to their own websites. There are certain advantages of applying marketing strategies via social media but there are also related drawbacks as well. The primary advantages of social media marketing is reducing costs and enhancing reach. The cost of sales and marketing promotions on a social media platform is typically lower than other offline marketing platforms such as face-to-face sales, middlemen or distributors. In addition, social media marketing allows firms to reach customers that may not be accessible due to temporal and locational limitations of existing distribution channels. Social media platforms increase reach and reduce costs of the business by providing three areas of advantages for customers.

1 Usage of social media by a firm can provide unlimited information to customers without human intervention. This is an advantage over other forms of contact because the amount of information that can be provided is much greater than in any other form of communication. Additionally, and more importantly, the information can be provided in a form that customers can easily process and understand. For example, airline scheduling and reservation systems are very difficult to create and maintain to serve individual needs of customers. In this context, the choices are larger and difficult to provide in any format that is better than web-based format.

2 Social media marketing can help a firm to create interactions by customizing information for individual customers that allow customers to design

products and services that meet their specific requirements. A good example would be online checking and seat assignment can be done via the internet.

3 Social media platforms can allow transactions between customers and firms that would typically require human contact as in the case of successful firms such as Dell and amazon.com [119-121].

Negative reviews can get the global spread on the internet in just a few hours. Prompt and decisive actions on time can help to save the brand's reputation from the blow. It is very important to detect on time the negative issue and focus on saving the situation [118, p. 6, 122]. Often, users are turning with their problems to the friends in social media networks, asking for recommendations and for advices. Customer-centric companies are trying to "hear" each user, even if he does not address directly.

Most of customers describe their impression of a restaurant in social media after a certain time, or if when they are reminded to action of doing it [123]. For example, an accidentally read negative review about not pleasant situation with a company can motivate customers to action of joining the conversation and adding own comments even if he/she did not plan before seeing the review. The best thing would be, spending time for correspondence acquaintance with customer before responding to his message in social media network, thanks to technologies, modern monitoring systems provides such an opportunity with no difficulties [124]. Most monitoring systems analyze user activity not only in terms of the number of posted messages, but also enhance reach quality with the audience of each author of the posted message. Supporting customer feedbacks remains customers indifferent to the brand and thus greatly increases customer loyalty to the company [125].

Dealing with reviews is an extremely important activity for any restaurant. The reasons are:

- Basis of preparation restaurant ratings;
- Feedback from your customers;
- Aspects playing an important role when choosing your places by potential guests.

Of course the purpose of any restaurant is to receive the greatest possible number of positive reviews. Therefore restaurant managers need to stimulate their customers or subscribers to the abandonment of such messages, praising and rewarding them for it. Marketing managers should not forget to work with negative feedbacks as well, expressing that they are extremely important for company, which would look much more client-oriented clues for the general background. In addition, marketing managers can always offer praise on positive statements by creating phishing web accounts, especially made publicly. Such situation threatens to lead to big reputational losses in the case of detection of such acts and making them public [126–129].

These three categories are important for business managers that hope to use social media to get closer to customers. Casual Participants and to some extent Silent Observers constitute a potential reserve for the future. Business owners should look at the last two groups as an opportunity to continually reach new customers. Companies succeed when they become more targeted, and learn how to create incentives that

inspire specific users wish to interact [130]. For instance restaurants and cafes "from Pushkin" to Moo-Moo" are well known brands because of their individual approach to their clients. Each restaurant is specific and unique not only in terms of the art of cuisine, design and style, but also by the strategy of approach in social media networks. "We are always open to our customers, willing to help, offer an advice and solve any problem, of course, to keep our reputation. Given the vast scope of the audience and the number of web sites where people can share their opinions and mention our brands, we understand how important it is to carry out social media monitoring on real-time mode. IQ Buzz company helps us to cope with this task" says the brand manager of the café chain [131].

A detailed research and analysis on social media networks usage by restaurants in Kazakhstan has been conducted. In provided analysis we have 8 different brands of AB Restaurants chain which means 8 different directions and strategies of SMM totaling 25 restaurants and café. Moreover, we provide a general AB Restaurants' digital marketing activity report compared to their main competitors such as Parmidjano restaurant, Ginzo and My café. We also categorized the social media networks that companies targeted to use, these are Facebook and Instagram. Below in the tables we can observe the data on performance of companies 2015 and 2016 years, totaling 2 years of experience. See table 7.

Table 7 – Indicators of AB Restaurants performing SMM in 2015

Plan for 2015 social media, subscribers			Total growth - September-December 2015				
Social media type/Restaurant	Total in August	Number of subscriber in beginning of 2016	Subscribers by the period	Growth in the period, %	Average monthly growth, subscrib.	Average monthly growth, in %	Maximum monthly growth, in %
Instagram ABR	4989	7691	2182	44	546	11	14
Facebook ABR	5420	6531	962	18	241	5	14
Instagram DelPapa	2350	3870	1229	52	307	13	21
Facebook DelPapa	0	276	275	99	69	9.26 times	33 times
Instagram Bochonok	1427	1810	297	21	74	6	9
Facebook Bochonok	1187	1273	81	7	20	2	3
Facebook Daredjani	204	1093	584	2.86 times	146	85	150
Instagram Daredjani	0	1764	1447	67	362	71	34

Note – The table was constructed by the author

Provided data in the table indicates 2015 SMM plan and the real performance of the AB Restaurants. Here are the graphs of provided data analysis. See the figure 8.

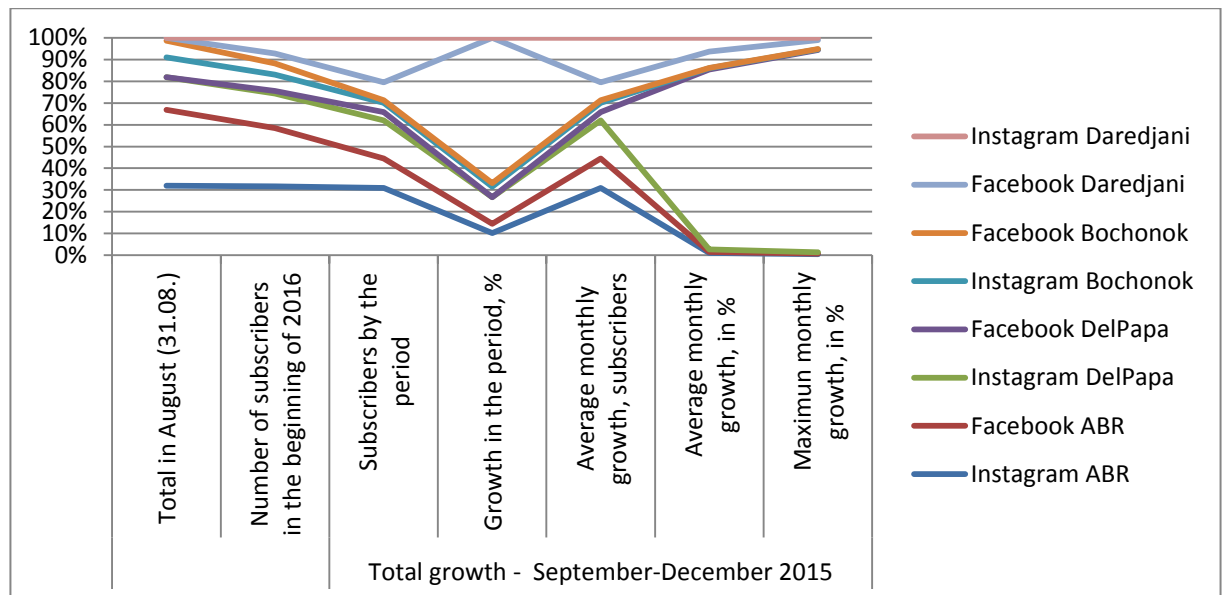


Figure – 8 Data analysis of SMM strategy of AB Restaurants in 2015

Note – The figure was obtained by personal application of the author

It should be noted that, managing social media accounts in the period of 2015 was comparatively new to most of companies in Kazakhstan. From the figure 8 we can see that the growth of the subscribers is not so intensive and that it is not stable. Moreover, we can see that a total average growth by the period indicates a decline in spite of some growth during the monthly increase.

At the same time the restaurant industry as whole has all the same difficulties in performing SMM strategies due to the same reasons. The next table represents data on AB Restaurants’ competitors marketing activities in social media networks. They are Parmedjano, Ginzo and My café. These are the most developed restaurants in terms of digital marketing usage.

Table – 8 Indicators of AB Restaurants competitors performance in SMM in 2015

Plan for 2015 social media, subscribers			Total growth - September-December 2015			
Social media type/Restaurant	Total in August (31.08.)	Number of subscribers in the beginning of 2016	Subscribers by the period	Growth in the period, %	Average monthly growth, subscribers	Average monthly growth, in %
Instagram Parmidjano	12095	unknown	2578	21	645	6
Facebook Parmidjano	1544	unknown	574	37	144	9
Instagram Ginzo	32621	unknown	8927	27	2232	11
Instagram My café	5227	unknown	2562	49	641	14
Facebook My café	2003	unknown	1586	79	397	24

Note – The table was constructed by the author

There are 3 main directions of SMM strategy; the first one is development of AB Restaurants SMM as a whole in a separate account, the second one is strategic development of DelPapa brand and the third direction is the strategic business unit of AB Restaurants that is development of Bochonok brand.

In the graph below we can see the data analysis of competing restaurants in the same 2015 year. It is obvious that in the whole industry there is positive movement towards enhancing their digital marketing strategies. Indicators show that restaurants Parmidjano managing their online social networks are not so effective. The growth is low which means that their SMM strategy is not well done. Parmidjano is doing well in Facebook than in Instagram. Coming to SMM management of My café, we can see from the data that they are pretty good in coping with social media management and are successful. My café has an average increase in Facebook and Instagram more than 50%. Another player in the industry is Ginzo restaurant, which is somewhere in the middle of the industry growth indicating a 27% increase. See the figure 9.

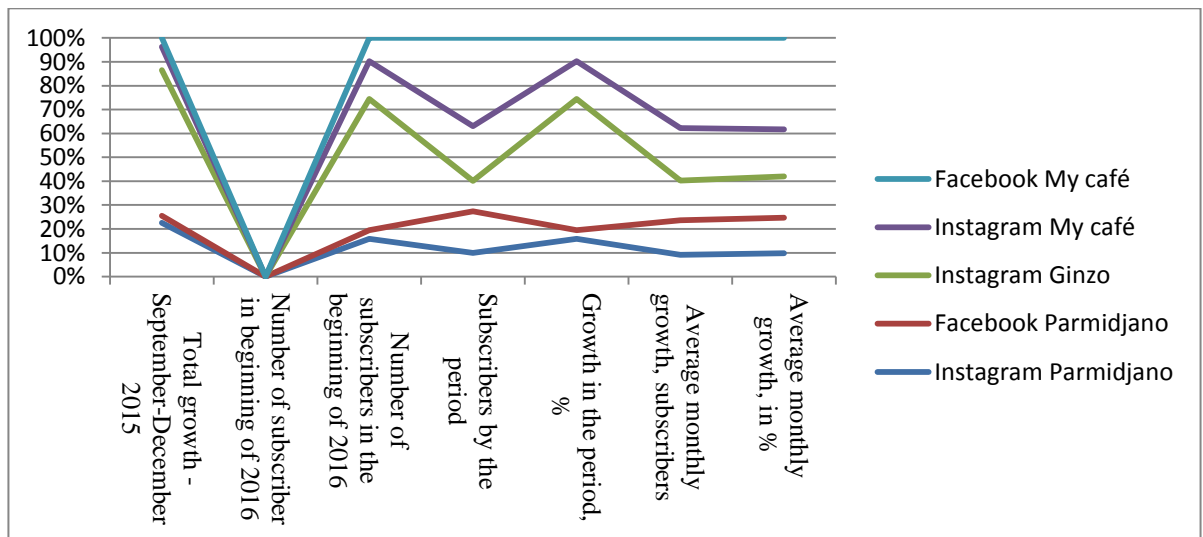


Figure – 9 Data analysis of SMM strategy of competitors AB Restaurants in the same 2015 year.

Note – The figure was obtained by personal application of the author

Finally let us see how the social media marketing management of AB Restaurants looks like in the period of two years comparatively. Daredjani, Bochonok and DelPapa brands overall have the same tendencies in growth in Instagram which are not high enough. Hence, the Facebook of Daredjani is doing well as well as the DelPapa brand is well in Facebook. This phenomenon is due to the digital strategy of the company. Company management perceives Facebook audience as the most proper segment for their restaurants. With high popularity of Instagram at the end of the 2015, company directed its effort to work on improving their Instagram activities. This can be observed from the increasing numbers of subscribers and customer involvement.

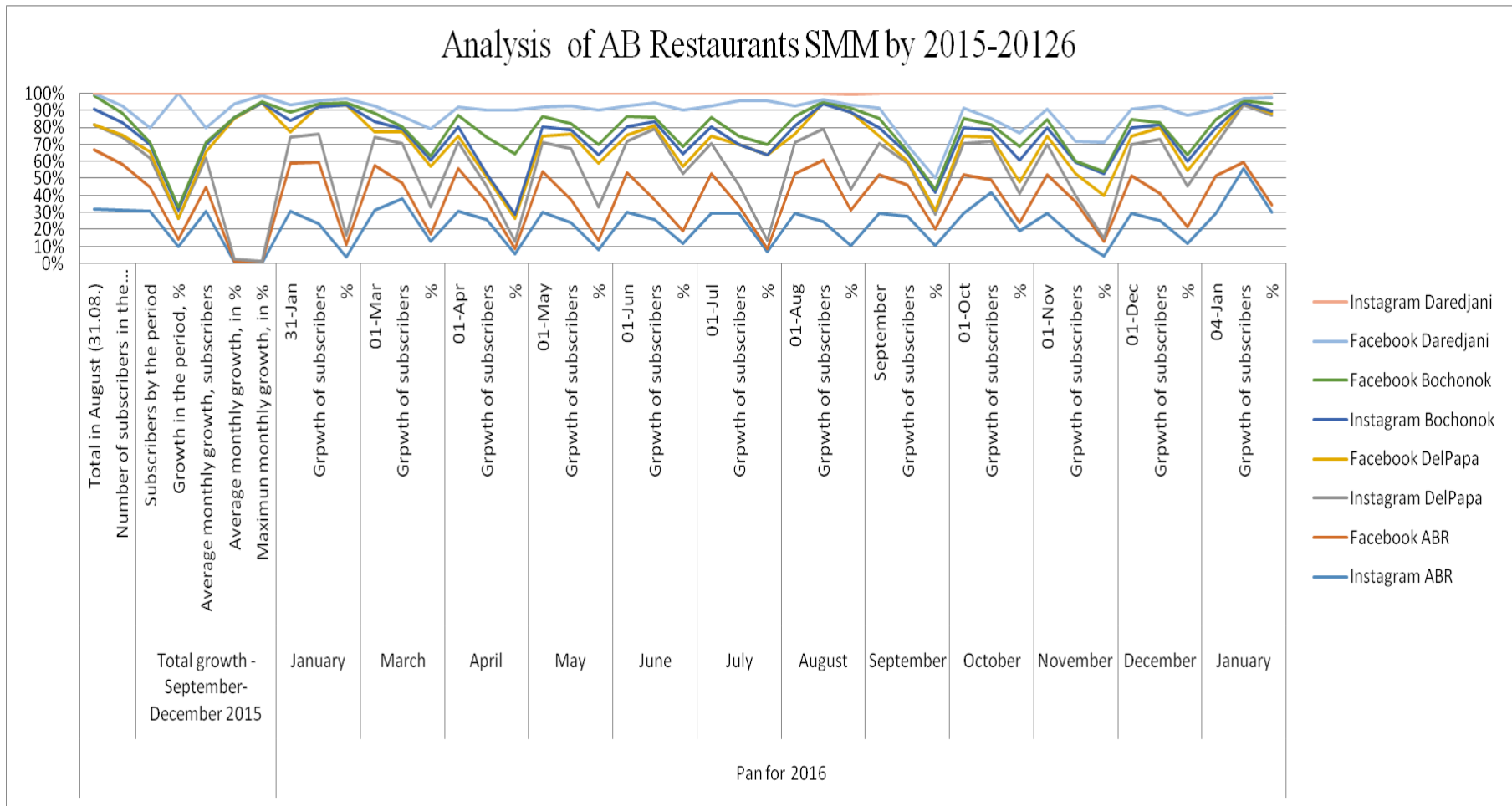


Figure – 10 Data analysis of SMM strategy of AB Restaurants in 2015 and the plan for 2016 in performance

Note – The figure was obtained by personal application of the author

It is significant to know the benchmarking of the chain against the whole industry. These results help AB Restaurants marketing management to construct a proper digital strategy to follow. Coming to Bochonok results in both Facebook and Instagram indicates a positive dynamics in growth of subscribers. The reason could be that Bochonk is the brand of the company which was introduced the very first in the market, thus having the highest brand awareness level among other company brands.

Relying on the material provided above, though plenty scholars and business representatives agree that user initiated material has reached to high growth in recent times, still there is only limited data to on the affect of consumer initiated content on how brands are assessed [20, p. 8]. Till nowadays the researches on this topic are growing, but still not enough number of studies which are fully unfolded the power of social media and its effects on doing business are held [27, p. 9]. There is still not enough clarified on the side of both scholars and brand administrators related to the impacts of user initiated data and created content by firms on brand equity, brand awareness and users purchase intention [19, p. 6]. Prior works focused on the influence of marketing activities in communication on results were solely in their research, considering only traditional origins of communication [7, p. 8]. A study offered by Trusov in 2009 year was among the first of its nature to attempt to unfold and assess step by step the relationship between two striking marketing communications approaches. The results of his study indicated that user initiated content in the shape of digital word of mouth tends to have a positive affect on membership raise of a social media networks and, moreover, that this type of content is more effectively influence than traditional marketing approaches[132].

It is obvious that, importance of social media marketing management is an undisputed issue. In the same way, all the aspects of leading of a successful social media accounts applying the strategies provided by the author are very crucial. Presented consumer buying decision process and stages, firms' created content, user generated content and influence of eWOM on doing business in restaurant industry in Republic of Kazakhstan are perfect examples.

3 METHODOLOGICAL AND EMPIRICAL IMPLEMENTATIONS OF SOCIAL MEDIA MARKETING MANAGEMENT TOOLS

3.1 Survey Development Methodology, Operational Framework and Partial Least Squares Structural Equation Modeling (PLS-SEM) Methods Using Smart PLS 2.0

In recent years the concept of social media marketing became an extremely attractive object of the research by scholars worldwide because of a fast and huge immigration of customers to online communication platforms. The main merit of this process belongs to the very drastic change in technology. This application of new technologies can be observed in almost every industry, starting from automobile industry and ending with mobile phones.

The era of smart phones came in to life in Kazakhstan in 2008. Along with the increasing number of user of smart phones because of using opportunities, companies having internet web sites started to develop mobile versions of sites or even mobile applications. This synergy of technology and customer literacy led to high demand on presence of companies in online social media networks. Those companies who perceived the importance of social media at the early stages of their development became industry leaders where as others started to suffer, only after some period and now have a dilemma how to catch up the industry. Business owners fall behind the modern development but at the same time understand that. The main two reasons of this phenomenon are a fear of acquiring new knowledge, strategies, and approaches and unlearn old ones.

Brand managers as well as business owners want to see proofs of effectiveness of doing marketing at social media networks. Once they are shown and perceived benefits of social media marketing management, they will have a problem of finding a good SMM manager in the labor market of Kazakhstan.

For that purpose as the first stage, scholars should do researches in this area and provide models or schemes of most proper solutions. Today companies which employ such specialists are outsourcing them mainly from Russia. For sure there are local specialists as well, but the number of them is not sufficient. As the second stage, business owners should provide their brand and marketing managers with training programs of SMM management, employing specialist from industry. The last stage of development would be cooperation with educational institutions for future integration of this specialty as a curriculum course. To achieve this goal one of the Kazakhstan Universities has included SMM as an elective course to its educational programs.

Recent three years Kazakhstan businesses, including restaurant business, started actively trying to implement social media marketing and its tools in their marketing promotion strategies. 65% of businesses consider social networks as a means of generating income. At the same time, many people believe that prices, special promotions and sales of products through these platforms are the latter reason that users will interact with the brand. Customers, in turn, are looking for tangible benefits and for that get in touch with brands. When respondents were asked the question "What do you do when you are dealing with brands?" The most frequent responses

were "get coupons and discounts" or "buy products and services." In third place marked "read reviews and product rankings" which is also part of the buying process. When the same question was asked to business representatives, for some reason, they believe that users communicate with them on social networks not for the first two options mentioned above.

Businesses are three times more likely think that users interact with them, to consider themselves as a part of the community. Companies overestimate the willingness of users to communicate to feel the binding to the brand. Respondents are ready to communicate with the business, if they see this communication as a benefit and can find some value for them. Two of the most popular responses should please the brands who are thinking about monetizing social media. Social commerce is becoming a driving force on these platforms and is of obvious expediency of special offers and promotions that will motivate the users to buy product and to save money. Many companies offer commercial opportunities through social platforms. In 2009 "1-800-Flowers.com" was among the first in Facebook, who have started to sell their products. In 2010, Delta Airlines launched a campaign "social media ticket window" in the social media network, allowing users to book a flight without passing on the company's website [44, p. 10, 55, 12].

The penetration of social commerce is highly dependent on the specific industry concerns the protection of the personal data, in China 56% of respondents are concerned, and in Germany 54%, and legal restrictions. However, for many customers the convenience of shopping directly on a social network is a great advantage.

Representatives of brands expect that social media will increase customer loyalty. But many users say that they should already be locating the brand in social media networks to begin to interact with it. The report of IBM 2010, Global Chief Executive Officer Study (CEO) indicates that 88% CEO said that being close to the customer is a priority for their business in the last 5 years. 70% expect to get closer to users via social media networks, to increase the number of brand followers [55, p. 8]. Members disagreed on this view. Only 38% felt that the interaction in social media networks will increase their loyalty, 28% were not sure and 33% said that the interaction in social media networks will not make their customers more loyal to the brand [133].

Opinions differed on the question of whether the communication in social media networks will increase the desire to give more profit to the business of a particular brand. Almost half of the users, 49%, felt that it would lead to a future purchase, 27% responded that the social network will not affect their choice of purchase, and 24% were hesitated. 64% of respondents said that the layout of the brand is a prerequisite for further cooperation which means that users can communicate with those they already know and love [134].

In 2010 IBM study of the retail industry has shown that 45% of users seek advice from friends before they make a purchase. More than a third turns to external resources, testimonials from those who have already purchased a product, the reviews on it and so on, or independent experts. Companies should take advantage of this by

creating a special program that will touch people emotionally and encourage them to share information about a brand with friends on social media accounts. Show program on Facebook “The American Express Small Business Saturday” is a pretty example of how the company used social media network in order to communicate with users. It used a set of emotional values with the financial reward that attracted men. A recommendation from IBM to business owners is that marketing managers must analyze what is their uniqueness and how their uniqueness may relate to user values [135].

It must be remembered that:

- For many companies, social media is becoming an important even the main communication channel. Creating campaign in social media, conduct analysis of user behavior and search for points of contact with the brand.

- Social media CRM allows you to create a positive interaction for both sides. The traditional model of relationship management with the user needs to adapt to the new reality.

- If the user meets the company on the same platform, CRM must recognize him and all others. Social media campaign should be integrated with other marketing initiatives of the company.

- Instead of asking why your campaign must be present in social media, ask yourself why your consumer wants to see you in a social network. Building a presence strategy is to provide users with the value they are looking for.

- If you do not know customer value then ask user. Social Media is a dialogue and participation. Always choose a different way to find insight. Allow people to participate in the process, for example, to vote for your favorite ideas and innovations. Allowed to take part in the end result, you make them closer and increase the number of brand followers.

- Use the monetization of social networks, if this is what users want.

Make it so that people could easily and conveniently use social media commerce. Offer special offers and discounts that stimulate to action. For people who interact and come back to you, the content needs to be fresh and relevant. Encourage those who share information about you with your friends.

The business, which aims to be closer to customers, should focus on their values. Worth pondering is that the discounts and special offers in the social networks help companies attract 75% casual participants, who need an incentive to start the interaction [37, p. 8, 135, p. 5].

Research of the theoretical aspects highlighted two very close and useable conceptual frameworks. One of the frameworks was proposed by Bruhn in 2012 year in a research which checked the impacts of traditional content media and social media on brand awareness. Our research targets on two directions in existing theoretical aspects; the affect of consumer communication to others' behavior, user initiated content and the influence of marketing promotion messages on marketing results, firm created content. The results of the endeavors pointed on significant value of both traditional approaches of communication and user initiated content in the way of social media networking on brand awareness. Given study as well figured out the

scores between the effects of both ways of content generation, firm created vs. user initiated, on brand awareness [7, p. 12]. The second conceptual model fitting this thesis was advised by Schivinski and Dabrowski in 2013 year originated on their study on consumer perceptions of brands by means of social media networks [19, p. 8]. Below in the figures 11, 10, 10 and 112 we provide models of how social media influence on brand perception, brand awareness, word of mouth and consequently the influence of brand awareness and electronic word of mouth on purchase intention of the customers. In construction of our model we applied to the mentioned models. We took some independent variables from one; dependent variable was Purchase Intention and the mediating variables were taken from several of them so that it would be a new our own proposed model. Below we are going to demonstrate our constructed model which was tested by the author applying statistical program.

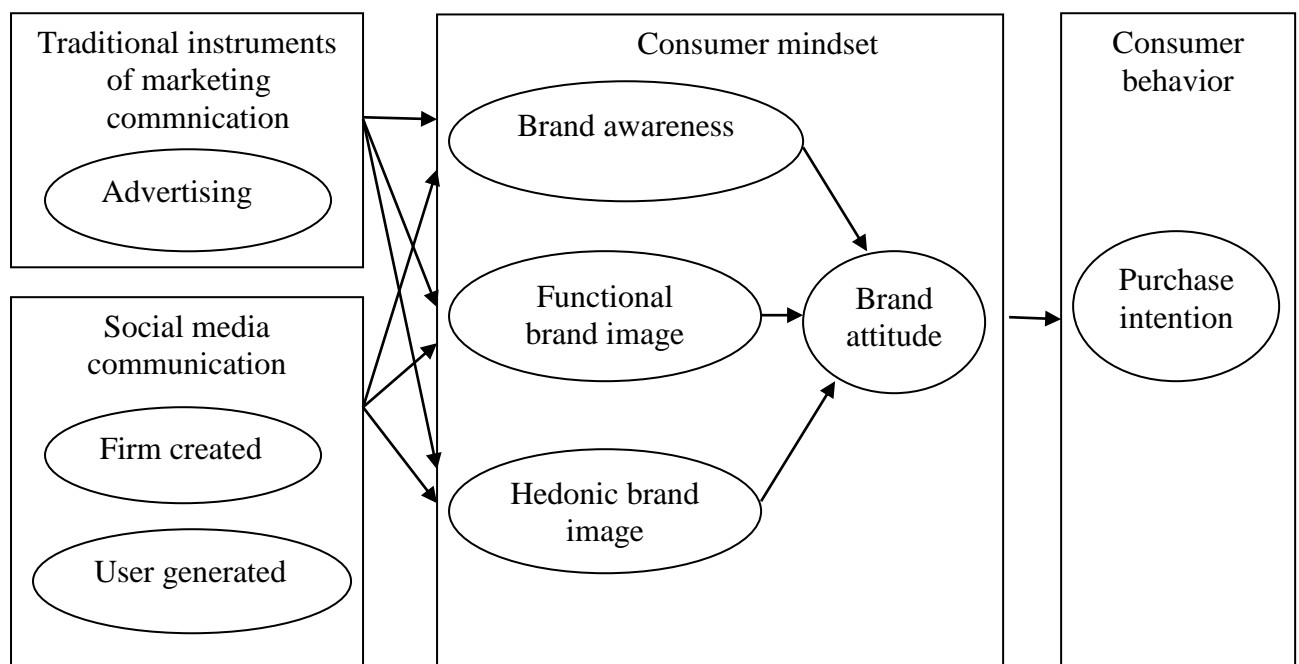


Figure 11 – Model of Social Media’s Outcomes on Brand Perceptions.

Note –The model was developed and proposed by Bruhn et al. (2012, p. 774) [7]

Another model concerned with effects of social media networking on consumer perception of brands was developed and proposed by Schivinski and Dabrowski, distinguishing between company created message and the user initiated content in the figure 12 below:

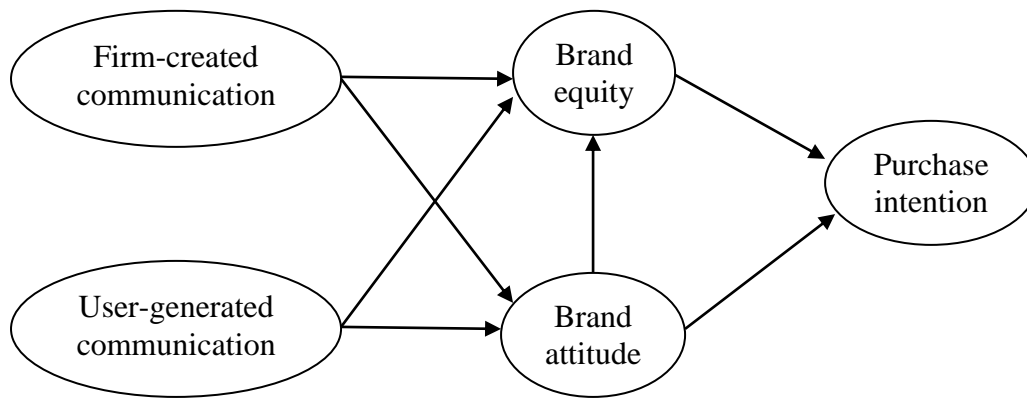


Figure 12 – The Effect of Social Media networking on Consumer Brand Perceptions

Note – The model was developed and proposed by Schivinski and Dabrowski [19]

Next stage was to find out the influence of SMM on eWOM/dWOM and as a result impact of dWOM on purchase intention of customers. For that purposes several studies with proposed conceptual frameworks were assessed. Despite relatively high level of sophistication in the employment of social media marketing by festivals, and a high adoption of social networks by music festival tourists, the influence of social media on customer relationships and actual behavioral outcomes has not been explored. It has been suggested that a positive music festival experience combined with proactive social networking could help festival brands build long term relationships with music fans [136]. But this hypothesis requires further investigation. The conceptual model presented in the figure 13 proposes a relationship between social media use, emotions, brand relationship quality and the behavioral outcome of customer willingness to recommend.

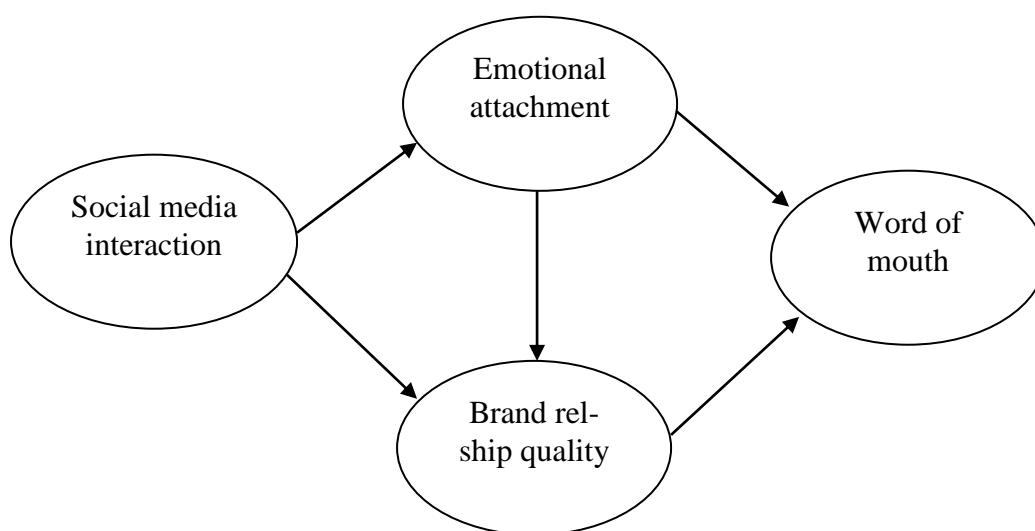


Figure 13 – Influence of social media interactions on eWOM

Note – The conceptual framework was proposed by Hudson S., Hudson R. [137]

Fans' pages in social media networks provide an avenue for consumers to share their experience of using these products and services with other subscribers of these fans pages. Thus, such information presented in the firm's fans page in social media networks becoming the eWOM of these companies [132, p. 9]. As Dellarocas reports in 2003 that eWOM in eForum affects the trust of a consumer on a firm and its products and services, eWOM developed in social media networks should have a similar effect to consumers' trust on the firm and its products or services [138]. It is because both eWOM in eForum and eWOM in fans page in social media networks are having similar property, i.e., they are the feedbacks generated from existing consumers of the product or service concerned. This also reflected in the findings of Awadand Ragowsky in 2008 that eWOM has a significant impact on the trust on an online community, as the fans page in social media networks is an online community for the consumers of the firm concerned [139]. Here, we suggest that positive eWOM has a positive impact on consumers' trust on a product or service (i.e., strengthen the consumers' trust). However, negative eWOM has a negative impact (i.e., weaken the consumers' trust). The eWOM impact is illustrated in the figure 14 provided below.

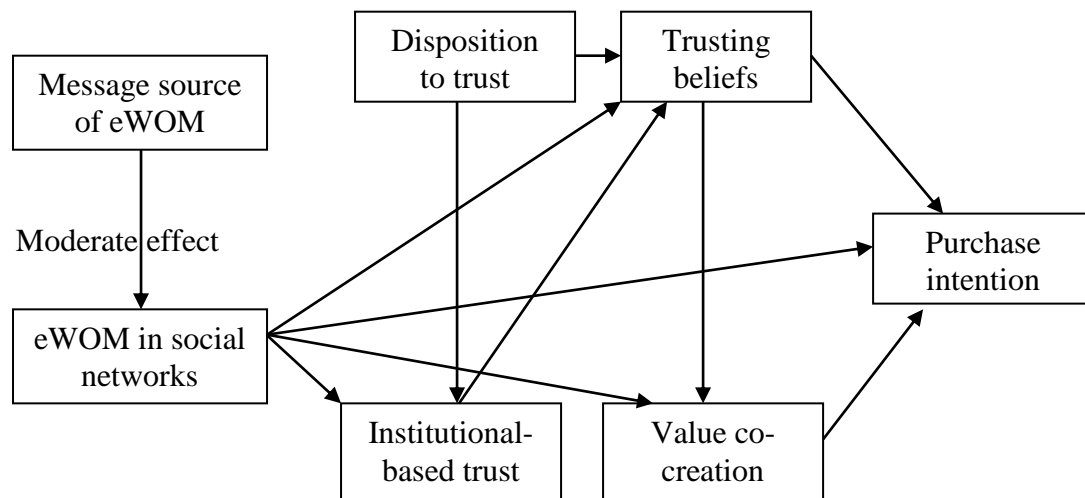


Figure 14 – Impact of eWOM on consumers' purchase intention

Note – The theoretical model was proposed by Eric W.K. See-To, Kevin K.W. Ho [140].

Marketing management decision makers must take into account the level of uncertainty and risk. The risk can be greatly reduced by placing a sufficient volume of reliable and accurate informationing their social media network accounts. For the restaurant industry, as well as for the entire hospitality industry, timeliness, accuracy and completeness of the information are extremely important because of reflecting on the result of services and on many other factors.

Marketing research is a purposeful collection, analysis and interpretation of information in order to reduce the uncertainty accompanying the adoption of marketing decisions relating to the specific market situation [140, p. 13, 141]. As a rule, we need to hold the marketing research in the following cases:

- The amount of information available is not sufficient to make effective marketing decisions;
- In the enterprise, there is disagreement regarding the marketing strategy and mechanisms to achieve the goals;
- Deteriorating market situation (loss of market share, the decline in sales, etc.);
- The formation of new strategic and tactical plans, and business plans;
- Managers have difficulty in choosing the activities or involve substantial investment in marketing events.

The goal of marketing research is to provide the manufacturer of reliable and accurate information about the market, structure and dynamics of demand, tastes and desires of consumers, the creation of such a range of products and services, which corresponds to the requirements of the market better than competitors' products [141, p. 8].

The task of marketing research is to create conditions for the adaptation of production to the changing demand and development of a system of organizational and technical scales to improve the ability to compete of goods and services and the intensification of its sales. Marketing research is a function that links the information through the company with the markets, customers, competitors, and other elements of the environment of its functioning. The process of obtaining this information is a study in the full sense, if it is organized and conducted in accordance with certain formal requirements [143]. The subject of study is the managing marketing activities as well as the processes and phenomena, one way or another associated with it.

Market research must be comprehensive, that is, should include such areas as marketing environment, market, competitors, and consumers. The aim of this research is to examine the inter-related relationships among the various empirically proposed constructs. It also intends to look at how SMM impacts on eWOM and user purchase intention and on the other variables of the model. Therefore, this chapter presents the progress and processes of the methodological pathway in the study. The following sections discuss the method used to collect data from the targeted sample; research instrumentations; the data analysis techniques and the statistical analyses used to measure the reliability and validity of the model.

Research design and research perspectives refer to generation of a research strategy and a pathway for scientific exploration. Intending to design a research study includes the process of enhancement of an approach which will guide to build a bridge between theoretical framework and empirical examination of collected data.

To collect data for quantitative analysis, the questionnaire survey is well known and frequently chosen as the most appropriate research method. The questionnaires are designed by various scientific sources from relevant literature in the different fields including scientific articles. The questionnaire survey is constituted of two principal categories of constructs, which are demographic backgrounds of respondents and constructs of the research model with five-point Likert scale.

The fundamental inclination of the confirmatory questionnaire surveys is to test whether or not the items generated or adapted from relevant literature had covered the

bulk of the constructs constraining retailing in the context, as well as to validate the developed framework. Lastly, a structured survey was distributed the point the respondents and several reminders conduct at weekly intervals to the potential respondents in order to increase the response rate before the cut-off date. In addition to small summary in the concept of questionnaire surveys the following part will be mostly focused on methodological bridges between model constructs, research perspectives in the study and interpreting further quantitative procedures.

Mainly, the majority of companies seek for new approaches of managing marketing tools rather than traditional marketing, especially social media marketing in order to strengthen the marketing strategies and to increase the purchase intention.

An overall review of the existing literature in marketing, particularly in social media marketing, is eWOM.

The one of the most critical parts of the study builds a strategy for research design which is explained as a pathway for further processes of collected and analysed data. Moreover, the research design performs decision part for a relevant methodological path for the study and reflects the methodological assumptions and ethical perspectives for the researcher. Furthermore, research design describes the research objectives via proposed research paradigm and outlook that are adopted by the related research literature.

The nature of the studies in the literature for describing the research objectives and problems of the study which lead to the theoretical framework assisted as the foundation of the study to present the methods of research design that will be applied. The current study was initiated with the deep exploratory literature review on how social media marketing management affects the purchase intention, eMOW and brand awareness rather than the traditional marketing. The current study was progressed with the theoretical background of SMM marketing literature, research questions, and research objectives and hypotheses. Additionally, the current framework was improved via other dimensions from traditional marketing and social media marketing. Thus, the questionnaire survey was generated based on the developed conceptual framework, combining available and validated tools from the existing literature and integrated with recognized components of the research constructs.

The following step has explained the processes of operating survey questionnaire and collecting the data from target respondents to evaluate the latent constructs based on the nominated constructs. In this major quantitative phase, the study was emphasized to operate the Partial Least Square-Structural Equation Model (PLS-SEM) technique to assess the interrelationships between the constructs and to consequently address the hypotheses. The one of the critical advantages of the technique is that it can be applied on smaller sample size. The decision to employ PLS-SEM in the study was based on its advantages as pointed by Wong and Hair in 2013 [144 and 145] and summarized as follows:

- 1 When sample size is small
- 2 When the data are non-normally distributed
- 3 When there are complicated models with many indicators and estimation of this model

- 4 When predictive accuracy is critical
- 5 When the model is formative and reflective

Regarding earlier explanations, to achieve the research goals in the current study, the study indicates the perspectives for illustrating the overall concepts of the study and specifies quantitative research methods for empirical validation. Considering the empirical research, the study was applied Partial Least Square-Structural Equation Model (PLS-SEM) via Smart PLS 2.0 to test the earlier acknowledged hypotheses based on the research questions.

Smart PLS is one of the well known software programs for Partial Least Squares Structural Equation Modeling (PLS-SEM). The software was generated by Ringle, Wende and Will [146]. The software has obtained popularity since it was launched in 2005, not only for the reason of being freely available to scholars and researchers, but as well for its user friendly interface and advanced features of providing reports. Structural Equation Modeling (SEM) offered as second-generation multivariate software for data analysis method which is frequently used in marketing studies because this application can test linear and additive causal models which are theoretically supported [147, 148, and 149]. With SEM, marketing managers can visually check the relationships that supposed to exist between variables of subject in order to put in order the resources for better serving their clients. The reality that unobservable, difficult to measure hidden variables can be utilized in SEM which makes it proper for tackling business research barriers. There are two submodels exist in the structural equation model; the inner model indicates the relationships among the independent and dependent hidden variables, while the outer model points at the relationships among the hidden variables and their observed marker. In SEM, a variable can be of only either exogenous or endogenous. An exogenous variable has direction arrows showing outwards and none leading towards it. Meanwhile, the endogenous variable has more than one directions leading towards it and represents the impact of other variable(s).

Albeit created in the mid-1960s, there has been an absence of cutting edge yet simple to-utilize PLS way demonstrating programming (not to be mistaken for PLS relapse as it is not quite the same as PLS-SEM) until the middle of 2000 years [150 and 151]. The origin of PLS-SEM programming that was ordinarily utilized as a part of the 1980 years involved LVPLS 1.8 yet it operated on a DOS platform. The resulting landing of PLS-Graph and Visual PLS included a graphical interface yet they have gotten no critical overhauls since their underlying discharges. PLS-SEM can be run on "r" however it requires certain skills of coding learning. Along these lines, it may not be appropriate for those advertisers who don't have solid software engineering foundation. The rest of the PLS-SEM programming bundles, still in dynamic advancement, incorporate Warp PLS business programming and Smart PLS, free programming.

An inner model can be assembled effortlessly in Smart PLS by first tapping on the demonstrating window on the correct hand side, and after that choosing the second last blue-shading circle symbol titled "Change to Insertion Mode". By clicking the window to make those red-shading circles that speaks to your dormant

factors. Once the circles are put, right tap on each inert variable to replace the default name with the fitting variable given name in your model. Navigate the last symbol titled "Change to Connection Mode" to attract the bolts to associate the factors together.

To assemble the outer model connection the pointers to the inert variable use dragging option carry them one by one from the "Markers" tab to the relating red circle. Every marker is spoken to obtain a yellow rectangle shape and the shade of the inactive variable is going to obtain blue color turning from red, when the linkage is set up. The markers can be effortlessly moved on the screen by utilizing the "Adjust Top/Bottom/Left/Right" capacity, on the off chance that you right tap on the blue-shading inert variable illustrated in the figure 15.

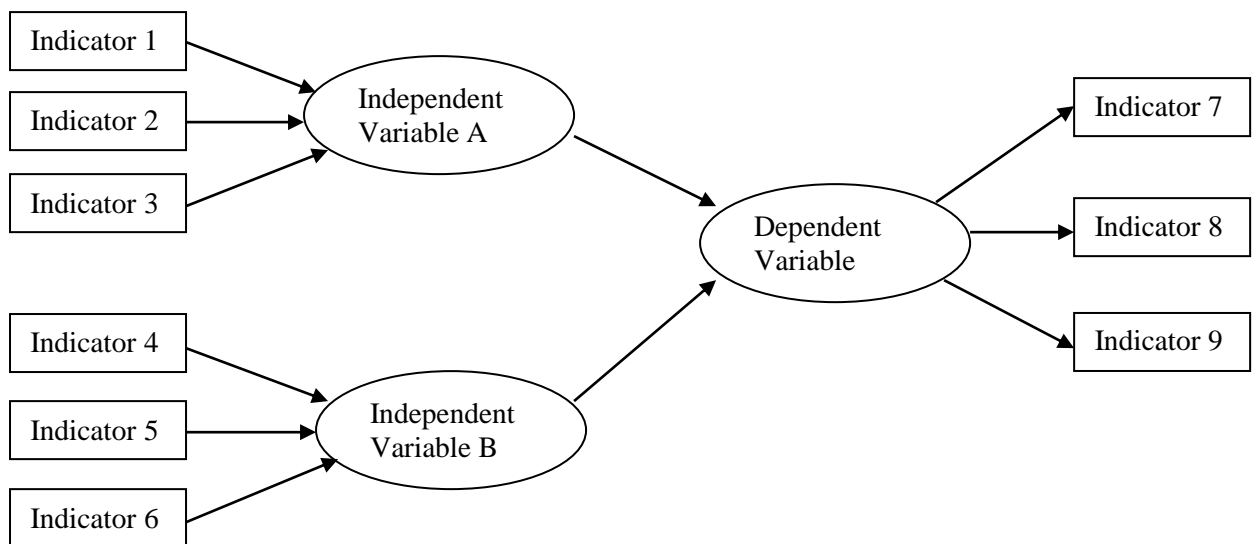


Figure 15 – Inner vs. Outer Model illustrated in SEM Diagram

Note – The framework was proposed by Chin W., 1996; Preacher K.J. and Kelley K., 2011; Statsoft, 2013 [147, 148, and 149].

There is a detailed instruction how to build inner and outer models using SEM-PLS, but here we are going to cut it short. Further we are going to show it during the construction of our model with measurement procedures.

There are a few particular ways to deal with SEM: The principal approach is the broadly connected Covariance-based SEM (CB-SEM), utilizing programming bundles, for example, AMOS, EQS, LISREL and MPlus. Another way is to use Partial Least Squares (PLS), the one that concentrates on the investigation of fluctuation and can be completed utilizing PLS-Graph, Visual PLS, Smart PLS, and Warp PLS. It can likewise be utilized utilizing the PLS module in the "r" measurable programming bundle. The following method is a part based SEM spoken as Generalized Structured Component Analysis (GSCA); which is executed through Visual GSCA or an electronic application called GeSCA. The last way to make work

SEM is named Nonlinear Universal Structural Relational Modeling (NEUSREL), utilizing NEUSREL's Causal Analytics programming. Confronted with different ways to deal with way displaying, one needs to consider their focal points and disservices to pick a way to deal with suit.

CB-SEM: CB-SEM has been generally connected in the field of sociology amid the previous a very long while, is still the favored data analysis technique today to confirm or dismissing speculations through testing of theory, especially when the sample size is extensive, the data is ordinarily disseminated, and in particular, the model is effectively determined. That is, the proper factors are picked and connected together during the time spent changing over a hypothesis into an auxiliary condition show [151, p. 6, 152, and 153]. Notwithstanding, numerous industry professionals and scientists take note of that, as a general rule, it is regularly hard to discover an data index that meets these prerequisites. Moreover, the research goal might be exploratory, in which we know minimal about the connections that exist among the factors. For this situation, advertisers can consider PLS.

PLS-SEM: PLS is software modeling treatment by SEM without any assumptions about data distribution, reported Vinzi. Thus, PLS-SEM turns to a perfect alternative to CB-SEM if the following conditions are encountered [152, p. 12, 154, and 144, p. 7]:

- Sample volume is small;
- Applications have little accessible theory;
- Forecast accuracy is primary;
- Correct model specification impossible to be ensured;

It is significant to emphasize that PLS-SEM should not be used for every type of statistical analysis. Marketing managers also need to be careful that there are some weak sides of PLS-SEM, involving:

- High-valued structural route coefficients are necessary if the sample volume is small.
- Barrier of multicollinearity if handled inaccurately.
- Since path lines are always single direction, it cannot model correlation without direction.
- A potential absence of complete consistency in results on latent variables may cause in biased component rating, loadings and path coefficients.
- It may produce wide mean square errors in giving ratings of path lines coefficient loading.

Despite these limitations, PLS is still a useful application for structural equation modeling that can be applied in the research projects particularly when there are a few participants as well as when the data distribution is distorted, for instance, surveying female senior administrators or multinational chief executives [155]. PLS-SEM has been is applied in many areas, such like behavioral sciences [156], marketing [153, p. 8], organization [157], management information system [158], and business strategy [159].

The first phase of our quantitative research was data collection for pilot study that was collected from AB restaurants customers. The next step was operating pilot

study for item reduction and decision for the final survey, which was done by principle factor analysis via Smart PLS 2.0 software. The final phase of our quantitative research was collecting the data for actual study and data analysis for final framework, and the final analysis was done with Partial Least Square-Structural Equation Model (PLS-SEM).

After finalizing the quantitative stage, the study continued with the purifying the earlier quantitative outcomes of actual intercultural communication implementation. The details of the quantitative instrumentations were contemplated in the following parts of this chapter.

To complete empirical analysis part of our quantitative research, the relationships among the independent and dependent variables were assessed simultaneously via PLS-SEM. The responses for variables were obtained from the target population.

The following section focuses on the sampling procedures for research and construction identification. It enlightens the detailed measurement model validation and the structural model fitting procedures of PLS-SEM for quantitative data.

3.2 Model Construction and Research Sampling Procedures

Careful study of the models proposed by different scholars above with the variables and careful study of Smart PLS 2.0 software application led us to the generation and proposition of our own model, which compares and analyzes the difference between impacts of Traditional Marketing management (TRM) and managing Social Media marketing (SMM) on purchase intention of customers, mediating eWOM and brand awareness variables.

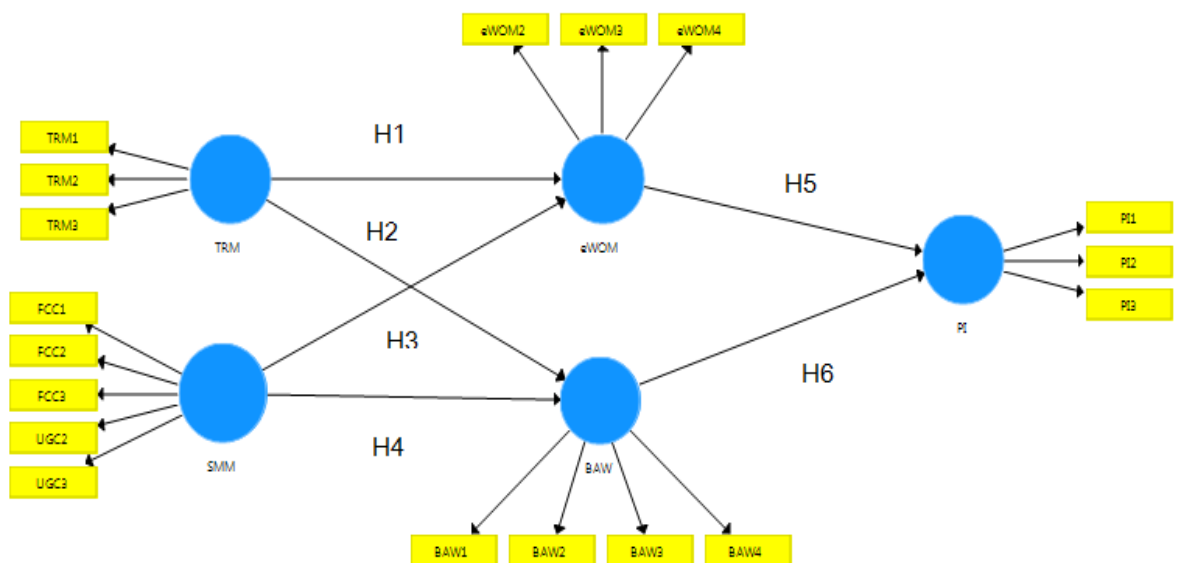


Figure 16 – Impact of TRM and SMM on purchase intention of customers, mediating eWOM and brand awareness variables

Note – The conceptual framework proposed by the author

Meanwhile, constructing the model we many times tested how the application performs by using different secondary data sources. After obtaining desired results we designed the research diagram. Above in the figure 16 we illustrated our own model constructed up on existing models but in different combinations of variables and not existing yet. See figure 16.

Regardless what PLS-SEM application is going to be used, some general instructions should be followed when running the PLS path modeling. This is especially significant as PLS is still a developing multivariate data analysis way, simplifying for researchers, scholars and even journal editors to allow inaccurate software of PLS-SEM go unmarked. Defining the suitable sample size is frequently the first problem faced by researchers. In general, scholars have to take into account the context of the model, the allocational characteristics of the data, so the psychometric peculiarities of variables, and also the dimension of their relationships while determining sample size. The scholars Hair et al. 2013 propose that size of sample is possible to be defined by the following aspects in the structural equation model styling [145, p. 8]:

- The significance level;
- The statistical force;
- The minimal coefficient of definition R^2 values benefited in the model;
- The highest number of path arrows indicating at a latent variable;

Application in a practical case, a typical marketing research work would have an importance level of 5%, the statistical force of 80%, and also R^2 values of at minimum 0.25. Applying such kind of parameters, the smallest sample size demanded can be searched in the instructions suggested by Marcoulides and Saunders in 2006 [160], relying on the highest number of path arrows directing at a hidden variable as conditioned in the application of structural equation model. View table 9.

Table 9 – Suggested sample size while conducting a typical marketing research

Minimum sample size required	Maximum number of path arrows directing at a hidden variable in the model
52	2
59	3
65	4
70	5
75	6
80	7
84	8
88	9
91	10
Note – the table is suggested by Marcoulides and Saunders [159]	

Although Smart PLS application is famous by its capability of coping with small sample sizes, it not necessarily means that your aim should be to solely fulfill the

smallest sample size requirement. Preceding research proposes that a 100 to 200 sample size would be usually a healthy starting point in performing the path modeling [161]. It should be noted that the needed sample size is going to require to be increased in a case if the research target is to investigate the low value factor correlations with outcomes that have poor quality.

A research question guides and centers your research. It should be clear and focused, as well as synthesize multiple sources to present your unique argument. Even if your instructor has given you a specific assignment, the research question should ideally be something that you are interested in or care about.

While all research questions need to take a stand, there are additional requirements for research questions in the sciences and social sciences. That is, they need to have repeatable data. Unreliable data in the original research does not allow for a strong or arguable research question. In addition, you need to consider what kind of problem you want to address. Is your research trying to accomplish one of these four goals?

- 1 Define or measure a specific fact or gather facts about a specific phenomenon.
- 2 Match facts and theory.
- 3 Evaluate and compare two theories, models, or hypotheses.
- 4 Prove that a certain method is more effective than other methods.

Moreover, the research question should address what the variables of the experiment are, their relationship, and state something about the testing of those relationships.

The study was considered to compare the collected data mainly from customers of AB restaurants. As we mentioned before, the draft of the questionnaire was evaluated by three academicians in marketing and two academicians in social sciences. The draft questionnaire was prepared referring to studies and scientific papers on the similar topics and fields. The next step was to eliminate not necessary questions and add questions related to authors' research specification. However, the most challenging was to correctly interpret the questionnaire because of language sensitivities. For instance, the questions that could carry different meanings in English, after translation to Russian sounded very same. We applied to professional interpreters as well to reach best meaning outcome. Finally, the improved version of questionnaire in regarding with the suggestions and comments of academicians; particularly, organization of questions and sections, clarity of the chosen words, understanding of statements, time consuming for completing a survey, content validity and novelty were considered as the crucial arguments for developing an appropriate questionnaire. The developed questionnaire was comprised of statements and questions, which were categorized into different variables. As accustomed and in order to increase the participation conformity and cooperation with the target respondents, the first section of the questionnaire represents the demographical data of the respondents such as age, gender, education and salary in fixed area, as shown in the table 10. Here are the main statements of survey that have been asked to AB Restaurants' customers.

Table 10 – Sampling procedure according to specified criteria

Age	18-25	26-30	31-35	36-42
Gender	Female	Male		
Income	150-200k tg	220-260k tg	270-320k tg	330+k tg
Education	School and College	Undergraduate	Graduate	
Note – The table was developed by the author				

The answers from the respondents were marked by ticking (X) due to gradation:

- 1 Totally agree;
- 2 Agree;
- 3 Difficult to answer;
- 4 Disagree;
- 5 Totally disagree;

The original questionnaire was taken from different international scholars' papers with models of the research, which were already validated and reliable in original source language and adapted to local environment characteristics, including interpretation. However, the most challenging was to correctly interpret the questionnaire questions because of language sensitivities for meaning. For instance, the questions that could carry different meanings in English, after translation to Russian sounded very same, thus confusing the respondents to answer properly. For example the questions starting with "I like" and "I prefer". We applied to professional interpreters to translate the questionnaire into Russian language to have most proper meanings as well to reach best meaning outcome. Finally, the improved version of questionnaire in regarding with the suggestions and comments of academicians; particularly, organization of questions and sections, clarity of the chosen words, understanding of statements, time consuming for completing a survey, content validity and novelty were considered as the crucial arguments for developing an appropriate questionnaire. The developed questionnaire was comprised of statements and questions which were categorized by different variables. Every variable was validated by at least three questions. Thus, in order not to mix up the mind of respondents we distributed the order of questions in the questionnaire for clearer attitude of what is being communicated. The process of data collection last for several weeks in order to get most proper results. In the table 9 we can see questions of questionnaire translated into Russian language and for purpose of hint we provided the original version in English language of some difficult questions just along with the interpreted version, in a case if respondents possess English language better in understanding such kind of data and it would be easier for them to answer in original language. Furthermore, among visitors of mentioned chain of restaurants were foreigners who definitely could fill the questionnaire only in English. To observe our questionnaire which is in both Russian and English languages, see APPENDIX A.

This survey gave us the main picture of customers' general intention to the brand awareness and the identification of eWOM in the perspective of communication tools.

The following sections of the survey questionnaire generally appointed with the constructs in the specified hypotheses to meet the research objectives whilst the research questions and objectives. Main hypotheses involved eight major constructs, which are namely traditional media activities, social media activities, brand awareness, eWOM and purchase intention.

We grouped questions into main subparts, for better respondents understanding as it is shown in the following way:

- Q1, Q5, Q15 and Q25 are evaluated to TRM variable;
- Q4, Q11, Q12, Q13, and Q16 are evaluated to SMM variable;
- Q2, Q6, Q8, Q10, Q14, Q21 and Q22 and are evaluated to Brand Awareness variable;
- Q3, Q9, Q17, Q18, Q24, Q26 and Q27 are evaluated to eWOM dimension;
- Q7, Q19, Q20 and Q23 are evaluated to Purchase Intention variable.

Other questions are indicating the impact of the brand loyalty of the customers.

Initially, Partial Least Square Model (PLS) is defined as a canonical correlation and an extended principal component analysis by Henseler [153, p. 10]. The model is consisted of two stages that are namely measurement model as known inner model and structural model as known outer model respectively [144, p. 9]. The stages of PLS algorithms are as following:

- 1 The estimation of latent variable scores is involved in a four-step iterative process that is repeated until convergence validation is obtained;
 - outer estimations for the latent variable scores,
 - The estimations for inner weights,
 - The inner estimations for the latent variable scores, and
 - The estimations for the outer weights.
- 2 The estimation for outer weights or loading and path coefficients;
- 3 The estimation for location parameters;

Construct identification problem is a major concern for the researchers. The basic categorization of the constructs in accordance with the SEM literature is classified as reflective and and formative.

Reflective Measurement

If the indicators are extremely intercorrelated and interchangeable, they accepted to be reflective and the reliability and validity of them must be thoroughly controlled [145, p. 11, 162 and 163]. For instance, the latent variable electronic word of mouth in our restaurant data is comprised from three observed indicators: quality of food, taste, service professionalism, and bill accuracy.

In a reflective measurement rank, the causality direction is turning from the blue color to the yellow color pointer latent variable. It is significant to be noted, that by default, Smart PLS 2.0 supposes that the pointers are reflective as the model is constructed, with path arrows indicating away path from the blue color latent variable. Main general mistakes made by the researchers while using Smart PLS 2.0

is that they forget to replace the pointing of the path arrows while the indicators are appearing as to be “formative” instead of “reflective”. As all of the indicators in the research of proposed restaurant sample are reflective, it is not necessary to change the arrow direction.

Formative Measurement

If the indicators lead to the latent variable and if are not replaceable among themselves then these ones are formative. In common, mentioned formative indicators may have positive, negative, and even absence of correlations between each other [162, p. 14 and 163, p. 12]. Thus, it is not necessary to report indicator reliability, inner consistency reliability, also discriminant validity due to a formative scaling issued. The reason that the outer loadings, composite reliability, and square root of average variance elicited are of no meaning for a latent variable build of not correlated measures.

During there are formative indicators in the model, the path of the arrows must be opposite directed. That is, the path arrow ought to be turning from the yellow color formative pointer to the blue color hidden variable in Smart PLS. This operation can be performed easily by navigating on the latent variable and right clicking on it. Then select “Invert measurement model” and change the path arrow direction.

As highlighted in the study of Petter, internal consistency is not significant argument for a formative construct as much as reflective construct. In other words, formative indicators are not required to be correlated or keep high internal consistency. However, reflective constructs should be uni-dimensional and any elimination of indicators should not affect the content validity [163, p. 15].

Peacher and Kelly suggest that a mediation relationship for the selected constructs refers to the relationship of an independent, and a dependent variable is explained via the third variable. The calculation of mediation is based on the impact of an independent on a dependent variable. In order to better understand the mediation impact on the model, the study is contemplated to apply guidelines of Peacher and Kelly [149, p. 6]. See figure 17.

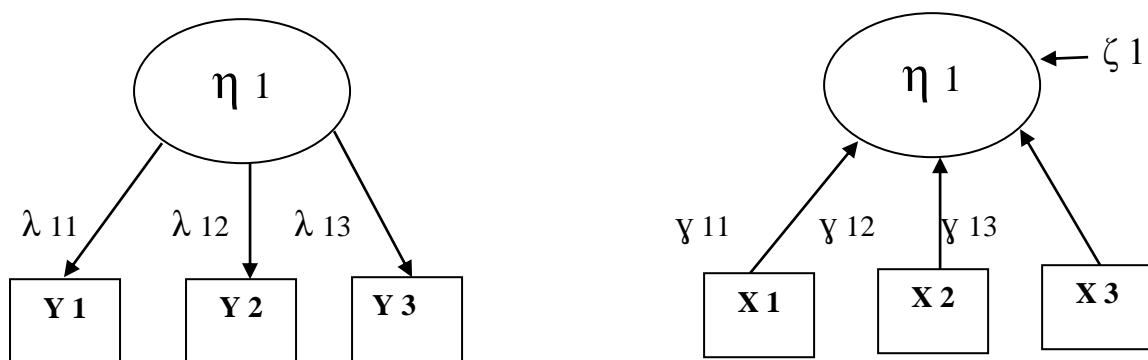


Figure 17 – Reflective and Formative models

Note – The models are proposed by Petter S., Straub D. and Rai A., 2007 [163]

Finally, when the mediator is included to the model, it is recommended to assess the strength of the relations between the independent variable and the dependent variable. Also the researcher should test whether the dependent variable is decreased significantly [149, p. 8]. The following criterion is assumed to determine the whether there is a statistical significance of the mediation effect or not. The statistical significance of indirect effects between two constructs is decided based on the Z value. The null hypothesis (H0-there is no indirect effect between two variables) is rejected when the Z value is greater than critical level at the 1.96, $p < 0.05$ [145, p. 10]. It is also very important to firstly check the reliability and the validity levels of the scores. Hulland in 1999 proposes that square each of values of the outer loadings should be at least 0.7 and greater. But in a case of exploratory research then 0.4 and higher is acceptable. Scholars Bagozzi and Yi in 1998 stated that composite reliability should be 0.7 or higher. In a case if the research is an exploratory, 0.6 or greater is favorable. Moreover, in 1998 they recorded that convergent validity should be 0.5 and higher. See table 11.

Table 11 – Checking the reliability and validity

What to check?	What to look for in Smart PLS?	Where is it in the report?	Is it OK?
Reliability			
Indicator Reliability	“Outer loadings” numbers	PLS - Calculation Results - Outer Loadings	Square each of the outer loadings to find the indicator reliability value. 0.70 and higher is favorable. In a case if the research is an exploratory then 0.4 or greater is valid. (Hulland, 1999)
Internal Consistency Reliability	“Reliability” numbers	PLS – Quality Criteria Overview	Composite reliability should be 0.7 or greater. In a case if the research is an exploratory, 0.6 or greater is favorable. (Bagozzi and Yi, 1988)
Validity			
Convergent validity	“AVE” numbers	PLS - Quality Criteria - Overview	It should be 0.5 or greater (Bagozzi and Yi, 1988)
Discriminant validity	“AVE” numbers and Latent Variable Correlations	PLS - Quality Criteria - Overview PLS - Quality Criteria - Latent Variable Correlations	Fornell and Larcker (1981) propose that the “square root” of AVE of each latent variable should be higher than the correlations among the latent variables
Note – the table is provided by Hair et al. 2013 [145].			

3.3 Hypothesis generation, model testing and interpretation of results

We referred to Manfred Bruhn brand value chain concept as a conceptual framework as well as to conceptual and theoretical models mentioned above, in order to develop our model. The brand value chain takes into account different levels of effect caused by marketing mix efforts. However, the traditional brand value chain only focuses on company-controlled marketing communication. It therefore does not

consider the impact of the worldwide exchange of consumer information on social media platforms. A recognition of this gap has consequences for the analysis of the brand value, which we therefore modified to accommodate both company and consumer communication activities. The basic structure of this modified brand value chain consists of four levels:

- 1 First, the sender of brand-based communication content (no longer solely the company as communicator via traditional and social media, but now also the consumer as content creator, e.g. brand weblogs and brand communities on online social networks);

- 2 Second, the consumers' mindset consisting of brand awareness and brand image;

- 3 Third, consumer behavior as reflected by word of mouth or purchase intention;

- 4 Fourth, company's financial performance in terms of turnover and market share.

Level two and three constitute the consumer-based brand equity which is also termed brand strength. The focus of the present study is on the investigation of the relative impacts of company-controlled and user-generated brand communication on consumer-based purchase intention, and then to sales, and therefore relates to the first three levels of the purchase intention. The input factors of the modified brand value chain are constituted by the companies' marketing communications, comprising traditional media (TRM) as well as firm-created social media, and the communication between consumers, i.e. user generated social media networks communication (SMM). Thus, the modified SMM differentiates between firm created content and user generated social media networks communication in order to take account of the fact that companies as well as consumers are senders of brand-based information. Based on the modified brand value chain, our study divides communication into the traditional instruments of brand communication, represented by advertising (e.g. on TV or in print media), firm-created, and user-generated social media communication. We assume that the different instruments of marketing communications as well as the information sender have a different impact on the general mindset and further on purchase intention through electronic word of mouth (eWOM) and brand awareness (BAW) [164].

According to Manfred Bruhn [165], the consumer mindset is divided in two dimensions, namely brand awareness and dWOM. As stated in the works of Rossiter and Percy, brand awareness signifies the presence of a brand name in the consumer's mindset and therefore indicates how well a consumer will incharge or recognizes that brand. Brand image signifies the consumer's associations tied to a brand name [39, p. 7]. We further differentiate brand image into functional and hedonic brand image, following the differentiation made by Park between brand perceptions related to a product's features and brand associations unrelated to its specific attributes. The overall brand evaluation is reflected by brand attitude [70, p. 9]. Since the consumer mindset influences actual consumer behavior as a result of an unobservable decision-making process, we integrated a brand's purchase intention in our model as a

behavioral outcome variable. Thus, consumer-based brand equity is the result of both consumer reactions to a company’s brand-based activities and the consumer response to the brand-based communication of other consumers on social media platforms compared to the consumer reactions that an equivalent non-branded product receives. Reaction differences can be ascribed to the consumers’ mindset [166]. Figure 18 shows our proposed conceptual framework in work.

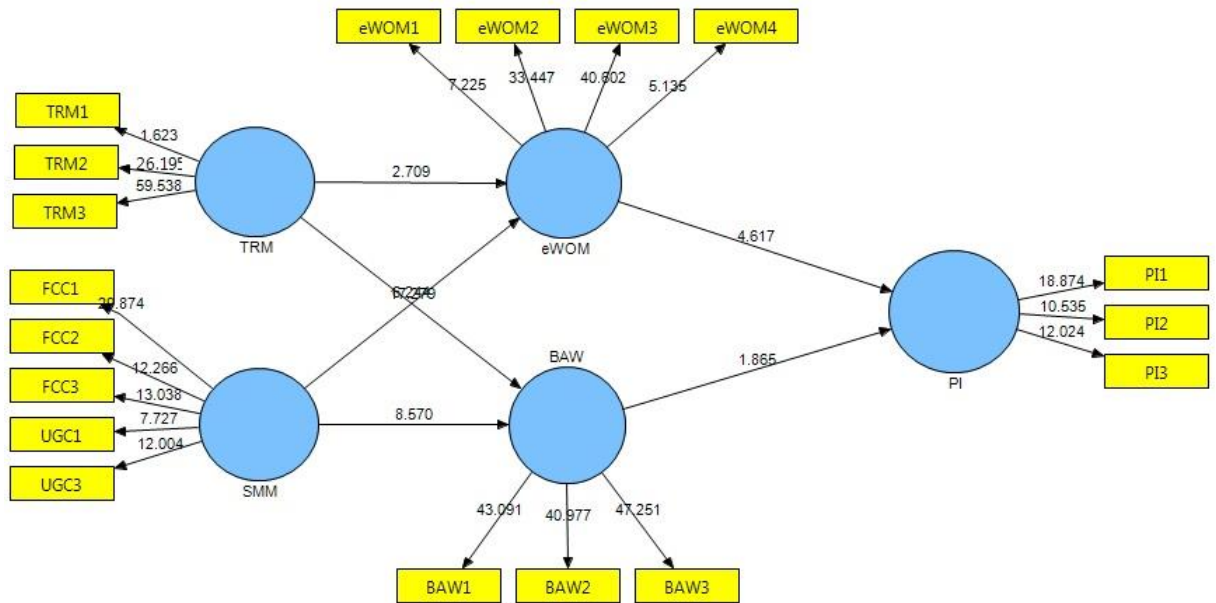


Figure 18 – Proposed Conceptual Framework: How do consumers’ interactions with user generated content and firms generated content affect brand awareness, eWOM and purchase intention?

Note – The conceptual framework was developed by the author on SEM-PLS 2.0

A theoretical approach of the relationship among communication and consumer based brand awareness principles is offered by Schema Theory portraying that consumers compare communication motives with their kept information of comparable communication activities [167]. The rate of fit influences subsequent sequentions of the stimulation as well as the attitude formation of the recipient. Communication stimuli therefore trigger a positive effect in the consumer as recipient, so that his or her perception of the communication positively influences his or her awareness and image of a brand. Thus, brand communication is positively associated with brand equity until the communication leads to a favorable consumer behavior to the brand, compared to the equivalent non-branded product [168 and 169].

In sum, brand-based communication realizes the transmission of brand knowledge in the form of brand awareness and brand image regardless of the communication sender. Social and traditional media communications as Yoo describes therefore both play an important part in improving the brand awareness by raising the possibility that a brand will be associated in the consumer’s consideration

set, simplifying the consumer's brand awareness and making that choice a purchase intention [42, p. 12]. As marketing managers always aim at presenting their brand in a positive light, communication through traditional media and firm created social media content both fully controlled by the marketer and will always transport positive brand-based communication content [170]. Thus, it is assumed that a positive evaluation of the traditional instruments of marketing communications and firm-created communication will positively influence brand awareness and eWOM:

Hypothesis 1: A positive assessment of traditional media communication (TRM), positively influences on eWord of Mouth (eWOM)

Hypothesis 2: A positive assessment of traditional media communication (TRM), positively influences on Brand Awareness (BAW)

Regarding the impact of user generated social networks media communication on awareness, functional, and hedonic brand image, it has to be acknowledged that user-generated social media communication is neither generally amenable to marketing intervention, nor to the company management [170, p. 6 and 171]. Therefore, user-generated social media communication cannot be expected to be unequivocally positive, but can be either positive or negative. Both forms of positive and negative content convey information about a brand that can be particularly useful for consumers in terms of purchase intention, for example, and thus increase the brand's awareness and have effect to eWord of Mouth [172]. Hence, positive as well as negative brand-related user-generated content on social media platforms can lead to a high level of satisfaction with this form of brand-based communication and therefore are expected to increase the awareness of a brand regardless of whether the content reflects the brand positively or negatively. We hypothesize:

Hypothesis 3: Social Media Marketing (SMM) positively affect on electronic Word of Mouth (eWOM)

Hypothesis 4: Social Media Marketing (SMM) positively affect on Brand Awareness (BAW)

Accordingly, the effect of user-generated communication on functional and hedonic benefits can be both positive and negative. In the case of functional benefit, the impact of user-generated communication relates to content dealing mainly with quality aspects of the brand that can be judged positively or negatively by users, thus influencing electronic Word of Mouth either favorably or unfavorably [172, p. 9 and 173]. The same reasoning applies to the impact on an electronic Word of Mouth. The effect of user-generated communication can again be expected to be either positive or negative depending on the written content, as users can comment either positively or negatively on a brand's attractiveness and desirability on social media platforms.

To sum up, it is reasonable to expect a positive as well as a negative effect of user initiated social media communication on purchase intention. Because the possible explanations are ambiguous and permit two equally plausible lines of reasoning, we submit two competing sets of hypotheses for empirical exploration. We hypothesize the following alternative hypotheses:

Hypothesis 5: Electronic word of mouth (eWOM) positively effects on Purchase Intention (PI)

The overall assessment of the brand is represented by attitude towards a brand.

According to the theory of reasoned action, attitude makes up a multiplicative combination of brand related ideas of attributes and benefits assuming that brand attitude are resulted by brand awareness and brand image [174].

Regarding the impact of brand awareness on brand attitude, the equivocality of the influence of user initiated social networks media content on brand awareness has to be taken into account. Since positive and negative user initiated social media communication both increase brand awareness, we assume two possible indirect effects on purchase intention: consumers' brand awareness which is increased due to negative user initiated contents should have a negative indirect effect through brand awareness on purchase intention and that due to positive user initiated content should have a positive indirect effect on purchase intention. Despite this ambiguous effect of user initiated social media content on brand awareness, the overall effect of brand awareness on purchase intention can be assumed to be positive. This reasoning is set up on the assumption that the impact originating from traditional media and firm created social media content on brand awareness can be expected to be unequivocally positive [175 and 176]. Taking into account the results of previous research demonstrating that word of mouth, i.e. user-generated communication, and communication originating from the company have a significant effect on brand awareness, we assume this overall positive effect on purchase intention when weighting the impact of the forms identically [177 and 178]. However, the strength of this relationship should be influenced by the valence, positive or negative, of user-generated social media communication. These considerations result in the following hypotheses:

Hypothesis 6: Brand Awareness (BAW) positively affects on purchase intention (PI)

We further expect the path via brand awareness to have a strong influence on brand attitude, as brand awareness is considered to be a good indicator for behavioral have a positive effect on purchase intention [172, p. 10].

Data collection was effectuated through a standardized survey. A total of 603 participants fully completed the questionnaires during 01.06.2015 – 20.06.2105 period. 19 papers of the questionnaire were not filled in the proper way, that is why were neglected for better results.

Furthermore, the draft questionnaire was evaluated by three academicians in marketing management and academicians in social sciences. The draft questionnaire was improved regarding the suggestions and comments of academicians. Also we referred to international scholars to their experience in constructing a valid questionnaire [173, p. 5 and 179]. Particularly, organization of questions and sections, clarity of the chosen words, understanding of statements, time consuming for completing a survey, content validity and novelty were considered crucial arguments for developing an appropriate questionnaire.

Here are main statements of survey that have been asked to AB Restaurants' customers. The developed questionnaire was comprised of statements and questions, which were categorized into various variables. As accustomed and in order to

increase the participation conformity and cooperation with the target respondents, the first section of the questionnaire represents the demographical data of the respondents such as age, gender, education and salary in fixed area.

The questionnaire variables were illustrated in two tables in the text mentioned above.

As highlighted in the section regarding SEM-PLS, we calculated several values such like, Original Sample, Cronbach Alfa, Mean STDEV, Path coefficients and t-statistics (Indirect effects and Total Effects). As a result, for further proceedings we firstly obtained Cronbach Alfa indicators which are in the range is between 0.88 and 0.98. See table 12.

Table 12 – Initial bootstrapping of proposed variables by SEM-PLS 2.0

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P-Values
BAW on PI	0,952	0,569	0,110	5,113	0,000
SMM on BAW	0,821	0,824	0,037	22,275	0,000
SMM on eWOM	0,656	0,661	0,060	11,021	0,000
TRM on BAW	0,104	0,104	0,049	2,136	0,033
TRM on eWOM	0,188	0,189	0,062	3,024	0,003
eWOM on PI	0,176	0,175	0,118	1,491	0,136

Note – Results of personal application of software by the author

The standardized structural coefficients are displayed in the table. Traditional media exerts a less significant positive influence on brand awareness and on the two dimensions of brand image. Therefore, hypothesis 1 and hypothesis 2 are supported less. Firm created social media content also shows a positive influence on brand awareness and on eWOM, which leads to the acceptance of hypothesis 3 and hypothesis 4. However, no significant effect is detected for TRM to BAW. Regarding user-generated social media communication, a significant impact is found for BAW and eWOM, while a positive relationship with functional brand image and brand awareness is not confirmed. Therefore, hypothesis 3 and hypothesis 4 are supported, while hypothesis 1 and hypothesis 2 can be rejected. Finally, the positive correlation among brand awareness and purchase intention is confirmed leading to the acceptance of hypothesis 5. Further insights regarding the effect of traditional instruments of marketing communications and social networks media communications on purchase intention are drawn from an investigation of the indirect effects. Firm created social media networks communication demonstrates the greatest indirect effect size compared to user-generated social media communication and traditional media.

Our model has been developed by Smart PLS 2.0 software, where we used PLS algorithm option first to see if the indicators are valid. Soon after, we run bootstrapping option method to find out our specific results. In the table 13 below, we have found original sample results. See table 13.

Table 13 – Original sample results by bootstrapping Smart PLS 2.0

Hypothesis	Original Sample (O)	Sample Mean (M)	2.5%	97.5%
BAW on PI	0,562	0,569	0,347	0,778
SMM on BAW	0,821	0,824	0,749	0,894
SMMon eWOM	0,656	0,661	0,539	0,773
TRM on BAW	0,104	0,104	0,009	0,200
TRM on eWOM	0,188	0,189	0,066	0,310
eWOM on PI	0,176	0,175	-0,055	0,408
Note – Results of personal application of software by the author				

The table above shows that highest original sample is of SMM on BAW variable dependence that shows 0.821. Second is SMM to eWOM with original sample 0.656, and Sample Mean 0.661.

We used complete bootstrapping complexity algorithm with defined settings illustrated in the table below. We selected the sample size as 5000 as it was suggested in the study by Hair et al. 2013. The software application allows you to increase sample size according to the statements of Hair et al. proposed in his scientific works and the book dedicated to SEM-PLS. The scholar mentions about ability of software working with smaller sample sizes but of course which does not mean that a researcher should not try his/her best finding larger size samples. This is accepted as normal with records range between 600 and 1000. A scholar can adjust manually and tune case and sample size. We applied with no ‘sign changes’ and significance level of 0.05. Test type is also using default settings of Two-tailed operation. ‘Sign changes’ means that the scholar while bootstrapping can change the outcome priority from ‘no changes’ to ‘construct level changes and/or to ‘individual changes’ [145, p. 16]. See the table 14 below.

Table 14 – Smart PLS adjustment settings

Variables	Settings
Complexity	Complete Bootstrapping
Confidence interval method	Studentized Bootstrap
Parallel processing	Yes
Samples	5000
Sign changes	No Sign Changes
Significance level	0.05
Test type	Two Tailed
Note – Results by personal application of software by the author	

General model results are show in the table 15 below. We found that main relational coefficients show that significant values found in the research are as following:

Hypothesis 2, 3, 4, 5, 6 are valid and therefore can be suggested for usage.

Hypothesis 1 is valid but with the critical acceptance level point, which is not sufficient to accept for a general rule but may work for a specific research area.

Our decision was to reject due to very high level of acceptance of SMM results. See the table 15.

Table 15 –Hypothesis results with acceptance and rejection levels

Hypothesis number	Hypothesis	Results	Validity
H1	TRM on eWOM	3.046	Valid (can be rejected)
H2	TRMon BAW	6.153	Valid
H3	SMM on eWOM	25.819	Valid
H4	SMM on BAW	22.088	Valid
H5	eWOM on PI	6.468	Valid
H6	BAW on PI	5.064	Valid
Note – Results by personal application of software by the author			

Next step is to analyze path coefficients of direct and indirect results of relationships between independent, mediating and dependent variables in our model.

We have totally five variables which are two independent, two are mediating and one is dependent. Independent variables are Traditional Marketing and Social Media Marketing management. Mediating variables are Brand Awareness and Electronic Word of Mouth. Finally, dependent variable is Purchase intention. The aim is to evaluate main calculation results of path coefficients, and indirect effects of all variables.

In the graphs below we evaluated path coefficients between mediating variable and dependent variable, brand awareness on purchase intention. According to the figure 19 below, path coefficients spread is between 0.3 and 0.7 with frequency at centroid 10-45. It is obvious from the results and supported by the information about the outcomes mentioned in the text, there is a positive influence of brand awareness on consumer purchase intention. Moreover, these results are achieved indicating the efficiency of social media marketing presence in virtual space [180]. See the figure 19.

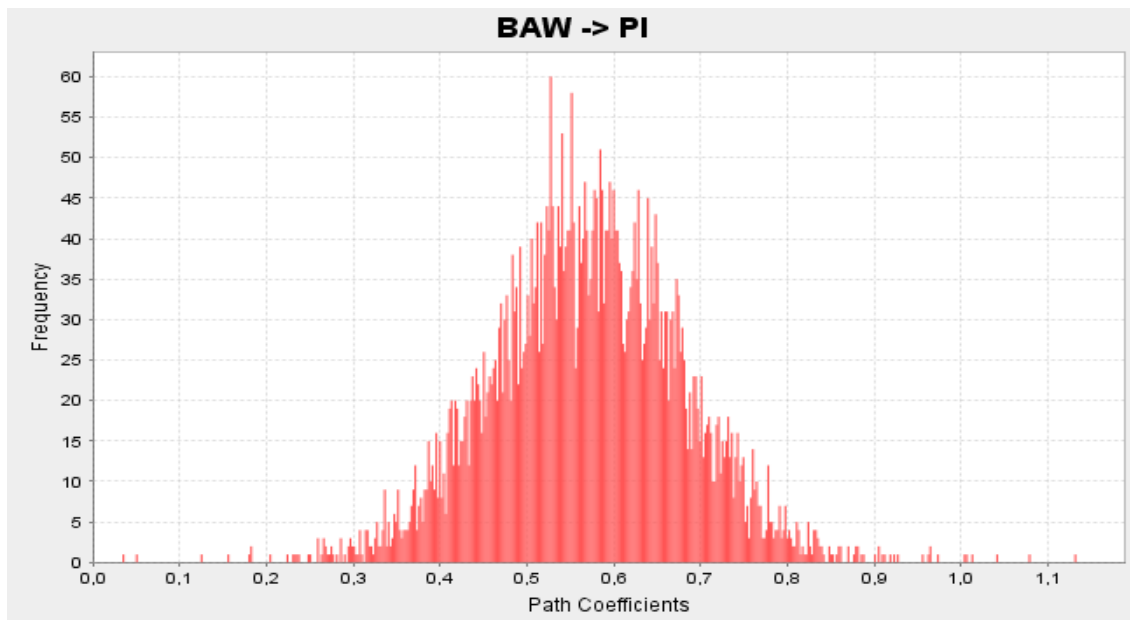


Figure 19 – Path coefficients between mediating variable and dependent variable, BAW on PI

Note – Results by personal application of software by the author

At the second graph we see that evaluated path coefficients between independent variable and mediating variable, social media marketing management on brand awareness. According to the figure below path coefficients spread is between 0.75 and 0.9 with frequency at centroid 15-45.

The research does not focus on only benefits of managing social media marketing activities but also on comparison of the effect of its influence on brand awareness and other variables along with traditional marketing media [181]. Good news came soon with the results that managing the accounts on social media lead to increase in brand awareness of a company [182].

The fast changing world of social trends touch every sphere as well as the business sphere, where managers of all levels should be up to date. Restaurant business is not an exception because there are many communities online, especially in Facebook social network, where customers share their experience with restaurants, level of service, taste of food quality of services, facilities and so on by sharing pictures and text. Provided below in the figure 20, illustrates the relationship between social media marketing and brand awareness variables. See the figure 20.

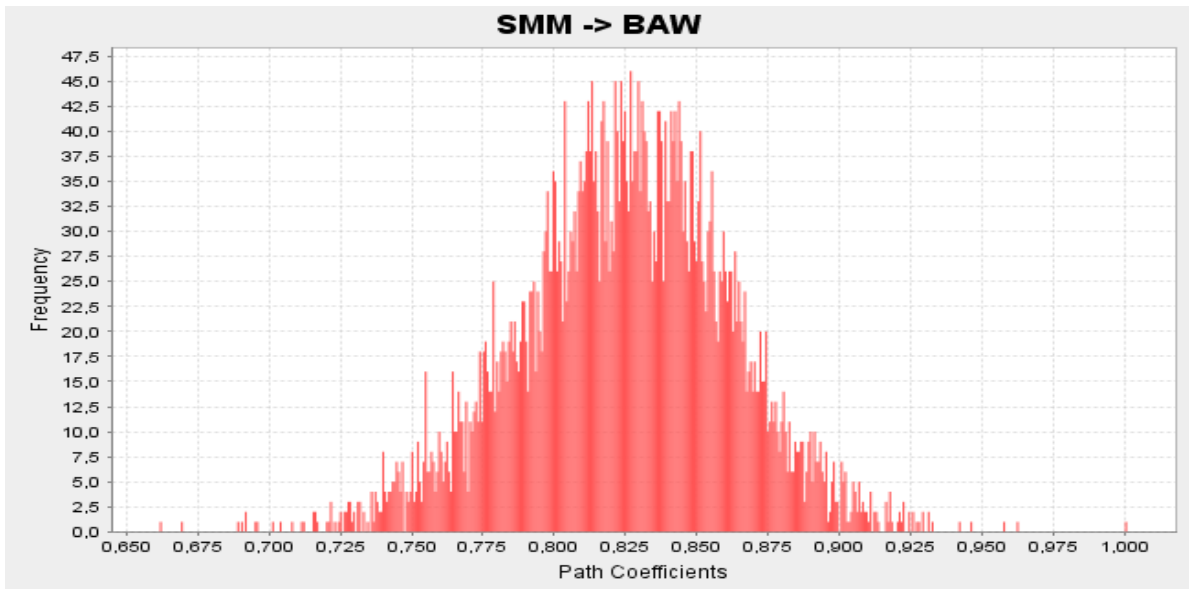


Figure 20 – Path coefficients between independent variable and mediating variable, SMM on BAW

Note – Results by personal application of software by the author

Next graph shows the path coefficients between independent variable social media marketing on the mediating variable electronic word of mouth. According to the figure 21 below, path coefficients spread is between 0.55 and 0.8 with frequency at centroid 5-35. Thus, this path indicates on positive correlation and how managing social media marketing leads to spread of digital word of mouth by customers.

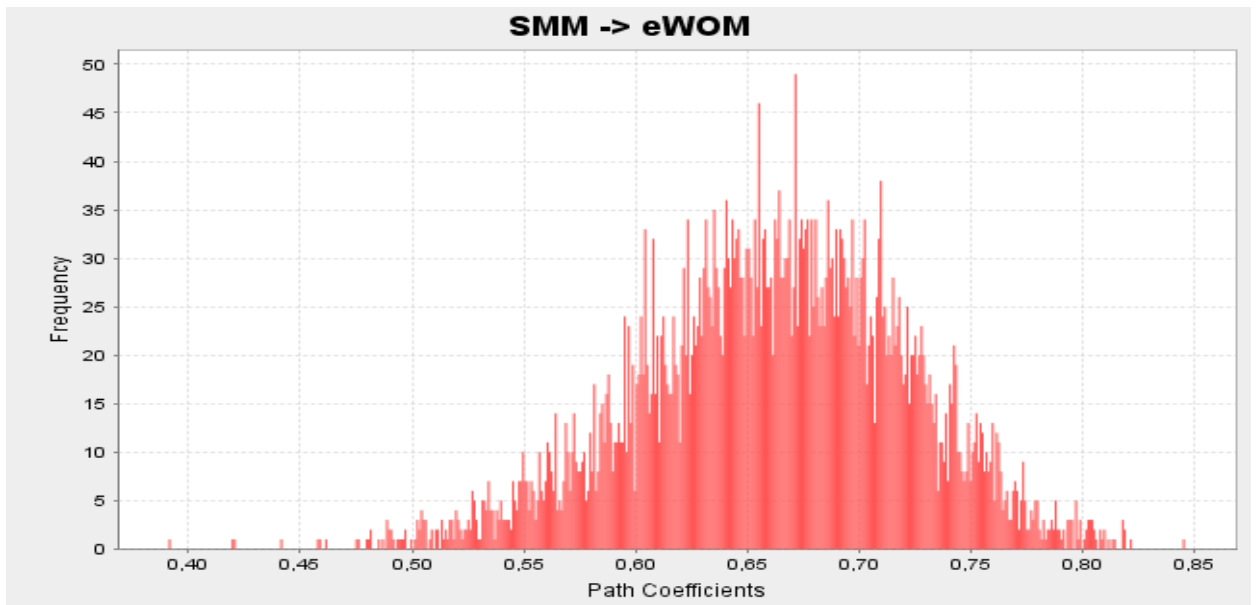


Figure 21 – Path coefficients between independent variable and mediating variable, SMM on eWOM

Note – Results by personal application of software by the author

At the graph below we can see that evaluated path coefficients between mediating variable electronic word of mouth on dependent variable purchase intention. According to the figure 22 below, the path coefficient spread is between 0 and 0.4 with frequency at centroid 10-40. It should be emphasized, that the research mainly focused on figuring out the useful side of managing online social networks to increase brand awareness and stimulate transfer of information by means of eWOM, which in return, both should have a positive impact on purchase intention of customers. It should be noted that eWOM can influence in two ways, positive and negative. Thus, in the literature review we mentioned about importance of managing the customer feedbacks as quick as possible to resolve the reason of negative review by customers [183]. It is known that traditional marketing media has a positive impact on BAW and eWOM, but in this sense companies do not have the opportunity to interfere to the discussion of unsatisfied customers to prevent clarify the situation and prevent further spread of negative word of mouth to others. Hence, with the fast growth of popularity of social media networks companies should pay desired attention to managing their online social media accounts at least of two reasons: the cost of promotions and the effectiveness and efficiency of social media networks. See the figure 22.

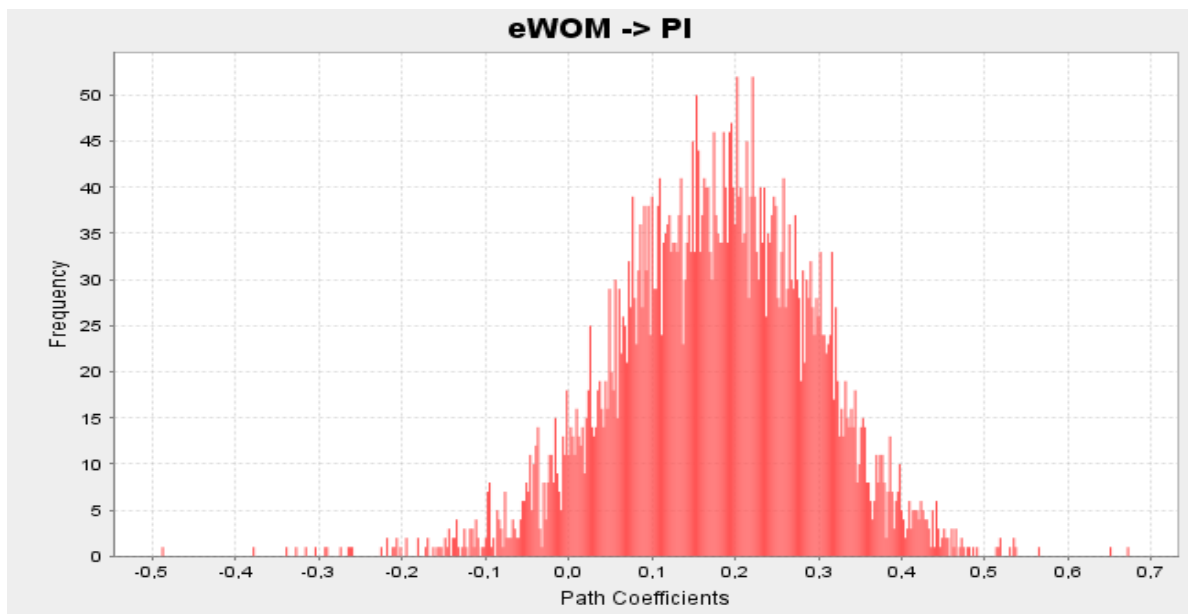


Figure 22 – Path coefficients between mediating variable and dependent variable, eWOM on PI

Note – Results by personal application of software by the author

Moreover, consumers particularly judge the content provided by other users to be trusted and credible, user initiated social media content has a higher result on consumers' general perception of brand names than firm created social media content. According to Dichter, product-, self-, other-, and message-involvement motivate consumers to articulate positive word of mouth about a product [184]. This

argument is supported by the empirical results of studies investigating consumer motivations for articulating positive electronic word of mouth. The results demonstrate that especially high levels of involvement with a brand can stimulate positive electronic word of mouth [185].

Next model shows the path coefficient between independent variables SMM to PI. According to the figure 23 below, the path coefficient spread is between 0.75 and 0.9 with frequency at centroid 15-45. This indicates how effective managing SMM influence on purchase intention of customers in online platform. See the figure 23.

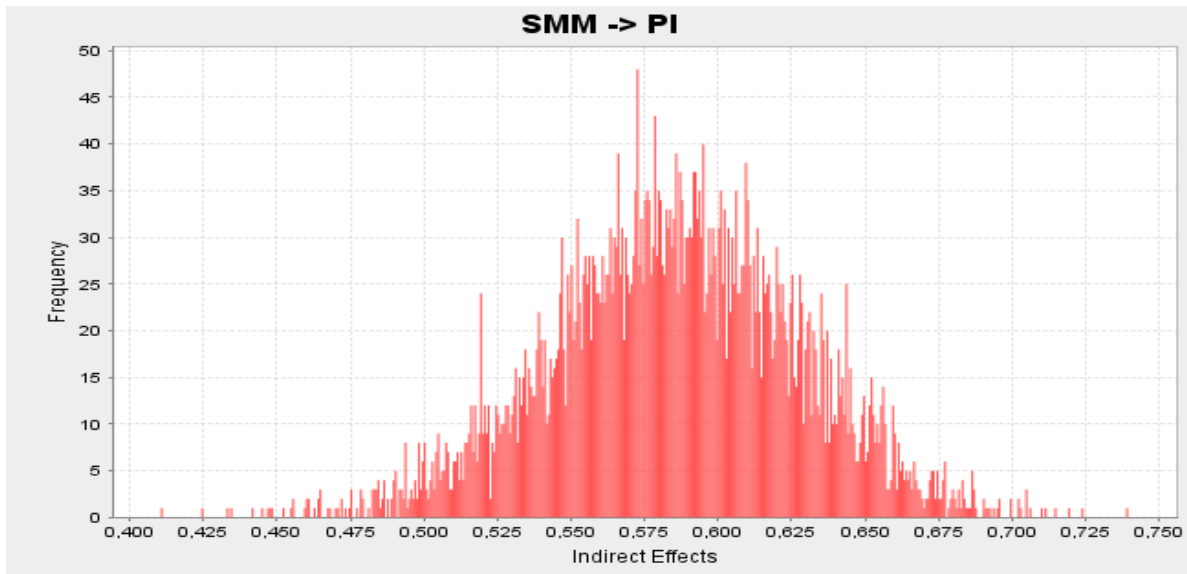


Figure 23 – Path coefficients between independent variable and dependent variable, SMM on PI

Note – Personal application of software by the author

Referring to the material provided in the chapter 2 about the potential of development of SMM management in Kazakhstan and the data gathered by the author, we clearly see that the population is increasingly spending their time in social media networks where they can meet many different types of new brands of any type of goods and services offered not only in the borders of Kazakhstan. For instance, in the Facebook people have opportunity to join a page called “Critics of Kazakhstan Restaurants” which is dedicated to discuss the quality level of food and services in the restaurants in Kazakhstan [186]. Thus, a person before going to an outdoor meal has an opportunity to learn about the place he or she is going to. Members of social media networks also practice a simple questioning method to their friends and followers for a particular situation.

Online Social networks started quickly adapt their interfaces, options, entertainment and many other features to customer preferences in order to easily track customers. The reason is to have precise data on customers’ needs and wants because companies want to definitely know to whom direct their advertising campaigns. To sum up, the phenomenon of online social networks we should be sure to say that they

are not anymore a simple communication tool between people but also a perfect platform for commercialization [187].

Nowadays even government institutions feel the power of online social media networks. For instance, after announcing of a new legislation rules, people starts to discuss these issues in online social networks criticizing or supporting the decision. Another example could be videos of any kind of lawbreak or any abnormal situation shared on Youtube which in return makes a huge impact on further behavior of others. Thus, different levels of government institutions started managing their online social media pages.

Coming to the presentation of the results, the table 14 clearly indicates the excellence of right managed SMM, thus we recommend the business owners ways to increase their product's brand awareness by applying paid promotion tools offered by the software applications. These applications offer several types of segmentation strategy of potential customers and suitable pay plans for different business types. Moreover, it is very effective to cooperate with already well promoted accounts of celebrities or fun pages to increase brand awareness online. Moreover, planning and organization of material to be published on the basis of its functional content (photos, videos, text, and their quality). Before starting the account to be active, it is important to fill it with proper material of relevant and high quality and attractive content. Customers are looking for unusual staff or something that will catch their attention.

Planning and organization of the content publishing time is next what we suggest. We propose that having the social media account is still not enough for expected results unless the content meets with customers on right time. Due to overload of accounts that an average customer follows we should be noticed in this noise, thus the right establishment of the time of appeal is effective tool to reach the given goal. A detailed chart on this recommendation is provided in the figure 2 where we offered tools for effective online account management.

Monitoring and managing the feedback with consumers in online social networks (timely responses to comments). This issue has a huge impact on spread of as positive so negative electronic word of mouth among consumers, thus deserves a separate attention. For this difficult purpose a software solution is offered in the market. Companies are immediately informed when any issue related to their brand is mentioned on the internet spaces. They just input keywords to be tracked by the software, thus having a great opportunity to cope with electronic flow of information from one to another.

CONCLUSION AND SUGGESTIONS

The appearance of social media has brought new mediums of brand communication, evidenced nowadays by the using online brand involvement on social media platforms. The central aim of this research is to bring into light new knowledge and approaches to how social media management affects brand awareness, electronic word of mouth and as the result influences consumer purchase intentions. Our study's investigation of the increasing utilization of brand engagement through social media communications offers valuable insights on the relative influence of managing this media on brand awareness compared to traditional instruments of marketing communications and leads to important implications for companies' brand communication and promotional activities. The investigation of the impact sizes of traditional marketing media and social media marketing communications management on the different dimensions of brand awareness indicates that social media marketing communications exert a more powerful effect on brand awareness compared to traditional media as well as social media marketing communications have a greater positive impact on electronic word of mouth. To find out the influence of social media compared to traditional marketing management and to draw out the advantages and disadvantages we proposed several instruments of managing online network.

This outcome is apparent in that UIC was found to positively impact both brand awareness and eWOM. Moreover, this result is also underlined by the confirmation that firm created content on online platforms positively influenced only brand attitude. Thus, firm generated social media content is only able to construct awareness of and pleasant associations with a brand without affecting consumer perceptions of brand value. These outcomes are of great value to brand and communication managers. Firm created social media content has no direct affect on brand equity but indirectly results in consumer associations about values based on brand attitude. Concerning the behavioral results in our thesis, the effect of SMM is almost twice greater than effect of TRM on brand awareness and eWOM. Consequently, our comparative appraisal of these communications media shows that traditional marketing media channels such as visual broadcasting, radio and print promotions are still increasing brand awareness, while corporate weblogs or brand profiles on social networking sites are best suited to improving electronic word of mouth. Thus, the joint implementation of these different communication instruments offers opportunities for further increasing brand awareness.

A more detailed analysis of social media communications, achieved by differentiating the firm created social networks marketing communication and user generated social networks media communication, reveals the importance of source credibility. The different effects of firm created content compared to user generated social networks communication on the brand image dimensions demonstrate that users consciously differentiate among the origins of information. A deeper consideration of these results reveals that firm created social networks content communication specifically increases functional brand image, while user generated

social media communication positively affects hedonic brand image. The strong impact of user generated social networks communication on the hedonic brand image becomes obvious by looking at the content of positive brand-based statements on social media platforms. On these platforms, consumers often refer to the overall attractiveness or desirability of the brand. As an example, one can figure out the high number of consumers who confess their love of brands like Starbucks on his/her Instagram and or Facebook accounts (e.g. “Starbucks is awesome” or “I love Starbucks”). This phenomenon can be unfolded by means of the degree of consumer engagement. To begin with, it is likely that consumers having high brand involvement are showing readiness to spend their free time leaving general comments on attractiveness of the brands they prefer or the ones they like on social media platforms. This argument is supported by the empirical results of studies investigating consumer motivations for articulating positive electronic word of mouth. The results demonstrate that especially high levels of involvement with a brand can stimulate positive electronic word of mouth. Hence, it can be expected that consumers who are highly involved with a specific brand are more likely than others to engage in positive user-generated communication. Additionally, as highly involved consumers often simply wish to express positive feelings in general about a brand, their comments are more likely to be formulated as abstract statements, which often do not refer to specific product characteristics but rather to the brand’s desirability and attractiveness, thus, to the brand’s hedonic image. Moreover, as the user initiated communication is thought to be neutral and not independent of company influence for a major part, other utilizers accept these assessments as trustful and authentic, as well as outer approvals of the brand’s attractiveness or desirability. The fact that the content about a desired brand reserves place on a social platform also raises the availability of the communication and confirms the attractive sides of a brand as it occurs as the object of discussion. Consumer’s feedbacks and comments on social media sites expressing their love for a brand can be published as a publicly and be an approval for the brand’s attractiveness and desirability. Marketing managers should be strongly aware of the fact that they will not be able to use firm created social media communication to improve hedonic brand image. However, they do have a certain ability to influence consumer-to-consumer communications. For example, firm created social media materials can be used to motivate user generated content to take place. For that marketing managers can set up a framework or create a platform so that consumers could be able to express own opinions, experiences, and content information about a brand. Companies can stimulate creation word of mouth. They also prove that this so-called firm-created electronic word of mouth eventually drives sales. Companies can actively initiate consumer word of mouth about their brand by leaving indelible impressions on consumers’ minds. Consequently, our suggestions are as follows:

- 1 We offered the model of compared influence of both traditional marketing management and social media marketing on consumer purchase intention mediating brand awareness and electronic word of mouth variables, where the results indicated higher influence of SMM than TRM. It was not enough just to have an account on

social media networks thus we offered next managing tools for effective results of operating online.

2 Planning and organization of material to be published on the basis of its functional content (photos, videos, text, and their quality). Before starting the account to be active, it is important to fill it with proper material of relevant and high quality and attractive content

3 Planning and organization of the content publishing time. We propose that having the social media account still not enough for expected results unless it meets with customers on right time. Due to overload of accounts that an average customer follows we should be noticed, thus the time of appeal is effective tool to reach the goal.

4 Monitoring and managing the feedback with consumers in online social networks (timely responses to comments). This issue has a huge impact on spread of as positive so negative electronic word of mouth among consumers, thus deserves a separate attention.

5 Involvement of customers to the social media accounts by organizing different contests, sweepstakes, prize ruffles and so on. Collaborating with famous account owners and leaving comments on their accounts.

6 Recommendations on improvements and stimulation of development of the electronic marketing management in social media networks. In this section we recommend the business owners ways to increase their product's brand awareness by applying paid promotion tools offered by the software applications. These applications offer several types of segmentation strategy of potential customers and suitable pay plans for different business types. Moreover, it is very effective to cooperate with already well promoted accounts of celebrities or fun pages to increase brand awareness online.

Regardless the high contribution of this thesis to the online social media literature, propose thesis is not without limitations. Consequently, the obstacles of our study should direct to guidelines for future research. We suggest that all the most popular among population social media networks to be analyzed to have a clearer picture of possessing of the firm created and user initiated social media communication. Furthermore, a greater number and diversity of industries would be better to examine in future studies. Offered work is providing the indication on the reasons that customers perceive provided brands and the effect analysis of source of content, there are two proposed origins, FCC and UIC from different industries in social media channels.

The scholar has recognized various regions in this exploration that give a characteristic line of movement for future analysts hoping to develop and expand on this point zone. Firstly, there is a plenitude of online networking systems which each speak to an alternate specialty in their own privilege, both for shoppers and for advertisers. This exploration concentrated via web-based networking media locales Instagram and Facebook, many reviews referenced all through the writing survey fixated their examination on Twitter and YouTube, yet these speak to just a little rate of the inconceivable web-based social networking scene accessible.

Another potential having zone for future work is to do a more near review between the sexual orientations. Visual online networking have been demonstrated to offer more to the female sexual orientation, however maybe another point of view on this could be an invigorating idea for a specialist. Correspondingly, taking a gander at both sexual orientations inside the setting of a totally new web-based social networking system is likewise a conceivable new line of core interest.

Various crevices in the writing and information gathered as a component of this review showed amid the exploration procedure that may likewise give regular territories to future researchers to fill in and overcome any issues. One such zone is a more top to bottom take a gander at source believability on informal organizations. There has been noted research to date on this issue in the customary sense yet there is further improvement and comprehension required with respect to both advertising administrators and scholars alike concerning how this converts into online networking interchanges where issues, for example, obscurity and protection mean new difficulties for approving the reliability of a source.

The practical significance of the thesis results is to develop and give recommendations on marketing management tools in terms of the development of strategies for the effective promotion of the product in the online social networks, as well as building effective communication with the publics. The conclusions and recommendations can be used by government agencies, development institutions in the formation of the innovation roadmap and development of programs to promote the development of small and medium-sized enterprises within the framework of the State program of infrastructure development so called "Nurly Zhol" and industrial-innovative development program for 2015-2019 years. These results were obtained during the study in cooperation with the "AB Restaurants" company and used by two of the largest restaurant chains of the Republic of Kazakhstan "AB Restaurants" and "RUMI group".

Proposed recommendations and regulations can also be accepted and are effectively applied in the sphere of state governance and public services in the Republic of Kazakhstan as well as in building effective communication with the publics. Thus, the Akorda.kz (official web site of the President the Republic of Kazakhstan) on the Facebook, Ministry of Healthcare (on the Facebook), egov.kz (on the Facebook), governance of Almaty city (on Instagram and the Facebook) and the organizing committee of Winter Universiade 2017 (on Instagram) are actively engaged in managing their online social media network pages.

All stated above turns to be on the right way, as stated in the last address to the nation by the President of the Republic of Kazakhstan N. Nazarbayev on 31st January 2017, where he emphasizes on the significance of new approaches to develop small and medium business including usage and importance of social media networks. Moreover, the general prosecutor of RK pointed that this institution must transit to modern way of managing communications by means of big data by indicating on the effectiveness and efficiency of it.

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APPENDIX A

Performed questionnaire in the chain of restaurants and café AB Restaurants, in Almaty and Astana cities.

	Questionnaire questions/Вопросы опросника	Полност ью согласен (а)	Соглас ен(а)	Затрудня юсь ответить	Не согласе н(а)	Полнос тью не согласе н(а)
	1	2	3	4	5	6
1	Я удовлетворен(а) традиционными методами оповещения/рекламы "AB Restaurants"? (релама по ТВ, радио и печатные виды рекламы в виде брошюр) <i>I am satisfied with the traditional mediacompaigns of AB Restaurants (i.e. radio, TV, print advertisements)</i>					
2	У меня приятное представление о сети ресторанов и кафе "AB Restaurants" <i>I have a pleasan idea of AB Restaurants chain</i>					
3	Я стараюсь делиться контентом страницы "AB Restaurants" в социальных сетях с многими пользователями <i>I try to share the content of AB Restaurants with many sociam media networks users</i>					
4	Уровень отзывов других пользователей об AB Restaurants в социальных сетях, соответствует моим ожиданиям <i>The level of the social media communications expressed by other users about "AB Restaurants" meets my expectations</i>					
5	В сравнении с очень хорошими примерами традиционных рекламных кампаний (ТВ, радио и печатные виды рекламы) конкурентных брендов , "AB Restaurants" справляется вполне хорошо <i>*Compared with the very good traditional media campaigns (i.e. radio, TV, print advertisements) of other brands, the traditional media campaigns of "AB Restaurants" perform well</i>					
6	"AB Restaurants" надежная сеть ресторанов и кафе <i>AB Restaurants is a reliable chain of restaurants</i>					

Continuation of the questionnaire						
	1	2	3	4	5	6
7	Я хотел(а) бы быть гостем сети ресторанов и кафе "AB Restaurants", а не любых других доступных брендов <i>I would prefer AB Restaurants chain rather than any other available brands</i>					
8	Сеть ресторанов и кафе "AB restaurants" прилагает усилия для повышения лояльности клиентов <i>AB Restaurants makes efforts to increase customers' loyalty</i>					
9	Я положительно рекламирую "из уст в уста" страницу "AB Restaurants" в социальных сетях <i>I provide a positive word of mouth about AB restaurants in social media networks</i>					
10	Я доверяю сети ресторанов и кафе "AB Restaurants" <i>I trust AB Restaurants chain</i>					
11	Уровень " связи с потребителями " в социальных сетях AB Restaurants удовлетворяет мои ожидания <i>The level of the "AB Restaurants'" social media communications meets my expectations</i>					
12	Сеть ресторанов и кафе "AB restaurants" прилагает различные усилия по улучшению связи с клиентами <i>Chain of AB restaurants makes various efforts to improve its tie with customers</i>					
13	В сравнении с очень хорошими примерами " связи с потребителями " в социальных сетях брендов-конкурентов, "связь с пользователями" в социальных сетях AB Restaurants вполне хороша <i>Compared with the very good social media communications of other companies, "AB Restaurants's" social media communication performs well</i>					
14	У сети ресторанов и кафе "AB Restaurants" хорошая репутация <i>AB Restaurants chain has a good reputation</i>					

Continuation of the questionnaire						
	1	2	3	4	5	6
15	Уровень традиционной рекламы "AB Restaurants" соответствует моим ожиданиям <i>Level of traditional advertising of AB Restaurants meets my expectations</i>					
16	В сравнении с хорошими примерами коммуникаций других пользователей о других брендах в социальных сетях, коммуникации пользователей об AB Restaurants вполне хороша <i>Compared with the very good social media communications of other users about other brands, the social media communications of users about "AB Restaurants" performs well</i>					
17	Я рекомендовал(а) страницу "AB Restaurants" в социальных сетях многим людям <i>I recommended account of AB Restaurants in social media networks to many people</i>					
18	Я готов(а) рекомендовать сеть ресторанов и кафе "AB Restaurants", чтобы другие посещали ее <i>I am ready to recommend AB Restaurants chain that others would visit it</i>					
19	Сеть ресторанов и кафе "AB restaurants" действительно заботится о сохранении клиентов					
20	В будущем я намерен(а) оставаться гостем сети ресторанов и кафе "AB Restaurants" <i>I intend to be a guest of AB Restaurants in future</i>					
21	Я с легкостью узнаю заведения сети ресторанов и кафе "AB Restaurants" <i>I easily recognize brands of AB Restaurants chain</i>					
22	Сеть ресторанов и кафе "AB Restaurants" заслуживает доверия <i>Chain of AB Restaurants deserves trust</i>					
23	Я имею четкое представление о сети ресторанов и кафе "AB Restaurants" <i>I have a clear picture of AB Restaurants brand</i>					

	Continuation of the questionnaire					
	1	2	3	4	5	6
24	Я расхваливаю страницу "AB Restaurants" в социальных сетях своим друзьям <i>I talk up AB Restaurants to my friends on social media</i>					
25	Я с легкостью запоминаю логотип ресторанов и кафе "AB Restaurants" <i>I easily remember brand logo of AB Restaurants</i>					
26	Я удовлетворен/а отзывами других пользователей о качестве «обратной связи с потребителями" AB Restaurants в социальных сетях <i>I am satisfied with the social media communications expressed by other users about "AB Restaurants"</i>					
27	Я удовлетворен/а " связью с потребителями " AB Restaurants в социальных сетях <i>I am satisfied with the company's social media communications for "AB Restaurants"</i>					
28	Вы активный фоллоуер AB Restaurants в социальных сетях					
29	Пожалуйста, укажите Ваш возраст	18-25	26-30	31-35	36-42	
30	Пожалуйста, укажите Ваш пол	женский	мужской			
31	Пожалуйста, укажите Ваш ежемесячный доход	150-200 тыс. тг	220-260 тыс. тг	270-320 тыс. тг	330 тыс. тг и выше	
32	Пожалуйста, укажите Вашу степень образования	среднее	бакалавр	высшее		

APPENDIX B

Documents of approval of application of the thesis results by entities

«Rumi» Дирекция по развитию
Алматы, Достык 63
Тел: +7 (777) 293 88 67
www.rumi.kz



«Rumi» Центр вкуса и слова
Алматы, пр. Достык 63
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www.rumi.kz

Исх. № 07
«16» 07 2016г.

Акт внедрения

Настоящим актом внедрения удостоверяем, что основные результаты диссертационного исследования Ахмедова Рамиса Сулеймановича на тему «Управление онлайн социальными сетями в повышении объема продаж продукта в Республике Казахстан» используется в маркетинговых стратегиях компаний ТОО «RUMI MANAGEMENT».

Апробация результатов исследования осуществлялась в форме презентации разработок автора для маркетологов компании, стратегии и инструменты в социальных сетях, что позволило откорректировать направление стратегий в социальных сетях.

По разработанным и предложенным автором в диссертационной работе инструментам построения маркетинговой стратегии, проведен сравнительный анализ с получением весомого положительного изменения.

Исполнительный Директор
ТОО «RUMI MANAGEMENT»



Шоябаев Д.Р.





RESTAURANTS
РАСТОЯЕМ С О В Е К О М

СПРАВКА

О внедрении результатов диссертационной работы Ахмедова Рамиса Сулеймановича на тему «Управление онлайн социальными сетями в повышении объема продаж продукта в Республике Казахстан», по специальности 6D050700 – «Менеджмент».

Диссертационная работа Ахмедова Р.С. «Управление онлайн социальными сетями в повышении объема продаж продукта в Республике Казахстан» посвящена актуальной концепции современного управления маркетингом, имеющей большое значение для совершенствования конкурентноспособного управления маркетинговыми стратегиями компании «AB Restaurants», а так же компаний страны.

Практический интерес представляют предложения автора по использованию разработанных им инструментов в управлении рекламной деятельности компании в онлайн социальных сетях.

Предложенные результаты научного исследования Ахмедова Р.С. были использованы при разработке мероприятий по совершенствованию ее маркетинговых стратегий.

Таким образом, положения диссертационной работы Ахмедова Р.С. внесут свой вклад в улучшение управления маркетингом в отечественных компаниях всех масштабов.

Директор отдела управления маркетингом
«AB Restaurants»



Бимахимова Д.К

«СУЛЕЙМАН
ДЕМИРЕЛЬ АТЫНДАҒЫ
УНИВЕРСИТЕТ»
мекемесі



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_____ 2015 г.

А К Т В Н Е Д Р Е Н И Я
Результатов научно-исследовательской работы
в учебный процесс СДУ

1. **Наименование учреждения, где внедряется работа** Университет имени Сулеймана Демиреля
2. **Наименование предложения** Внедрение в учебный процесс результатов диссертационного исследования на тему: «Управление онлайн социальными сетями в повышении объема продаж продукта в Республике Казахстан» с целью повышения компетенции выпускников кафедры в условиях быстро-развивающегося тренда в маркетинге.
3. **Область внедрения** кафедра «Менеджмент и маркетинг»
4. **Когда внедрено (сроки)** 2014-2015 у.г.
5. **Форма внедрения** Собственная
(собственная или заимствованная- указать источник)

6. Использовано в учебном процессе:

Разработка кейсов по результатам диссертационного исследования для применения на практических занятий по обязательной дисциплине «Маркетинг»;

Введение отдельного раздела «Управление онлайн социальными сетями» в рабочую программу элективной дисциплин «Управление рекламой».

7. Автор внедрения: Магистр, старший преподаватель университета им. С. Демиреля, докторант Ахмедов Рамиз К.

8. Эффективность внедрения: Совершенствует и улучшает образовательный, учебный процесс студентов в усвоении ими новейших тенденции развития рекламного менеджмента, понимании ими современных конкретных механизмов по увеличению и ускорению продаж, а также их практических навыков выстраивания отношений с клиентами в рамках динамичного интернет пространства.

9. Предложения, замечания комиссии : отсутствуют.

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