

Chapter 1 - Social Media

Literature does not provide a large base of Social Media presentation of the concept which has evolved from technological dimension to the marketing. Enormous growth of social networks (Facebook, Pinterest, MySpace) and the participation of consumers in these platforms have forced companies to reassess their business strategies. However, there is a clear shortage of academic literature that defines Social Media and Web 2.0 applications environment. Moreover, it is unclear what applications exist in this environment and how they should be used by organizations to communicate more effectively with the market.

Basically, users took control over the content, not only in terms of its production, and especially the way the content is accessed. Users are those who control what they want and who they want to see on the Internet. And companies if they are not silenced, it must adapt to new rules from the web [Biegel, 2008].

Social media supports the human need for social interaction via the Internet and web-based technologies to transform broadcast media monologues (one to many) into social media dialogues (from many to many) [Li and Bernoff, 2009].

Chapter 2 - Social Media Marketing Strategies

Created real value in social media strategy is the creation of relationships [Bishop, 2009]. Online relationships are based on mutual interest and gain which, in turn, leads to customer loyalty and also by internal loyalty and trust. So, understanding the true value of Social Media seems to be a prerequisite for organizations to open the path to new business and social benefits of new operations and behaviors.

Opportunities offered by social media marketing are the most diversified. Basically, everything is content, text, video or audio, you can engage in delivering advertising messages and, therefore, the options are endless.

A balanced and complementary approach is needed to integrate social media marketing practices. Current consensus of experts calls for marketers to engage in a subtle manner and retained when customers tend to engage in Social Media. Making an incursion by permission of influence, most likely will provide the benefits of a long-term commitment.

Chapter 3 - Adoption of new technologies and market orientation Organizations

Over the past two decades, numerous studies on technology acceptance were conducted in different areas. Technologies and applications being tested include email programs [Agarwal, 2009] [Davis et al., 1989] [Karahanna, 1999] [Mao & Palva, 2006] [Straub et al., 1997] internet banking [Chau et al., 2003], electronic commerce [McCloskey, 2003], word processors [Chau, 1996], [Davis et al., 1989], electronic meeting systems [George et al., 1992] and tools for engineering Computer aided [Wynekoop et al., 1992] [Iivari, 1993].

Most of these studies were done on the theories and models such as the Technology Acceptance Model, Theory of Planned Behavior Theory Action Motivated and were able to

explain and predict the adoption process well enough. Previously tested systems, consisting of a personal computer with standard software and a single user using the system working in a private situation. Instead, information technologies of the future will be designed to assist users with improved technologies in continuous environments by providing a variety of personal and context adapted throughout the day.

Therefore, future technologies will not only break the constraints of time and space, but they also vary significantly in terms of their degree of autonomy. Several authors, such as, for example, Tennenhouse, (2000) anticipated future environments in which proactive network computers will anticipate our needs and sometimes will even take our behalf.

Market orientation is the extent to which the organization is serious about customer requests and to respond appropriately. [Baker and Sinkula, 1999]. We can say that sometimes that companies know very well applied art and marketing company reverses chart, putting customers at the top. [Rueckert, 1992]. With better customer satisfaction than do other competitors are providing marketing and profitability.

Market-oriented strategies have numerous implications for the organization, the most important being generated by diverse markets that operate with a growing diversity of activities (products, services, etc..) Management system is becoming less efficient. [Rueckert, 1992].

Chapter 4 - Relationships between Social Media technology adoption and market orientation of organizations

This chapter presents the progress and results of the quantitative study. The research method used is based on questionnaire survey.

The sample consists of 254 respondents. Planned **sample** is one of convenience, non-probability. It is composed of persons who have job responsibilities of sales and sales force are part of the organization they belong to. Individuals in the sample are in Iasi, Bucharest and Suceava, Cluj Napoca, Craiova and Romania.

The questionnaire was designed based on scales from the literature and adapted by a method of *forward translation*. The questionnaire was pre-tested on a sample of 30 respondents with 12 valid responses and its final form is presented in Appendix B of this thesis.

Results

The proposed research is a model adapted from the Technology Acceptance Model (TAM). The proposed model is shown in Figure 4.2

We verified that the proposed model is valid and adevcat sample data. We used analysis of SEM (structural equation modeling), available through the software package AMOS 16.0. We developed a procedure for specifying the measurement model and the structural. Another step was *ascertaining trust and validity model* using confirmatory factor analysis. The internal consistency of the scales was measured by Cronbach-alpha.

Chosen indicators to check the adequacy of the model confirms that the model is a good one, according to the data in Table nr.5.51

Table 5.51 confirmatory analysis results for the structural model

Indicator
obtained

Reference values

Absolute indicators

Hi square = 6029.15 A low value of this indicator and accepting the null hypothesis (sig > 0.05) means that the model reproduces the covariance structure enough, and therefore a good model [Brown, 2006]. Although Hi square test has several limitations (large

Degrees of freedom = 1313 samples, the value increases, rejecting good models)'s reporting is required, together with the number of degrees of freedom.

≤ 0.05 [Arbuckle, 2007; Garson, 2009]

Sig = 0.00

Cmin = 940 Hi squared coefficient ratio (Minimum Sample discrepancy (minimum sample discrepancy))

Cmin / DF = 4.592 ≤ 5 [Arbuckle, 2007; Schumacher and Lomax, 2009]

RMSEA = 0.119 Root Mean Square Error of Approximation (square root of the average errors)

≤ 0.05 [Hu and Bentler, 2009]

GFI = 0.928 Goodness of Fit (correlation test)

RMR = 0.303 ≤ 0.08 acceptable model [Hooper et al, 2008].

Root Mean Square Residual (root mean square residual values)

The value is closer to 0 the more we have a suitable model [Arbuckle, 2007].

Relative indicators

CFI = 0.943 Comparative Fit Index (Index of relative correspondence)

TLI = 0.92 ≤ 0.09 [Brown, 2006]

Tucker-Lewis index (Tucker-Lewis index)

≤ 0.09 [Brown Bonnet, 1980]

Indicators that penalizes model complexity

PNFI = 0.562 Parsimonius Normed Fit Index (Index normalized correlation model economy)

≤ 0.5 [Hooper et al, 2008]

Confirmation / denial assumptions

H1a: Subjective norm positively influences perceived usefulness.

Subjective norm ($\beta = 0.62$, $p = 0.05$) positively influences perceived usefulness.

Hypothesis H1a is confirmed.

H1B: Subjective norm positively influences Intention to Use Social Media Behavior.

Subjective norm ($\beta = -0.34$, $p = 0.05$) positively influence behavior use Social Media.

H1B hypothesis is not confirmed.

H1C: Subjective norm positively influences the development of a market-oriented strategies.

Subjective norm ($\beta = 0.28$, $p = 0.05$) positively influences the development of a market-oriented strategies.

H1C hypothesis is confirmed.

H2a: Computer self-efficacy positively influences perceived usefulness. Computer self-efficacy ($\beta = 0.15$, $p = 0.05$) positively influences perceived usefulness.

Hypothesis H2a is confirmed.

H2b: Computer self-efficacy positively influences Perceived Ease of Use. Computer self-efficacy ($\beta = 0.16$, $p = 0.05$) positively influences Perceived Ease of Use.

Hypothesis H2b is confirmed.

H2C: Conditions facilities positively influence perceived usefulness. Conditions facilities ($\beta = -0.45$, $p = 0.05$) positively influences Perceived Ease of Use.

H2C hypothesis is not confirmed.

H2D: Conditions facilities positively influence user perceived. Conditions facilities ($\beta = 0.41$, $p = 0.05$) positively influences Perceived Ease of Use.

H2D hypothesis is confirmed.

H3A: Experience with Social Media positively influences perceived usefulness. Experience with Social Media ($\beta = 0.76$, $p = 0.05$) positively influences perceived usefulness.

H3A hypothesis is confirmed.

H3b: Experience with Social Media positively influences Perceived Ease of Use. Experience with Social Media ($\beta = -0.40$, $p = 0.05$) positively influences Perceived Ease of Use.

Hypothesis H3b is not supported.

H4a: Perceived usefulness positively influences the attitude towards the use of Social Media. Perceived usefulness ($\beta = 0.85$, $p = 0.05$) positively influence attitudes towards the use of Social Media

Hypothesis H4b is supported.

H4b: Perceived usefulness positively influences Perceived Ease of Use. Perceived usefulness ($\beta = 0.96$, $p = 0.05$) positively influences Perceived Ease of Use.

H4a hypothesis is confirmed.

H4c: Perceived ease of use positively influence attitudes towards the use of Social Media. Perceived ease of use ($\beta = -0.16$, $p = 0.05$) positively influence attitudes towards the use of Social Media.

H4c hypothesis is not confirmed.

H5: Attitude toward Using Social Media positively influence Behavioral Intention to Use Social Media Use Social Media attitude ($\beta = 1.61$, $p = 0.05$) positively influence Behavioral Intention of Use Social Media

Hypothesis H5 is confirmed.

H6: Behavioral Intention to Use Social Media positively influence effective use of Social Media. Attitude to Use Social Media ($\beta = 0.8$, $p = 0.05$) positively influence the effective use of Social Media.

Hypothesis H6 is confirmed.

H7a: Strategic Perspective positively influence attitudes towards the use of Social Media. Strategic perspective ($\beta = 0.13$, $p = 0.05$) positively affects attitude toward use of Social Media.

H7a hypothesis is confirmed.

H7b: Implementing a market-oriented strategy positively influences Intention to Use Social Media to implementing a market-oriented ($\beta = -0.49$, $p = 0.05$) positively influences Intention to Use of Social Media.

H7b hypothesis is not confirmed.

H7c: Implementing a market-oriented strategies positively influence the effective use of Social Media. Implementing a market-oriented strategies ($\beta = -0.01$, $p = 0.05$) positively influence the effective use of Social Media.

H7c hypothesis is not confirmed.

H7d: Developing a strategic perspective positively influence market-oriented strategies. Strategic perspective ($\beta = 0.57$, $p = 0.05$) positively influences the development of a market-oriented strategies.

H8d hypothesis is confirmed.

H7e: Developing a market-oriented strategies positively influence the implementation of market-oriented strategies. Developing a market-oriented strategies ($\beta = 1.23$, $p = 0.05$) positively influences the implementation of market-oriented strategies.

H8e hypothesis is confirmed.

Conclusions

Theoretical

A theoretical contribution is an attempt to develop and test a structural model, a procedure frequently used in research studies in Romania, but widely used internationally, especially in social sciences [Hooper, et. al, 2008]. The main purpose of this paper is testing a model adapted from the Technology Acceptance Model (Adopt Social Media Technologies) in the context of market oriented organizations sales force in Romania.

I found this link as Subjective Norm concepts and market orientation as social norms and interpersonal plays a significant role in decisions that affect the organization [Yi et al., 2006].

In general, this paper presents a theoretical understanding of social media and their influence on technology acceptance decisions in order aa better understand the factors behind the effective use and acceptance of technology by organizations like Social Media and Marketing Strategy .

Research limits

The small size of the study sample did not allow statistical analysis deeper. A larger sample would allow testing the model separately in each market. Also, the study focused only on the most important use of social media technologies. Further study could be applied directly and individually model each technology Social Media (Facebook, Twitter, YouTube, etc.).

Conclusions of the study are valid only for sales force market in Romania. Existence of scales with three items, in this, can alter the results.

Future research

Based on the above limitations, there are many possibilities to validate the model and its application. This model can be used as a model as a backbone for empirical research by, for example, investigating the degree of variance explained by the model Subjective norm.

This can be achieved through a specific study of a single social media technologies where data will be collected through a combination of social network analysis and specific methodology TAM. A comparable methodology, but with a different object in a context online, was applied by Wasko and Faraj (2005).

Another possibility would be to implement longitudinal studies in order to examine trends over time even social influence at two different times. Future research may consider additional features of social media and social pressures investigation, such as exposure to these technologies or intensity of use [Valente, 1996].

Abstract

Purpose - The purpose of the study is to **test** a model adapted from the Technology Acceptance Model (Adoption of Social Media Technology) in the context of market oriented organizations sales force in Romania. The current study therefore intends to examine the effect of social influences and market orientation on Social Media adoption by organizations with the sales force.

Design / methodology / approach - studies aimed at testing different models adapted from the Technology Acceptance Model using inquiry as a research method. The quantitative research in this paper does not follow a particular study, because we found a suitable model to test the sales force. The research method used is based on questionnaire survey. A questionnaire completed by 254 users owners (sales force) in a professional Social Media was used and analyzed with structural equation model.

Results - The results show that perceived usefulness is an important antecedent of attitudes towards behavioral intention to use, actual use. We found that perceived usefulness mediates the effect of social influence on attitude. This implies that the impact of social influences go beyond the consumption of hedonic and extends to adopting the technology.

Research limitations - The small size of the study sample did not allow statistical analysis deeper. A larger sample would allow testing the model separately in each market. Also, the study focused only on the most important use of social media technologies. Further study could be applied directly and individually model each technology Social Media (Facebook, Twitter, YouTube, etc.). Conclusions of the study are valid only for sales force market in Romania. Existence of scales with three items, in this, can alter the results.

Practical implications - The results suggest that managers should develop training programs for the sales force, specific social media technologies, technologies that are already connected to the market.

Originality - This study finds originality on two levels: first, testing technology adoption model in terms of Social Media on a sample of sales force in Romania. This may allow further generalization TAM model. Second, compared with previous research on technology adoption, this study uses a non-student sample. This is especially important when studying the adoption of technology because students are perceived likely to adopt new habits.

Introduction

1.Premises research

Social Media Phenomenon sent managers and marketers around the world in a whirlwind, trying to keep up with changes in consumer behavior and the difficulty of recovery potential of this new online channel. With the rapid development and adoption of mobile technologies, social media is now accessible anywhere and at any time.

For marketers, social media has the power to achieve great results with minimum cost and in less time, but to do this, it creates incalculable risks because many organizations are

not yet ready to face. Such risk refers to the problem of how engagement with consumers could affect their subsequent behavior through Social Media. Created real value in social media strategy is the creation of relationships. Online relationships are based on mutual interest and gain which, in turn, leads to customer loyalty and also by internal loyalty and trust. So, understanding the true value of Social Media seems to be a prerequisite for organizations to open the path to new business and social benefits of new operations and behaviors.

The research is focused on the impact of social media applications on corporate processes [Yakel, 2006], the importance of online communities for corporations [Du and Wagner, 2006] or the effects of new technologies on business [Boll, 2007]. A growing number of studies suggest that corporate interest in the Social Media is growing and more organizations incorporate various forms of Social Media in business routine [Cymfony, 2006]. Understanding the nature, operation and effects of Web 2.0 applications seem to be imperative for marketers [Stroud, 2006]. Marketers need to recognize that engaging in social media is the best way to communicate with the growing number of consumers who spend a considerable part of their time online. The public is difficult to achieve with traditional marketing methods and tools.

This study finds originality on two levels: first, testing technology adoption model by prisma Social Media based on a sample of sales force in Romania. This may allow further generalization TAM model. Second, compared with previous research on technology adoption, this study uses a non-student sample. This is especially important when studying innovation adoption because students are perceived to be likely to adopt new habits.

2. Research Methodology

Goals, objectives and research hypotheses

The aim of the study is to **test** a model adapted from the Technology Acceptance Model (Social Media Technology Adoption) in the context of market oriented organizations sales force in Romania.

Research problem is to identify factors associated with the adoption and use of social media by organizations with the sales force and are market oriented.

General Assumptions

Fundamental assumption from which we start is that the TAM model (the Technology Acceptance Model) can be used to model the process of adopting social media by organizations that are market-oriented .. If the hypothesis is true then it breaks down into the following **general assumptions**:

General hypothesis 1: Subjective norm influence of social media adoption by organizations that are market-oriented .. Adoption is composed of: 1). Attitude towards use, 2). Behavioral Intention of Use and 3). Actual use.

If hypothesis 1 is true, then the model is verified following statistical assumptions:

H1a: Subjective norm positively influences perceived usefulness.

H1B: Subjective norm positively influences Intention to Use Social Media Behavior.

H1C: Subjective norm positively influences the development of a market-oriented strategies.

General hypothesis 2: perceived control influence Behavioral Intention of Use. Perceived control consists of Perceived Internal Control (Computer self-efficacy) and Perceived External Control (Facility Conditions).

If hypothesis 2 is true, then the model is verified following statistical assumptions:

H2a: Computer self-efficacy positively influences perceived usefulness.

H2b: Computer self-efficacy positively influences Perceived Ease of Use.

H2C: Conditions facilities positively influence perceived usefulness.

H2D: Conditions facilities positively influences Perceived Ease of Use

General hypothesis 3: Experience with Social Media influence perceived usefulness and ease of use perceived.

If hypothesis 3 is true, then the model is verified following statistical assumptions:

H3A: Experience with Social Media positively influences perceived usefulness.

H3b: Experience with Social Media positively influences Perceived Ease of Use.

General hypothesis 4: perceived usefulness is a strong factor for Behavioral Intention to Use Social Media organizations with market-oriented strategies.

If hypothesis 4 is true, then the model is verified following statistical assumptions:

H4a: Perceived usefulness positively influences the attitude towards the use of Social Media.

H4b: Perceived usefulness positively influences Perceived Ease of Use.

H4c: Perceived ease of use positively influence attitudes towards the use of Social Media.

The test also links to TAM:

H5: Attitude toward Using Social Media positively influence Behavioral Intention of Use Social Media

H6: Behavioral Intention to Use Social Media positively influence the effective use of Social Media

General hypothesis 7: Organization of market orientation influences technology adoption and use of Social Media.

7 If the hypothesis is true, then the model is verified following statistical assumptions:

H7a: Strategic Perspective positively influence attitudes towards the use of Social Media.

H7b: Implementing a market-oriented strategy positively influences Intention to Use of Social Media

H7c: Implementing a market-oriented strategies positively influence the effective use of Social Media

H7d: Developing a strategic perspective positively influence market-oriented strategies.

H7e: Developing a market-oriented strategies positively influence the implementation of market-oriented strategies.

The research method

Studies aimed at testing different models adapted from the Technology Acceptance Model using inquiry as a research method.

The quantitative research in this paper does not follow a particular study, because we found a suitable model to test the sales force.

The research method used is based on questionnaire survey.

Sampling

Planned sample is one of convenience, non-probability. It is composed of persons who have responsibilities for sales job that is part of the sales force organization they belong to. Sales force in the sample are in Iasi, Bucharest and Suceava, Cluj Napoca, Craiova and Romania.

3. Operationalization of concepts

Concepts used in research in Social Media are multiple. Of models and theories studied have listed a number of concepts adapted from research done in the field of Information Technology and Online Marketing or Social Media for easier scrolling text essay.

Social Media - all media is designed to be disseminated through social interaction, created using highly accessible publishing techniques. Social media supports the human need for social interaction via the Internet and Web technologies-based which makes dissemination of monologues media (one more) in dialogues Social Media (from many to many) [Li & Bernoff, 2009].

Web 2.0 - refers to the new generation of web-based services and communities characterized by participation, collaboration and information exchange between users online [O'Reilly, 2007].

Social network (social network) - a social network is a map of the relationships between individuals. The map are indicated ways in which they are connected through various social degrees of familiarity, from casual knowledge to strong links [Granoveter, 1983].

Technology Acceptance Model (TAM) is an information systems theory that models how users come to accept and use a technology. The model suggests that when users are presented with a new technology, a number of factors influence their decision about how and when they will use, especially perceived usefulness and ease of use charged [Davis, 1989].

Perceived usefulness - is the degree to which a person believes that using a system will enhance his performance at work [Davis, 1989].

Perceived Ease of Use - the degree to which a person believes that using a system would be free of effort [Davis, 1989].

Subjective norm - is an individual perceived social pressure to engage or not to engage in behavior [Fishbein & Ajzen, 1975].

Perceived control - refers to an individual's perception about the availability of knowledge, resources and opportunities necessary to perform a specific behavior [Ajzen, 1985].

Market orientation - is the extent to which the organization is serious about customer requests and respond to them appropriately [Baker and Sinkula, 1999].

4. Approach work and managerial implications

Organizations invest in acquiring new and latest IT tools that connect to social media and sales force is usually equipped with superior tools and costly IT. But these tools are useless until unless used properly.

The study identifies factors that help the sales force to better use Social Media technologies. At the same time, the study could help scientific understanding of the variables affecting the acceptance of new technologies because they have not yet been examined sales force in Romania.

As a precursor, this study is a guide to several other studies in the future because it is unique because (i) focuses on a construct of adoption of technology, (ii) addressed to a panel consisting of sales force as they are more vulnerable to technology and related issues and need constant help and (iv) shows deep acceptance and use of Social Media in the Enterprise (v) then tested empirically observed relationships between constructs.

Theoretical findings of this study provide insights on the role of social influences, the experience with Social Media and market orientation within the sales force acceptance by social media technology, which can lead to organizational adjustments in order to improve implementation of the Social Media. Prin urmare, organizațiile trebuie să investigheze tehnologiile Social Media și facă acțiuni adecvate pe baza rezultatelor.

Rezultatele studiului sugerează că managerii ar trebui să dezvolte programe de pregătire pentru forța de vânzare, specifice tehnologiilor Social Media , tehnologii care sunt deja conectate la piață.

Prin intermediul unor tehnologii Social Media deja existente (Facebook, Twitter), organizațiile pot să utilizeze eficient anumite tehnologii Social Media , în loc de a convinge cantități mari de angajați, agenți și/sau clienților să utilizeze canale clasice de comunicare de Marketing.

Cu toate acestea, organizațiile ce folosesc deja strategii de contact cu piața în Social Media , trebuie să fie conștiente de puterea acestor strategii atunci când vine vorba de adoptarea de noi tehnologii. Un mesaj negativ în combinație cu o rețea socială puternică de exemplu poate duce la " a nu adopta", ca Normă Socială.