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E-business through Social Media: A Quantitative Survey (Case Study: Instagram)

Bahareh Ahmadinejad[1]

MSc in Management, Islamic Azad University, Qazvin Branch, Qazvin, Iran

Hadi Najafi Asli

Master Student of IT Management, Islamic Azad University, North Tehran Branch, Tehran, Iran

Abstract

E-marketing is not only associated with selling products and services. It is the management process for handling communication between the organization and the customer. As well as E-marketing process does not just insist on the use of the internet and take advantage of all the marketing methods. E-marketing has many facilities that traditional marketing does not have such as one to one marketing or direct contact with customers. It should be noted that E-marketing can not completely replace traditional marketing. In fact, traditional marketing and e-marketing complement each other. Social network marketing is a part of E-business. It is clear that social media is a place gathering customers and business owners tend to be in this market. Social media are a huge potential for companies to reach out to their customers and thereby increase revenue, reduce costs, and increase productivity. As expected, our findings suggest that social media innovators among companies to rapidly progress. This study focuses more on statistical results rather than theoretical subjects. In fact, due to the lack of proper knowledge about the social media and growing trend for social media, in this research, we decided to survey behavior of Instagram users towards brands who are active in the social media or how marketing on Instagram work in order to reach customer? For this purpose, an online questionnaire distributed randomly between 80 users of Instagram application. Results were evaluated in two parts, descriptive statistics and inferential statistics inference. The results of inferential statistics indicate that people are looking for brand awareness and are curious about the messages of the brand. The study showed that there is a significant relationship between commenting on posts and brand awareness.

[1] Corresponding author's email: bahare_ahmadi1365@yahoo.com

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Introduction

The invention of the Internet created new kinds of virtual communications and virtual communities. Since 1990, the possibility of taking advantage of the Internet became common and its use due to features such as hypertext and multimedia grew rapidly. Social media are based on web and mobile technologies. Virtual social networking is part of social media. Users can connect together away from the limitations of time and place, culture and social class. Mobile phones are fast tools to join this great community. Mobile phones are becoming the largest business environment of the world. According to the International Telecommunications Union in 2010, in 2005, nearly two billion people were using the mobile phone network and at the end of 2011, the same source said that the number of subscribers reached six billion, this means that subscribers have tripled. Mobile phones and its programs offer more features beside of acquiring customers. This applications enables the customers during purchase or use a product since they can search for information or exchange ideas. Mobile phone is an available device for the customer and provides a lifeline for communication between the customer and the seller making it an ideal accessory for distance selling or physical selling. Industrial study has shown that half of all mobile users in the United States, 10% of consumers are widely used, and 40% of them were low. But it means mobile are different rather than computers (PC) and laptops because they have different keyboards, screens and equipment such as cameras, scanners and geo-meter position (GPS). This makes the phone a different marketing tool rather than Internet use on personal computers or traditional marketing. Mobile Marketing Association, has defined mobile marketing: "A set of practices that enables organizations that through any mobile or network, communicate interactively with the audience. One of the biggest effects of the Internet on business is reducing costs to the consumer such as More variety of products, offers lower prices, empower customers to make better choices and enhance communication with the brand after purchase" (Ström et al,2014). Forbes magazine published an article titled social media marketing and stated that the social networking revolution has been for sharing images rather than shared text (DeMers, 2013). Bilton (2013) suggests that marketing image does not require knowledge of the language and images are an international language. Instagram is adapted by 67 percent of the largest brands in the world (Walter, 2013). The results of a survey showed that Instagram is the social network with the highest return on investment for companies (Uzunian, 2013). The companies that are active and sharing creative photos and videos, will have a positive feedback (Knibbs, 2013). A study of 4,400 participants was conducted by the Iranian Students Polling Agency (ISPA) that showed 53% of the population who are over 18 years old are active on at least one social media platform and there are 54 million people who are over 18 years old in Iran. With a simple calculation, we can deduct that 28.5 million people over 18 years old are using social media in Iran. The most popular social media were as follows: Telegram, Instagram, WhatsApp, Line,

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FaceBook, Twitter, WeChat, Tango and Google Plus. As we can see, Instagram is second among Iranian users (Techrasa, 2016). Studies in the world are as follows:
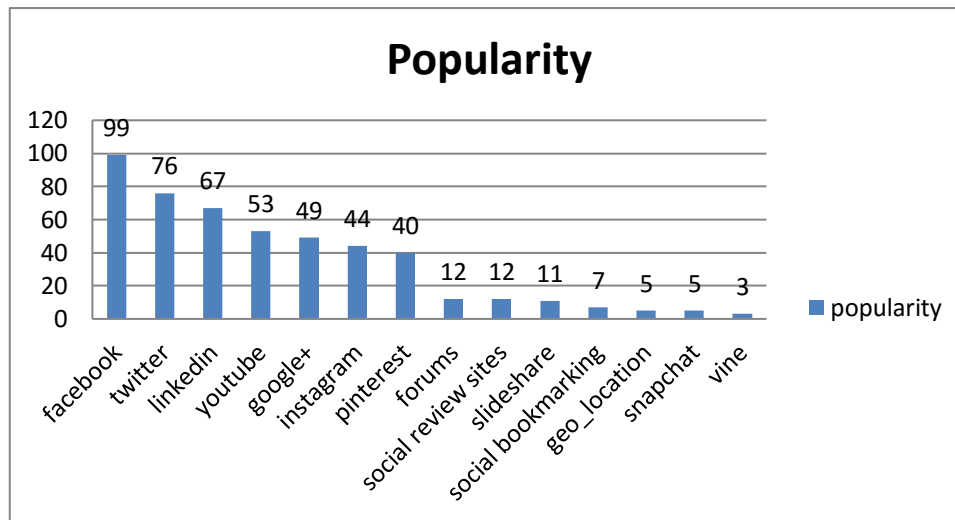

Figure 1 Social media popularity

As shown in figure 1, in terms of popularity, Instagram has ranked sixth in the world (Stelzner, 2016). Due to the growing trend of social media and users, marketers can use this space to improve products. The report states that marketers can use e-business for expanding their business.

E-Business

Internet in the international business environment is considered as an important innovation and has become a very important tool in the conduct of international business in the 21st century. In recent years, new business models are emerging, one of the new trends and pioneer in the field of E-business, using business-based social network (Singh, 1998). E-business concept includes all aspects of the use of information technology in business involving the purchase and sale. E-business will be affected on all resources, including money, knowledge, facilities, equipment, competencies, skills, individuals, markets and even sell and deliver a product and may even be creating new resources such as software and protocols. These resources seek harmony and control the activities of a business model work (Hedman, 2002). As a result, generating activities and changes in organizational processes and in the delivery of product and service will be different. It can be said that e-business is part of the business model that can be used in different parts of the business model (Laudon et al, 2006).

The benefits of E-business:

- ➢ Increase in sales volume

- ➢ Trust

- ➢ Brand awareness

➢ The continued and improved services

➢ Updated information

➢ Business development

➢ Ongoing relationships with stakeholders (Auramo, 2005)

According to Vladimir Zhu E-business means the sharing of information, maintain business relationships and conduct commercial transactions by the communication network (Goldman, 2007). In terms of sustainability, sustainable businesses include the economic outlook, business planning, monitoring, evaluation and communication with customers and a wide range of other stakeholders. (Kondoh, 2011). The researchers suggest that social network members use similar techniques and influence each other's work (Newman, 2004). Therefore, the mission of the business is not a single Internet connection. It is the foundation and strengthen trade relations and sustain that this kind of business like other businesses is influenced by various factors (Lee, 2008). Finally, establishing and strengthening cooperation between the customer and its continuous improvement and providing business ideas among each business based on competitive advantage, is the key issue of community businesses that improve the business case in cyberspace. Also, the relationships such as relationship management, strengthening or weakening it and no relationship is an essential skill for creating any business and establish E-businesses, associated with relationship between customer and their severity (Hagedoorn, 2006). Looking at the experiences of developed countries in the field of Internet-based business and the growth of Internet services, the evolving needs and increasing trend in Iran could be predicted. Access to information and Internet companies is not possible, many owners of these companies refuse to present financial information and investment firms. Obstacles to the development of E-business are:

➢ Lack of social communications

➢ lack of public awareness about the capabilities and limitations of E-business

➢ lack of useful information in the business information network

➢ lack of cooperation from related institutions

➢ lack of hardware and software

➢ Telecommunications infrastructure

➢ Not spread culture of buying and selling online (azizi.2013)

➢ Distrust

Iranian consumers of companies whose offer products or services through the Internet, do not trust enough to communicate with them and to exchange their personal and financial information with these companies when they decide to buy (Moensted, 2007).
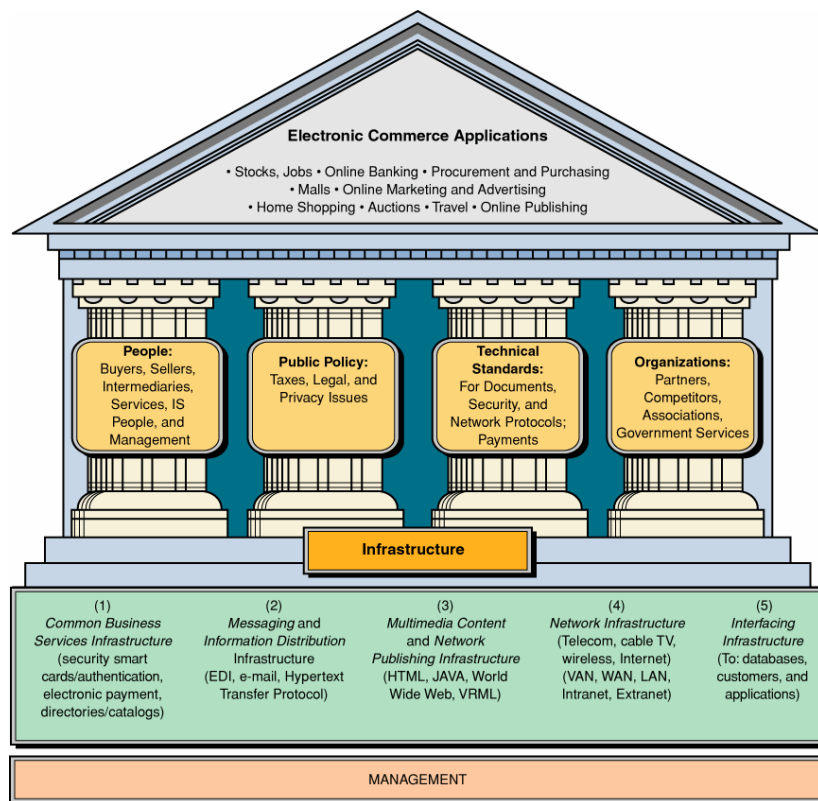
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Figure 1 E-commerce application (Turban, 2006)

Mobile marketing

According to Varnali and et al (2011), "Mobile marketing is: Create, communicate, and achieve customer value via mobile environment. Mobile marketing literature is constantly expanding and in order to increase acceptance of mobile advertising by marketers, becomes more widespread. Researchers have made significant efforts to mobile marketing and especially factors that customer use of mobile services and mobile marketing are affected (Goneos-Malka, 2014). One of the special features of mobile phones is that they allow companies to do advertising directly to customers and allow customers to various activities such as search, assessment, and selection on the phone.

Sensitivity to mobile phones shows that customers are able to take all necessary measures and make purchases in real-time. For example, when a customer is close to a particular store he is under the influence of store advertising. This advertisement motivates the customer to check the store's website and read comments about products. Then the customer can go to the store and examine goods in stores and compare prices with other stores (by mobile). Finally, with respect to profit or loss, he decide to buy the product or not. This example shows how mobile phones can be useful tools rather than personal computers in the online world because of its high-speed connection to the virtual world (Baik et al, 2014). Customers tend to talk to each other about their different experiences and the exchange of positive or negative recommendation on a particular product or service, and reduce possible risk to buy the best and most appropriate choice. With the development of electronic and digital communication channels such as mobile

phones and the Internet in recent years and increasing users of the media, physical borders are long gone. Customers can use this media to search for information about a product or service and consult with others while shopping (Maher, 2015).

Brands on Instagram

Consumers are involved with the brand on social media by sharing and creating content about the brand. Marketers use social media to create an intimate relationship with their client, thereby commit customer and encourage them. Companies must know audience and send messages that create value for them. Creating emotions on social media have everything to do with the content. The communication messages must show their humanitarian aspect.

Companies have some misperceptions regarding why consumers interact with them via social sites (Johansson, 2014).

Note: Consumer: N=1056; Business: Learn N=333, General info N=336, Submit opinion N=334, Exclusive info N=333, Reviews/rankings N=333, Feel connected N=331, Customer service N=331, Submit ideas N=332, Community N=329, Event N=332, Purchase N=334, Discounts N=331.
Source: IBM Institute for Business Value analysis. CRM Study 2011.
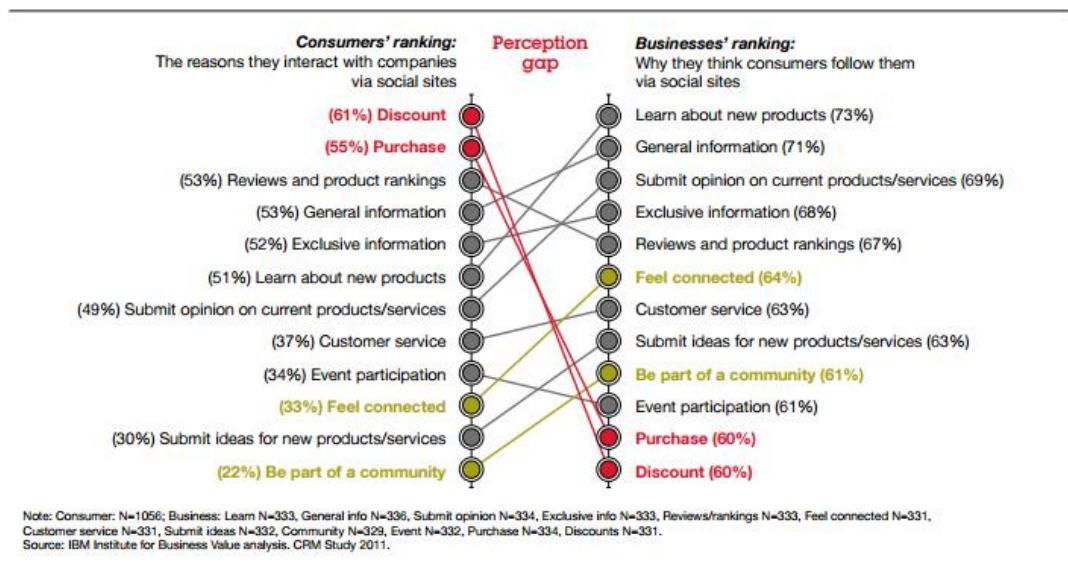
Figure 2 Companies have some misperceptions regarding why consumers interact with them via social sites (Johansson, 2014).

Instagram is a photo sharing network to share photos and short videos with others. Social networks where images to be shared, including Instagram, is a great way for companies to market with low cost and in an environment where quality among customers is very important and also has a considerable profit (Safko et al, 2010). Companies using Instagram, not only use it as a tool to develop sales but also use it as a position to provide the brand, showing behind the scenes of their company. Social networks are based on sharing photos as a tool for search engine optimization (SEO) are expanding day to day and their popularity is growing (Chan et al, 2011). 65 percent of the world's top brands have Instagram page and 57% of them are active and share photos or video at least once a week (Johansson et al, 2014).

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Results

According to Wallén (1996), the first step of a research is to think about what problem the study will focus on (Johansson et al, 2014). This will set the choice of methodology, the theory approach and the data collection. In this study we focused on the problem of how marketing on Instagram works to reach customers. The purpose was to contribute with more statistical knowledge regarding that subject. In addition to descriptive statistics this article with detailed diagrams specified have discussed the five variables like Humanlike, Awareness, Loyalty, Commercial posts, Commenting on posts by using SPSS software.

Following are the findings from our survey with answers from 80 respondents. The questions that were not fully answered, were excluded. To get an easy overview, the data will be presented in diagrams and tablets and all the numbers in these are representing the amount of responses in digits. At the end of a statistics section are the outcomes from the statistical program SPSS reported.

In a random survey, questionnaires were given to 80 of Instagram users that 51% of male respondents and 49% of them were women of which 65% were employed, that with plenty of problems but used Instagram.

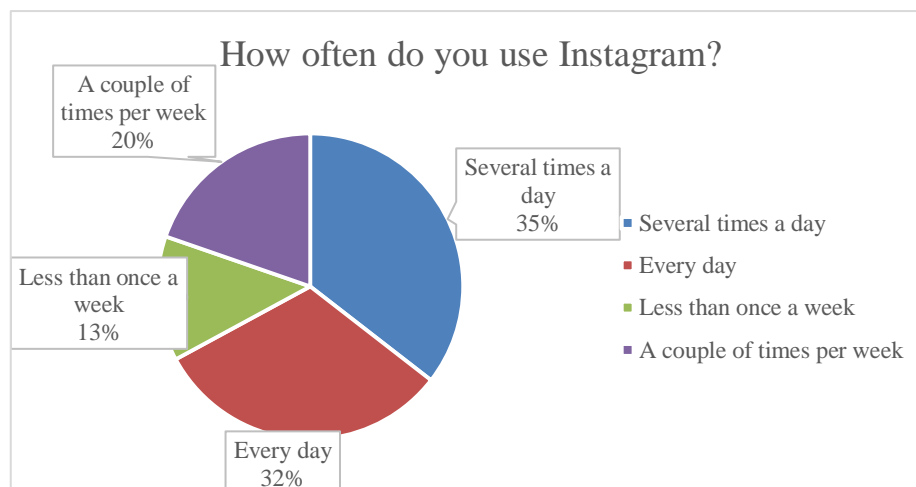❖ How often do you use Instagram?

Figure 3 Frequency of Instagram use

As we can see in figure 3, about 35% of the participants, see Instagram page about several times a day. Therefore, Instagram users spend so much time using them.

The target of Instagram users (about 60%), viewing images and videos were shared. About 41.3% of the participants view friends and the other people's profile.

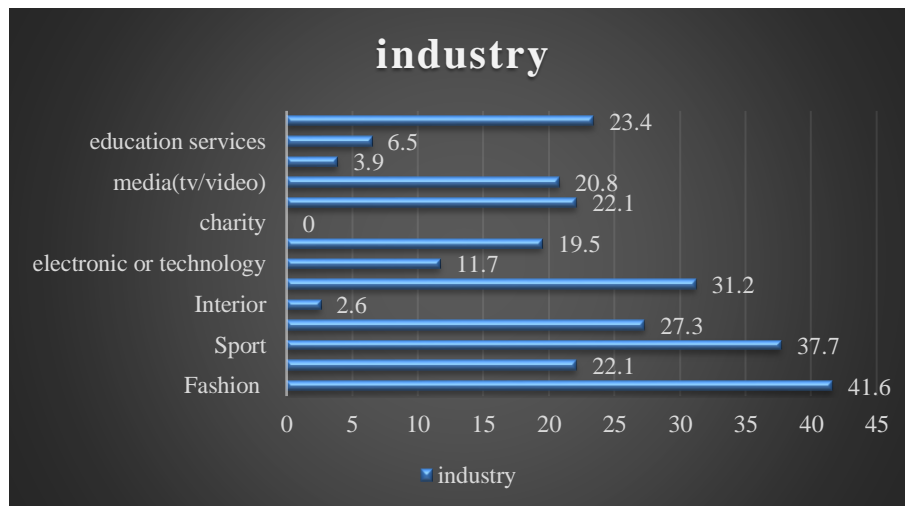❖ What kind of brands/industry do you follow on Instagram?

Figure 3. Brand/Industry followed on Instagram

When it comes to what kind of industries the respondents followed brands within, there were a lot of different answers. Based in the figure 3, the most frequent industry was Fashion which 41.6 percent of the respondents followed, then sport (37.7 percent) and music (31.2 percent). Beauty and wellness got 27.3 and 22.1 percent each, Food and drink with 22.1 percent like wellness after other respond with 23.3 percent on sixth place. Other answer is visible in this figure. The respondents could choose as many alternatives as they wanted which makes the sum of the percent more than 100.

❖ What do you consider is the best thing with following a brand on Instagram?
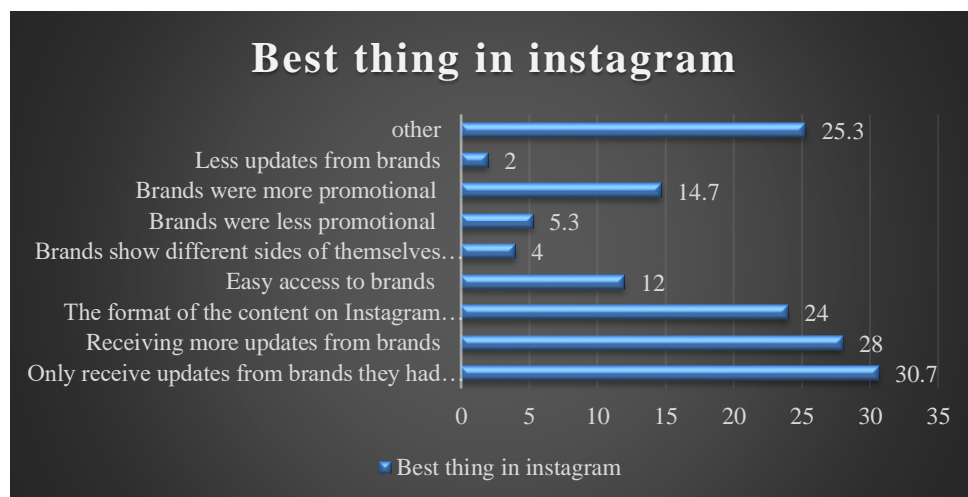

Figure 4 Best thing in Instagram

As figure 4 shows the majority of the respondents (30.7 percent) considered the best thing with following brands on Instagram to be that they on Instagram only receive updates from brands they had choose to follow. Then, the respondents considered the best thing with following a brand on Instagram to be; Receiving more updates from brands (28 percent), the other reason (25.3 percent), the format of the content on Instagram with

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pictures and videos (24 percent), Brands were more promotional (14 percent) and Easy access to brands on Instagram (12 percent). A very small amount of respondents considered the best thing to be that Brands were less promotional (5.3 percent) and Brands show different sides of themselves on Instagram (4 percent), that they get less updates from brands (2 percent). According to the data and the above figure, it was observed that, Instagram is a social media with a friendly atmosphere and available customers, Brands can affected on available customer through contests or promotions. The respondents could choose as many alternatives as they wanted regarding what they considered to be the best with Instagram which makes the sum of the percent exceed 100.
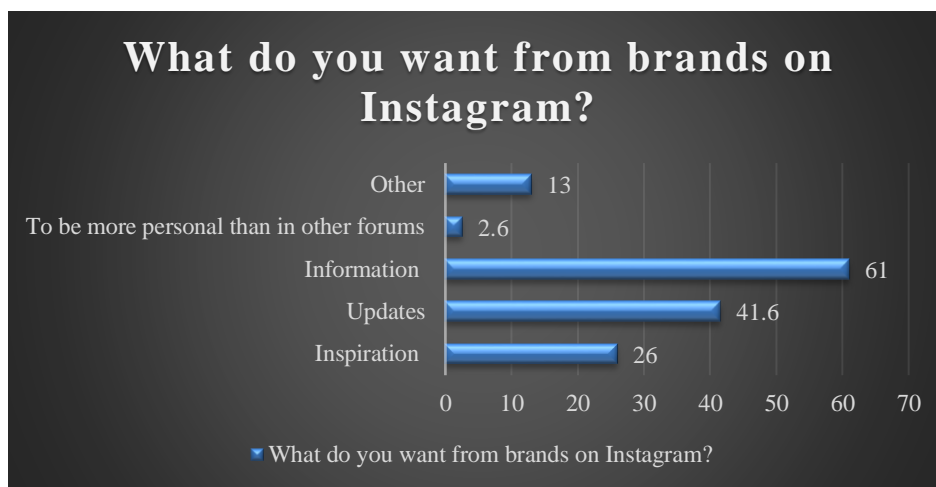
❖ What do you want from brands on Instagram?

Figure 5 Usage of Instagram

As figure 5 indicates, the most requested from brands on Instagram, was information (61 percent). Followed by the category Updates (41.6 percent), Inspiration (42 percent) and 13 percent wanted the brands for other reasons. Finally (2.6 percent) of answers to be more personal than in other forums. The respondents could choose as many answers as they wanted since there are possible to want more than one thing, this made the sum of the percent more than 100.

Marketing communication

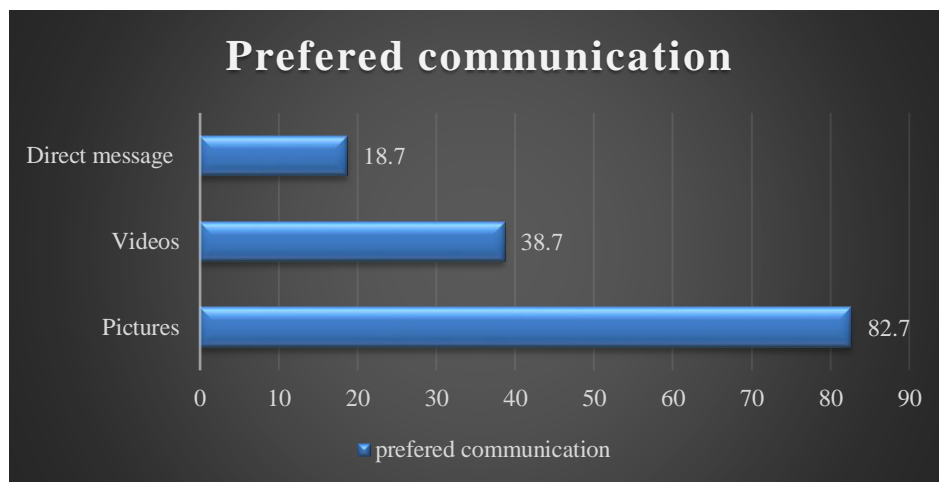❖ Which type of communication do you prefer from brands on Instagram?

Figure 6 Type of communication

Most users (82.7 percent) preferred Connection with pictures on Instagram. About (38.7 percent) user preferred videos and (18.7) user preferred direct message. The respondents could choose as many answers as they wanted due to the fact that they could want more than one type of communication, which makes the sum of the percent exceed 100.

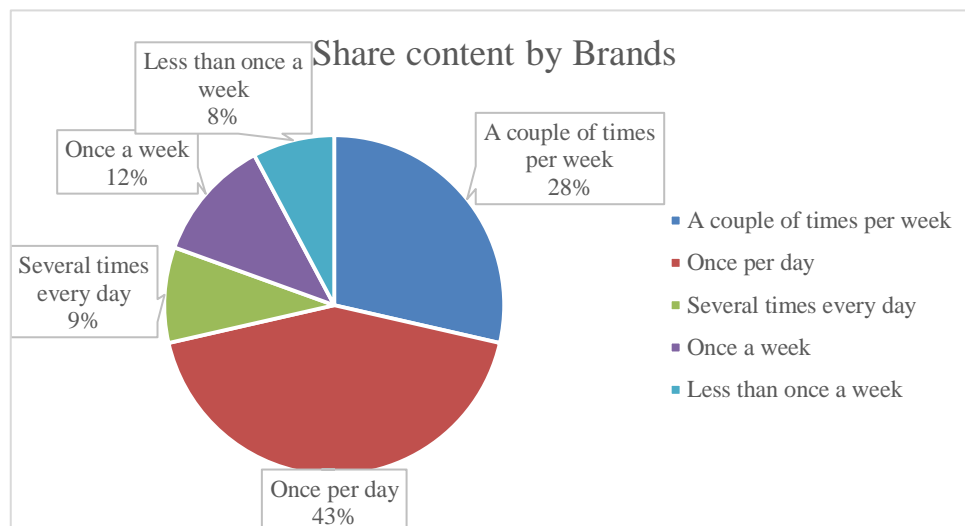❖ How often (in general/average) do you want brands to upload new posts on Instagram?

Figure 7 Sharing content by brands

As we can see in figure 7, Most users (43 percent) prefer the brands, share information or services on Instagram once a day.

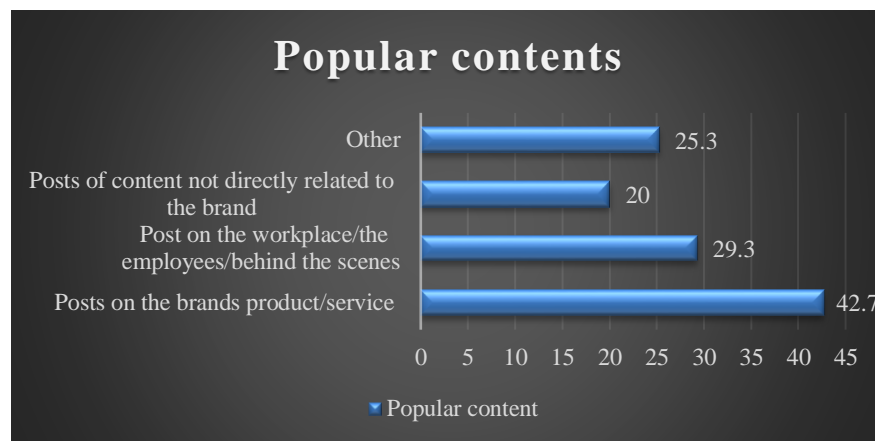❖ What content do you prefer on Instagram?

Figure 8 Popular contents

Most of the respondents (42.7 percent) wanted Posts on brands product/service and about (29.3 percent) selected Post on the workplace/the employees/behind the scenes. Then (25.3) selected other option and (20 percent) user of Instagram wanted post on content not directly related to the brand. The respondents who did choose the alternative other wanted more sneak peeks, updates and contests on Instagram. Due to the possibility of wanting several types of content the respondents could choose multiple answers which makes the sum of the percent exceed 100.

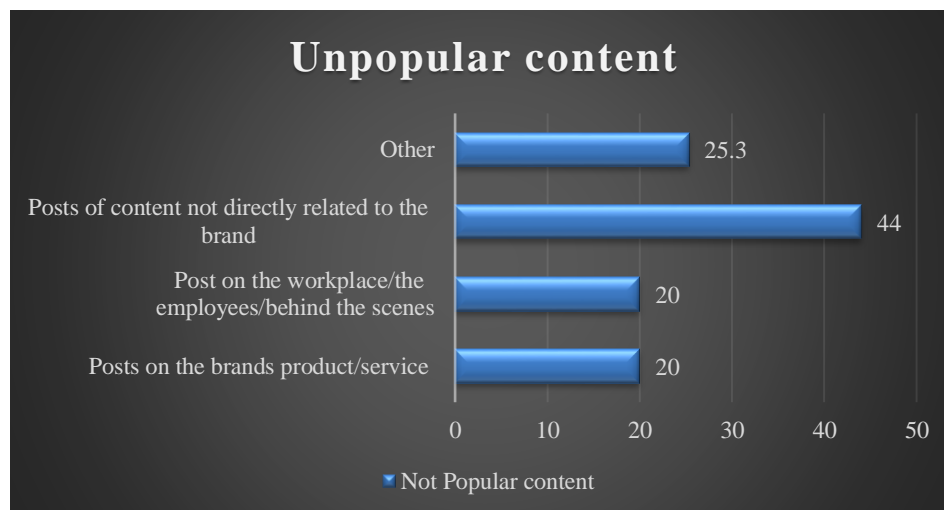❖ What content do you not prefer from brands on Instagram?

Figure 9 Unpopular contents on Instagram

Figure 9 shows that Most of the respondents (44 percent) did not prefer Posts on content not directly related to the brand and about (25.3 percent) selected other option. Equally, (20 percent) respondents did not wanted Post on the workplace/the employees/behind the scenes and brands product/service. Since the possibility of respondents not wanting several kinds of content they could choose multiple answers which make the total percent more than 100.

❖ What kind of emotions do you want to feel when looking at a post from a brand?
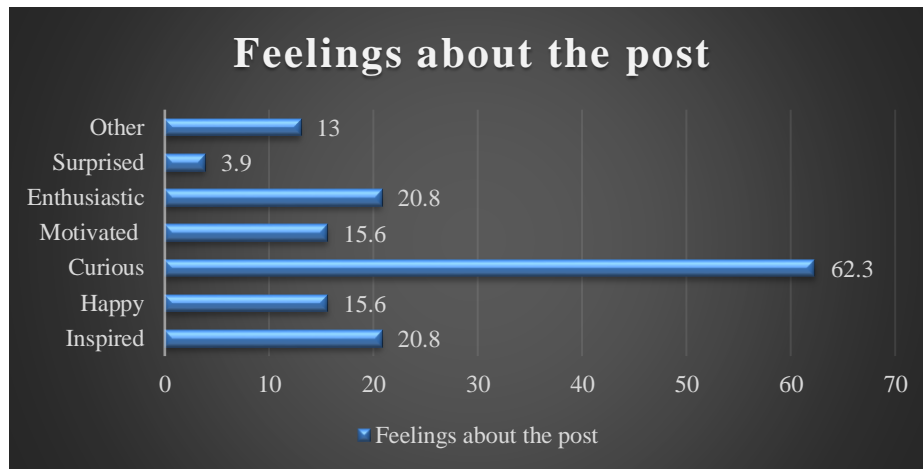

Figure 10 Feelings about the post

Figure 10 shows that Curious is the emotion most wanted by the respondents when using Instagram, represented by 62.3 percent and 48 persons in the survey. Equally, the emotions Happy and Enthusiastic came next with 20.8 percent each of the respondents' votes. Motivated and happy with 15.6 percent came next too. Finally other (13 percent) and surprised (3.9 percent) selected by Respondents. The respondents were able to choose as many emotions as they wanted to, which makes the sum of the percent exceed 100
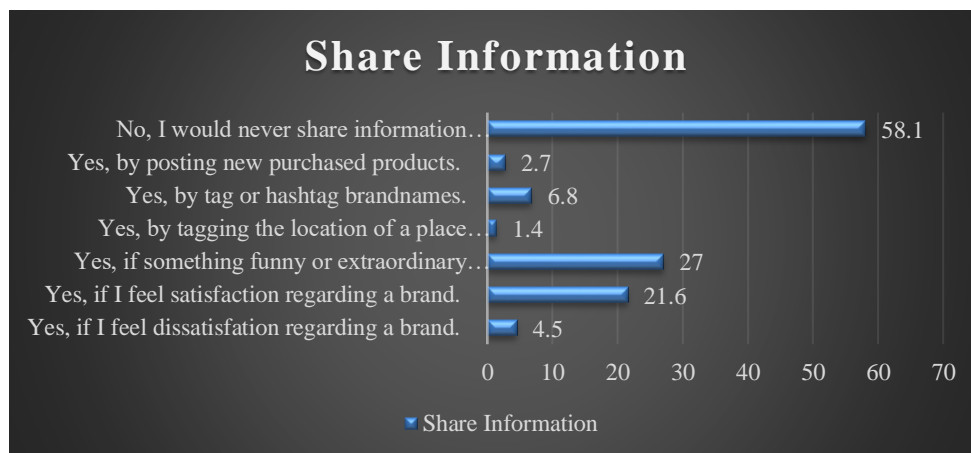
❖ Do you ever comment on a brands post?

Figure 11 Sharing information

According to figure 11, when asking if the respondents would share information regarding a brand on their own Instagram, about 58.1 percent answered No, I would never share information regarding a brand. Some answer as follow: Yes, if something funny or extraordinaire happened related to the brand and if I feel satisfaction regarding a brand came next with 27 and 21.6 percent each of the respondents' votes. Rest of answers showed at above graph. The respondents were able to choose as many emotions as they wanted to, which makes the sum of the percent exceed 100.

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❖ Which social media are you active on besides Instagram?

❖ Which social media do you prefer for brands to use?

Table 1 Comparison of social media

Brand logo	Social media	Which social media are you active on besides Instagram?	Which social media do you prefer for brands to use?
	Facebook	23.4 %	19.5 %
	Twitter	10.4 %	3.9 %
	linkein	11.7 %	5.2 %
	Google+	6.5 %	5.2 %
	Youtube	11.7 %	11.7 %
	Line	14.3 %	5.2 %
	Telegram	96.1 %	74 %
	Whatsapp	28.6 %	11.7 %
	Viber	6.5 %	0 %
	Other	9.1 %	7.8 %

As Table 1 indicates, telegram is the most popular social media. According to Likert scale, respondents picked an answer from one to five which suited them most. One represented "yes, definitely" and five represented "no, never".

Table 2 Likert Scale

Questions	1	2	3	4	5
Do you ever comment on a brands post?	18.2	11.7	16.9	13	40.3
Have Instagram made you more loyal to a brand?	6.5	13	26	20.8	33.8
Have Instagram made you aware of brands that was unknown to you before?	30.3	23.7	35.5	6.6	3.9
Do you consider brands on Instagram to be more human-like than in other forums?	6.5	28.6	41.6	13	10.4

The question about the respondents feelings about commercial posts/content is a scale question, were the respondents picked an answer from one to five which suited them most. One represented "I strongly like it" and five represented "I strongly dislike it".

Table 3 Feelings about commercial posts/content

Question	1	2	3	4	5
What are your feelings about commercial post/content from brands on Instagram?	11.7	39	42.9	2.6	3.9

When asking about the respondents feelings towards commercial posts and content 42.3 percent chose the number three on the five grade scale followed by the number two (39 percent). The number one and five were represented by 11.7 and 3.9 percent of the respondents and finally 2.6 percent voted four, meaning they almost did not like it.

SPSS Statistics

This data are made in the statistical program SPSS to get more information about the numeric answers of the scale questions. A questionnaire based on the Likert scale ratings have 5 options. The type of data distribution was determined. Data was non-normal distribution. The different tests that have been done are descriptive analysis, a explored analysis, Kolmogorov-Smirnov, Shapiro-Wilk, Spearman's rho test, Kruskal Wallis Test. Some questions have been answered by less than the 80 respondents in the sample and that is shown in Table 4. In order to test the gender question it has been done a transcoding were "Female=1" and "Male=2".

Table 4 Descriptive Statistics

	N	Range	Min.	Max.	Mean		SD	V	Skew		Kurtosis	
	Statistic	Stat.	Stat.	Stat.	Stat.	SE	Stat.	Stat.	Stat.	SE	Stat.	SE
Gender	79	1	1	2	1.51	.057	.503	.253	-.026	.271	-2.052	.535
Age	72	26	17	43	26.71	.612	5.196	26.998	.765	.283	.823	.559
Occupation	78	3	1	4	1.65	.109	.965	.931	1.019	.272	-.536	.538
Humanlike	77	4	1	5	2.92	.119	1.048	1.099	.370	.274	-.213	.541
Awareness	76	4	1	5	2.30	.126	1.096	1.201	.428	.276	-.387	.545
Loyalty	77	4	1	5	3.62	.143	1.257	1.580	-.471	.274	-.824	.541
Commercial posts	77	4	1	5	2.48	.101	.883	.779	.532	.274	1.071	.541
Commenting on posts	77	4	1	5	3.45	.177	1.552	2.409	-.433	.274	-1.339	.541
Valid N (list wise)	67											

Since the answer female has been transcoded into number one and male into number two, As it stands, most participants are men or the number 2. Minimum age of participants was 17 years and maximum age was 43 years and most of the participants were employed. The five last questions in the tablet are five-scale ranking questions where three is the middle alternative.

Table 5 Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Gender	.359	67	.000	.635	67	.000
age	.137	67	.003	.950	67	.010
Occupation	.410	67	.000	.661	67	.000
Humanlike	.264	67	.000	.879	67	.000
Awareness	.196	67	.000	.876	67	.000
Loyalty	.192	67	.000	.871	67	.000
Commercial posts	.232	67	.000	.851	67	.000
Commenting on posts	.260	67	.000	.810	67	.000
a. Lilliefors Significance Correction						

According to the normality test, it is found that non-normal distribution. For statistical analysis, nonparametric methods must be used. For correlation between data, Spearman test was used. In fact, we examine the relationship between demographic variables and the dependent variables.

As you can see in the Table 6, According to Sig. (2-tailed), all values below 0.05 indicate a relationship between variables is not significant but all values above 0.05 indicate significance relationship between the variables. For example, there is a significant relationship between age and Commenting on posts while does not exist a significant relationship between brand awareness and brand loyalty

Table 6 Correlations

			Gender	age	Occupation	Humanlike	Awareness	Loyalty	Commercial posts	Commenting on posts
Spearman's rho	Gender	Correlation Coefficient	1.000	-.264*	.221	.152	.201	-.048	.217	-.022
		Sig. (2-tailed)	.	.026	.054	.190	.083	.681	.059	.851
		N	79	71	77	76	75	76	76	76
	age	Correlation Coefficient	-.264*	1.000	-.541**	-.060	.174	-.054	-.361**	.054
		Sig. (2-tailed)	.026	.	.000	.627	.156	.660	.002	.657
		N	71	72	70	69	68	69	69	69
	Occupation	Correlation Coefficient	.221	-.541**	1.000	.148	.068	.062	.291*	.023
		Sig. (2-tailed)	.054	.000	.	.198	.560	.595	.010	.840
		N	77	70	78	77	76	77	77	77
	Humanlike	Correlation Coefficient	.152	-.060	.148	1.000	.269*	.393**	.302**	.175
		Sig. (2-tailed)	.190	.627	.198	.	.019	.000	.008	.129
		N	76	69	77	77	76	77	77	77
	Awareness	Correlation Coefficient	.201	.174	.068	.269*	1.000	.457**	.252*	.424**
		Sig. (2-tailed)	.083	.156	.560	.019	.	.000	.028	.000
		N	75	68	76	76	76	76	76	76
	Loyalty	Correlation Coefficient	-.048	-.054	.062	.393**	.457**	1.000	.406**	.392**
		Sig. (2-tailed)	.681	.660	.595	.000	.000	.	.000	.000
		N	76	69	77	77	76	77	77	77
	Commercial posts	Correlation Coefficient	.217	-.361**	.291*	.302**	.252*	.406**	1.000	.314**
		Sig. (2-tailed)	.059	.002	.010	.008	.028	.000	.	.005
		N	76	69	77	77	76	77	77	77
	Commenting on posts	Correlation Coefficient	-.022	.054	.023	.175	.424**	.392**	.314**	1.000
		Sig. (2-tailed)	.851	.657	.840	.129	.000	.000	.005	.
		N	76	69	77	77	76	77	77	77

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

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Table 7 Test Statistics [a,b]

	Loyalty	Commercial posts	Commenting on posts
Chi-Square	18.113	6.840	14.690
df	4	4	4
Asymp. Sig.	.001	.145	.005
a. Kruskal Wallis Test			
b. Grouping Variable: Awareness			

According to Table 7, there is no relationship between brand loyalty and brand awareness so H0 hypothesis is rejected. But in the next Column exist significant relationship between commercial post and Awareness of brand and H0 hypothesis is accepted. In other words, if people are aware of the brand, they share commercial post about that brand. Finally, it was found that there is no significant relationship between commenting on posts and brand awareness.

Discussion

The aim of this study is to investigate the influence of social media on the E-business with a statistical approach. Since attention to the importance of the social dimension of businesses, significantly increased, and the sustainability of the current E-business is a function of the social dimensions, E-business for survival and stability, need to social conditions. One of the most important aspects of the social, is the social networks. The significance of social networks as a marketing tool is growing rapidly and includes many areas. In this study, it was found that social media have an important role in identifying brands to customers. Social media have been generally well received by customers. Social media can be a market available at very low cost, in order to achieve the company's objectives and the organization. As statistics show, Dependence on social networks, and the availability of corporate marketing will help to attract customers who were not identified through traditional methods. With changing lifestyles and little time to investigate and seek market by consumers, customers prefer to receive screening and abstracted information from their friends and family. Today, with advances in information technology, social networks are not limited to physical contact and new interface for Word of Mouth Marketing. Physical borders have been eliminated, and users can search their required information and also consult with each other when making decisions then read comments from other users that published as photos or videos on Instagram and finally decide to purchase them. Small companies or intermediaries without a name, use Instagram as a means of marketing that has an impact on consumers because they will be communicating closely to customers. As you see, the more people about 62/2% are curious and sensitive to messages shared from companies. Also know the name of trade, is important intangible assets related to the product or service the company. Brand awareness, is power of brand presence in the customers mind and affected on customers attitude. Customers' judgments about brands and products will be based on their awareness of the brand.

As we can see, about 47% of Instagram users are looking for information from brands and about 42/7% of users prefer that companies share information about brands and services. In such circumstances it is essential that companies step up and take this

opportunity to inform people of the benefits and features of their products. In addition to motivate customers to purchase the desired product, stimulation customers to transfer their experience to others. In this case, to enhance the reputation of your brand, do not pay a high price. Compared to traditional marketing methods that are expensive and time consuming, with modern methods such as social media marketing, that can be considered as an e-mouth marketing, companies can in a shorter time and with less investment, create amazing results.

Some strategies for improving e-business:

➢ Reduce administrative and operating costs

➢ Reduce inventory costs

➢ Reduce the cost of procurement

➢ Improve customer service and satisfaction

➢ Streamline procurement procedures

➢ Increase communication efficiency and interaction with employees, vendors, customers and strategic partners

➢ Increase revenues and profit margins

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