**Question 2:** Please use examples with data and graph support analysis to demonstrate and evaluate the roles of social media marketing to influence a small company to thrive?

Small business and organizations can effectively and efficiently use social media for promoting and advertising their products and services without much expenditure. The social media help them generate electronic Word of Mouth (eWOM) that impacts the consumer perception and willingness to buy/consume the advertised product.

eWOM has picked up gigantically in essentialness by the power of social network locales on the internet. Because of the extensive adjustments in online media, the devices and techniques for speaking with clients have changed altogether with the rise of the wonder known as social media (Bhandari & Rodgers 2018). Albeit "social media" are frequently utilized synonymously in writing, it is vital to separate plainly between the terms. Social media comprise of three unique sorts of stages: social networks, online groups and gatherings, and sites. Every one of them enable clients to share item related data with each different and also with organizations. This segment will center around social network locales as an integral piece of social media.

Daugherty & Hoffman (2014) offer a meaning of social network destinations being web-based administrations that enable people to develop an open or semi-open profile, express a profile of different clients with whom they share an association, and view and cross their profile of associations and those made by others inside the framework. Social network destinations have impressively changed the commercial center flow. The strengthening of the client has not just changed the method for spreading eWOM as a type of data using the internet; it has additionally taken into consideration social network locales, for example, Facebook or Twitter to end up promoting media vehicles of real significance (Figure 1).

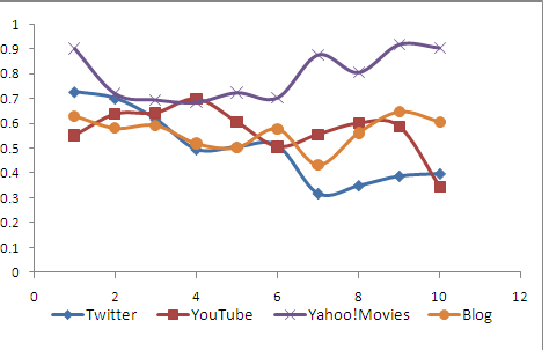


Figure 1: Coefficient Determinants of Effective eWOM through different Social Media

One particular element of eWOM in social networks is the interaction with commonplace individuals rather than taking part in, for instance, the trading of item proposals with unacquainted clients. Clients drawing in with each other in social network locales are as a rule some portion of networks that existed before entering the social network. Prior contacts are perceived more dependable. Subsequently, WOM in social networks has a higher validity contrasted with other online media. Social network locales additionally add to making the dissemination of online data speedier and less demanding (Daugherty & Hoffman 2014).

Brand attitude is characterized as how a consumer assesses a brand whether great or awful (Wang et al. 2013). Consumers judge whether the brand is useful and afterward shape a brand attitude in light of that judgment. A positive brand attitude brings about the expansion of a consumers' purchase intent (Wang et al. 2013). This would bear some significance with industry as an association that manufactures and keeps up positive brand attitudes has an expanded likelihood of holding consumer purchase intent, which means better execution.

With the quick and developing headway of web utilization now individuals can post their surveys, suggestions, tips on the virtual climate (Arenas-Gaitan, Javeir, Cataluna, Esteban and Correa, 2013). Word of mouth is an assessment of item and administrations. WOM opens up the entryway for individuals to give their suppositions about brands with other individuals confide in. Branding is an imperative viewpoint for any association to assemble capital and is considered as association resource, Strong brand empowers association to impact consumer for more purchase and to imagine better and comprehend the elusive parts of the brand, all the more ever brand image can influence the future benefit and long-haul income as consumers demonstrate ability to pay high and be a piece of promoting achievement.

Brand association is made with the assistance of direct involvement of purchasing and furthermore by the data stream to the consumer through WOM, and sets of brand association are brand awareness and brand image.

Online and web have more effect on making and setting up a brand image, and the solid effect of the brand image is made through WOM which makes a solid effect on brand judgment (Hutter et al. 2013). The exploration Conducted in Iran demonstrates that eWOM is a powerful and persuasive instrument which positively affects brand image and consumer purchase intention, eWOM helps in building great brand image and has a coordinate impact on it, the examination uncovers that brand image mediates the connection of eWOM and Purchase intention (Hutter et al. 2013).

Consumers trade their perspectives and discuss item and administrations through eye to eye correspondence, telephonic system, and now social media has additionally offered a lift to their trading view. Correspondence between the consumers impacts their purchasing behavior and can change their purchase intention (Berger and Iyengar 2013). eWOM is changing the behavior and choices of individuals with the development of web and internet business; individuals now utilize others individuals proposals and suppositions while settling on purchase choice and notwithstanding when settling on disconnected purchase choice they think about electronic data about things. eWOM is assuming a key part in consumer purchasing choice nowadays.

Numerous associations are currently contributing on eWOM instead of on conventional advertising instruments as they discovered eWOM as a solid discussing medium with more noteworthy compelling force (Yoo & Donthu 2001). Research on the Iran car expos that eWOM has a solid and positive effect on the purchase intention, in this exploration brand image is utilized as mediator. The consequence of research demonstrated that eWOM has a solid and direct effect on the purchase intention while the brand image is assuming a fractional mediating part.

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