Strategies of SMM Management, Comparison of Instagram and Facebook Social Networks

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SMM occupies an important role in the lives of people and so many people are represented in social networks, it provides the ideal platform for companies so they can communicate with their current and potential customers. This study continues to explore how companies can use social media marketing to build and maintain relationships with customers. This investigates through conducted research questions. How SMM is effective in terms of CRM? Can Facebook replace CRM system? Why do people choose to follow a company on Instagram? To analyze more clearly the focus will be on Instagram and Facebook applications, which in a short time acquired great popularity among private users as well as among the companies. The purpose of this study is to indicate the integration of customer relationship management (CRM) with social media marketing (SMM) strategies, and defines its benefits for business.

Key words: Social Media Marketing SMM, Facebook, Instagram, Customer Relationship Management CRM, customers, social networks.

INTRODUCTION

In our days there are tens of thousands of different social networks and services: communication, news, professional, graphic, blog, video and many others. Nevertheless, new projects appear daily in this niche. The total audience of social sites is a billion users. The activity that people demonstrate in social networks is surprising: in the most popular projects, the average user scans up to one page per day. This is something that all Internet projects have been striving for many years, but social networks have succeeded in realizing this phenomenon (Khalilov, 2016).

There are a great number of people who go online just to communicate in social networks. This is unique audience that cannot be found anywhere else - not on thematic portals or in search engines. For such users, their favorite social network has become an absolute synonym for the Internet: here they communicate, get acquainted, watch videos, listen to music, search for information, and make purchases, read news and articles. Social networks have a number of advantages both for online marketing tools and for traditional advertising tools (Khalilov, 2016). The marketing task is to be there where an audience is. Of course, such a large and active environment could not but attract the attention of marketers. Therefore, soon after the appearance of the first social networks and services, advertising campaigns began to be conducted on them. Initially, these actions were of a classic media nature, limited to the placement of banners and text ads. However, it gradually became apparent that the marketing potential of social networks is an order of magnitude
expansion. It turned out that users not only consume information there, but also did something themselves, communicated, united in a community with like-minded people (Khalilov, 2016).

According to Damir Kalilov, in addition, the feature of people's behavior in social networks is that they are much easier than on other sites, shared information about themselves, about their personal and professional interests. For marketers, this opens up additional opportunities to segment and individualize your advertising message. Then they began to develop a special toolkit in order to maximize effectively build interaction with users. This is how social media marketing is a complex of activities for promotion in social networks. Social Media Marketing (SMM) have become very relevant and easily interact with customers on the Internet (Khalilov, 2016).

Social media marketing, as well as general marketing, is not a theory itself. Rather, it is a structure that was taken from many other parts of knowledge, such as psychology, sociology, anthropology and theory of communication in order to understand how to influence people's behavior. Social media marketing, as well as general marketing covers logical planning process that includes consumer-oriented research, market analysis, market segmentation, targets and identify strategies and tactics (Wikipedia, 2017). It is based on voluntary exchange costs and benefits between two or more parties. However, social media marketing is more complex than general marketing.

Social media marketing objectives include promotion, increase brand awareness, improved brand image, creating traffic to online platforms, reducing the cost of marketing and creation of user experience on platforms by encouraging users to post or share content. Along with these predominantly preventive objectives, companies can use social media marketing more reactive way. Social media marketing can become the ultimate gaming device for brands, regardless of whether they want to participate or not. Aside from the fact that brands need restructuring of marketing messages to conform to a number of emerging media, these tools require a fundamentally new way of planning interactions, monitoring and responding to their consumer base (Nick Huber 2011). Social networks at the highest level, describe how the emergence of technologies allow people easily share information with each other, share information and build community online. But the main question today is not whether what is social marketing, but what it means and how it is beneficial for business and for consumers (Kim and Ko., 2010). According to the Gross’s research, customers are at the heart of any business, and SMM allows enterprises to build mutually beneficial and sincere relationships with these customers. But so that organizations can realize tangible benefits for business, they need to better plan, manage and measure and update its marketing efforts on social networks. This is that Customer Relationship Management (CRM) intersects with SMM. People spend most of their time on social networks in gossip, games, and conversations with friends. In a lively urban life they have no time for meetings.CRM is a way to approach and interact with the client (Mohammed, A. B., and Alkubise, M. 2012). SMM can bring financial benefit to companies, regardless of what sector they work in, and the benefits are concentrated on the enhancing the understanding and participation of clients in improving business efficiency. Attracting and retaining clients and growing relationships with customers are always the main priorities of the business. SMM can help companies build and manage relationships with its customers. Companies that understand these trends, can improve their competitive position in the market compared with those who did not accept the rapid changes and react to these changes will lose clients and keep up on the market (Khalifa, M. and Shen, N., 2005).

Since SMM play such an important role in the lives of people and so many people are represented in social networks, it provides the ideal platform for companies so that they can communicate with their current and potential customers.
The focus will be on Instagram and Facebook applications, which in a short time acquired great popularity among private users as well as among the companies. The purpose of this study is to indicate the integration of customer relationship management (CRM) with social media marketing (SMM) strategies, and defines its benefits for business (Wang, F., and Head, M., 2007).

**ORIGINS OF SOCIAL MEDIA MARKETING (SMM)**

According to Barefoot and Szabo research the social media marketing is a new and rapidly increasing trend path through which enterprises can easily reach target customers. Social media marketing's definition is employment of social network channels to facilitate the businesses and its products. This form of marketing can be seen as a subset of online marketing activities that complement the traditional strategies of promotion on the Internet, such as email, newsletters and online advertising campaigns (Barefoot, D., and J. Szabo. 2010). Stimulating users to disseminate messages on personal contact, social media marketing has introduced a new term exponential distribution and the credibility of the media and mass marketing. Due to this new approach to outreach marketing, new tools are being developed and in turn expanded to enterprises. Marketing specialists in social networks currently go better and better thanks to the introduction of analytical applications for official social network site platforms (Hafele, N. 2011).

Social media are taking a variety of shapes, including weblogs, social blogs, microblogs, wikis, podcasts, pictures, videos, ratings, and social bookmarking. Since their use is rising exponentially, not only existing social media, but even commercial companies and government organizations are combined and employed them as tools of communication. Unlike individual SMM, these organizations are actively using MEDIA for advertising and marketing. Whereas commercial communication and interaction with consumers support partnerships with the media, events, entertainment, digital retailers and services through social networks, it is possible to make integrated marketing action with much less cost and cost than before (Richter A, Koch M. 2007). Social media allow customers to talk about what they want, what they like and what they don't like in real-time, giving companies the opportunity to use these data and connect on a personal level. Some common goals when using social media as a marketing tool: generating propaganda “word of mouth”, development of brand loyalty, increase brand awareness, stronger relationships with customers, customer service management, or educating the media and the public about the company-related issues. These goals underline the central role of the customer in marketing in social networks and customer behavior as a aims, as well as social media marketing (eMarketer 2010). Consumers want to have a personal relationship with brands, although they have a very diverse relationship with many different brands. Palmer and Koenig-Lewis claim that the marketing process should be considered by the consumer of the solution. Marketers can influence this journey, but only taking into account the experience of the consumer brand. Also they mentions the dilemma faced by marketers as one of aspirations to control their audience and the audience's desire to have genuine individual experience with the brand. They mention user experience as the key to unlocking social networks—one of the most important is the existence of a community in which thoughts are expressed (Palmer, A., & Koenig-Lewis, N. 2009). Laroche, Habibi and Richard demonstrate how to maintain an effective presence in social networks can positively affect customer loyalty. They describe the trust brand as facilitator for such loyalty. The conclusions also reiterated that consumers interact with other users even in the area of branded pages. This means that brands should support authentic, open lines of communication, to take advantage of brand loyalty (Laroche, M., Habibi, M. R., Richard, M.-O., & Sankaranarayanan, R. 2012).
THE FACEBOOK

There are many different social media sites and they take different forms and have different functions. Undoubtedly, the most common site for social media, which first comes to mind, is Facebook. Facebook was first launched in February, 2004 year, owned and operated by Facebook, Inc. from May 2012 year. Facebook has more than 1.23 billion active users. Users must register before using the site. They can create a personal profile, add other users as friends and exchange messages, including automatic notifications when they update their profile. Moreover, users can get in groups of users of common interest. Classify your friends lists, such as "People with the same job", or "close friends". The basic mission of Facebook is to give people the opportunity to share and make the world more public and linked (facebook 2012). FB requires a personal email account to be registered to the online social network. However, there are reasons to believe that FB network more like the imaginary community. In most online social media the security, access control and privacy are weak because of the design, the easier it is for people to join them and find common ground with others, providing vast amounts of personal information and data provided by the other, the greater the usefulness of the network for the users themselves and the higher its commercial value for owners and managers of the network (Anderson, B. 1991).

The original purpose of Facebook was to allow University students to create and maintain social ties that were related to the University experience. This objective seems reached Ellison and his colleagues (2007) reported that 94% of the students were conducting daily Facebook users 10-30 minutes online, communicating with his "list of friends" 150-200 people. Perhaps the most interesting, most of these "Facebook friends" were people from the offline world in other words, Facebook is not used as a tool for meeting new people online. Given the types of information that is part of the Facebook profile, and the fact that the majority of Facebook contacts are known from the offline world doesn't seem that Facebook users are primarily concerned with privacy. In fact, most Facebook users provide information in your profile, such as their high school, which encourages the known and familiar find them (Ellison, N. B., Steinfield, C., & Lampe, C. 2007). Having in mind this behavior, there is reason to believe that the wider use of personal information affects the use of Facebook. For instance, the characteristics of personality, such as Introversion and Extraversion were found to play an important role in other online communication (Butt, S., & Phillips, J. G. 2008).

THE INSTAGRAM

According to Naaman, Boase, and Lai findings Instagram is the popular photography and video capture and sharing mobile application, with more than 150 million registered users since its launch in October 2010 year. It offers its users the opportunity to post pictures and videos using their smart phones use different tools for manipulation of 16 filters to transform the appearance of the image and instantly share them on multiple platforms such as Twitter, in addition to the page the user Instagram. It also allows users to add captions, using the hashtag # symbol, to describe images and video, as well as tag or mention other users using the @ symbol (which actually creates a link of their messages to a user account) before publishing them. In addition to the functions of capturing and manipulating photos, Instagram also provides similar social connection as Twitter, which allows the user to monitor any number of other users, called “friends”. On the other hand, users that follow the user Instagram, called “followers”. Social media Instagram is asymmetrical which means that if user A is followed by B, B does not follow A back.In addition, users can set their preferences for privacy, so they published photos and videos are available only to the user that requires the user to confirm his/her successor. By default, their images and videos are public, which means that they are visible to everyone who uses application or website.
Instagram. Users consume photos and videos primarily by browsing the main page showing the “stream” of recent photos and videos with all your friends, listed in reverse chronological order. They can also “like” or “comment” on these reports. Such actions will appear on the “updates” page referenced by the user, so that users can keep track of “likes” and comments to their messages. Given these features, we consider Instagram as sort of a social flow of awareness, as well as other social platforms such as Facebook and Twitter (Naaman, M.; Boase, J.; and Lai, C.-H. 2010). Social networking and social software have been driven by two aspects: the connection between the people who use them, and the information they share, in particular information about the location (I. Smith, S. Consolvo, A. Lamarca, J. Hightower, J. Scott, T. Sohon, J. Hughes, G. Iachello, and G. D. Abowd).

ADVANTAGES AND DISADVANTAGES OF USING SMM

According to Watson research, with the growing popularity of digital marketing is growing many companies are exploring how SMM can help them promote their products and services to potential and existing customers. Social media marketing sites such as Facebook and Instagram, some companies have changed the approach to advertising. Some companies send customers on their social media pages more than they send them on their own web sites. There are certain advantages to market through social networks, but there are related shortcomings. The main advantages of social media marketing reduce costs and increase coverage. Generally, the value of platform for social media is lower than those of other marketing platforms such as private sellers or resellers or distributors. In addition, social media marketing allows firms to access clients who may not be available due to temporary and local restrictions of existing distribution channels. Platform's of social media increase coverage and reduce costs by providing three areas of benefits for clients (Watson, R.P., Leyland, F.P., Berthon, P. and Zinkham, G. 2002). Firstly, a marketing firm could furnish boundless data with clients without human contribution. Therefore, this can be considered as an advantage over other types of contact, because the percentage of information that is provided much higher than in any other type of communication. Furthermore, and more significantly information can be provided in a form that clients can easily process and get. Secondly, the social media marketing firm can create interactions by customizing information for individual customers, which allows customers to develop products and services that meet their specific requirements. Finally, social media platforms can resolve transactions between customers and businesses that normally require contact with people, as in the case of successful businesses such as Dell and amazon.com (Watson, R.P., Leyland, F.P., Berthon, P. and Zinkham, G. 2002). Social media provides marketers the opportunity to target audiences and consumers based on the personal interests of users of the site and their friends. For instance, list country music as one of your interests on the social media site; you will most likely see announcements of country music concerts and artists. In some websites promotion also shows which country artists prefer to contact their friends. With this “clever” marketing and advertising marketers effectively reach people who are most interested in what they have to offer. In addition, social media allows Word-of-Mouth (WOM) to promote products, in addition to making advertising itself (Hill, S., Provost, F. & Volinsky, C. 2006).

Online surroundings create not only opportunities but also challenges for social media marketing process. Transparency of the web site makes online information accessible to all audiences and reinforces the need for coherence in the planning, elaboration, implementation and monitoring of online marketing communication (Hart, C., Neil, D. and Ellis-Chadwick, F. 2000). Using social media to promote your brand, products or services can also cause problems of trust, confidentiality and data security. It is important that organizations are aware of these problems and take appropriate measures to minimize their exposure to responsibility for the collection, use
and maintenance of personal data. Confidence, especially the unique aspects of transactional security and privacy (Hoffman, D., Novak, T., & Peralta, M. 1999), play a critical role in building customer loyalty for marketers in social media. As the name suggests, social media are interactive and successful bilateral exchanges assume obligations. The nature of the change in marketing in social media, with an emphasis on establishing long-term relationships that can turn into increased sales. Someone should be responsible for monitoring each network, respond to comments, answer questions and publish information about the products that the customer considers valuable. For enterprises will be difficult to compete and manage social media without services. The first preliminary consideration and probably the most important thing is that social media marketing requires considerable time. Typically, just pampering in several social media resources and hoping to realize huge profits whimsically. The organization must realize the necessary temporary commitment and accept or reject this obligation as probable for its activities (Barefoot, D., and J. Szabo. 2010).

Social media marketing strategy (SMMS) is defined as complex tool and set of actions through which company or organization expect to achieve their marketing goals and meet the needs of its target market by using tools and social media properties. Miles and Snow (1978) determine how firms solve strategic issues based on target market, whether it is providing its market share or entering a new market or the adoption of new technologies, whereas Porter, M. E. (1996) examines strategic positioning as an activity distinct from competitors' activities or carrying out similar activities as competitors differently. In the area of marketing, the marketing strategy is seen as a set of integrated solutions and actions by which the organization expects to gain its marketing goals and satisfy the needs of its customers (Slater, S. F. and Olson, E. M. 2001).

CRM has so many descriptions and explanations. At all it describes the organization approach to realizing and impacting the customer behavior via meaningful connections in order to increase customer acquisition, customer retention, customer loyalty and customer profitability. The enterprise which is practicing CRM can be customer oriented that is, the clients is at the middle of all information relating to him or her and authorized persons in the organization is allowed to access this information. Many companies, such as banks, insurance companies and other service providers realize the importance of CRM and its potential to help them acquire new customers, retain existing and maximize their life value. Its goal is to increase profitability, revenue and customer satisfaction. It is argued that to corporation “disgruntled clients are the biggest source of learning”, and these words are often used in business meetings and training seminars for employees engaged in customer relationship management (CRM). These famous words spoken by Bill Gates and at that time the world reopened the art of listening to customers, introducing best practices in CRM. The company could obtain information from their customers if they’re “happy or unhappy” and use these ideas to improve processes and products so they can make them better for their future customers. SMM is a concept that gives people a common platform for sharing their news, opinions and views on the unfolding events around them. SMM is fundamentally changing the state of online communication in the direction of dialogue between web users and organizations and their target groups. Consumers are using new SMM to participate in social networks, allowing them to create and share content, communicate with each other and build relationships with other users (Henning-Thurau T. Malthouse,E.C,Friege C,Gensler 2010).

**APPLICATION OF SMM IN CRM**

When working with clients, there are three great ways to use SMM. The first way is to use it to manage complaints. Social media marketing is good platform for appeals. This is because in writing easier to handle detailed appeals compared with the work on the phone. For appeals, you
must perform a two-step process. In the first stage, you must reply to a public message sent by the client. This is important because it allows other people to see you reply to these messages. In the second stage you translate a conversation in privacy. The best thing to do is to try to solve the problem through direct messaging platform. A good way to do this is to reward loyal customers. Clients that interact with your brand on the Internet are valuable for you and spend a lot of "brain power" in promoting your business. Thus, you can and should provide them with rewards and incentives to continue to do so. You can reward them online, by liking or separating them. But don't miss offline reward. You can contact your favorite subscribers to collect their data, to send them special gifts. Finally, you can use social networks to create more value in their products. There are opportunities online for you to sell and resell your goods. Using social networks to improve efficiency is not the sales pitch. The aim is to use the right opportunities at the right time. That is why it is important to keep up with what your customers are saying. You will see that these opportunities are beginning to organically grow. This gives you an instant influx by offering valuable solution for those in need (Benny Coen 2016).

Social media marketing has been used in several contexts associated with different technologies and what they can achieve. SMM can be defined as the production, consumption and exchange of information between platforms for social interaction. SMM has gradually allowed people rely on the Internet for communication, read or comment. Using social networks, customers can interact with almost any company and to express their opinions with conviction. It seems that social networks bring benefits to companies across all sectors (Henning-Thurau T. Malthouse E.C, Friege C, Gensler 2010). CRM helps businesses in operation and streaming improves the work with clients. Integration of SMM into it further enhanced its usefulness in helping organizations to better communicate and serve their customers. Customer channels should be identified before the organization can build and manage relationships with customers through social networks. After that realize the full potential of Social CRM is clients like to use social networks to share information about yourself and your interests. Social CRM in its current state is just the beginning of big changes that might occur on the foundation of today's new directions (Ahuja V. 2010).

Taking into consideration this rather gloomy picture, it is not surprising that business and policy communities are curious to learn about the potential role of social networking in improving communication with clients, while maintaining the low-cost strategy. In a recent textbook on CRM capabilities to integrate not only captured the Facebook, but also social networking culture in traditional CRM thinking called “social CRM” (Greenberg, P., 2010a). Newbie Salesforce.com, which is considered to be the leading supplier in the "social CRM", was the fastest growing company in CRM 2011 year (crm.com 2012). Moreover, some of the traditional CRM providers actively trying to integrate Facebook and other social media with their products, at least in their strategic negotiation. It remains unknown whether such integration, as well as whether or not it is admissible for Facebook users.

However, this social networking craze also gives an opportunity to assess the challenges of CRM in a new context, because Facebook is slightly different from CRM systems in several ways. In particular, Cibora and Failla argue that Facebook includes some key features that often some integral problems in CRM systems. In particular it is argue that Facebook includes some key features that soften some integral problems in CRM systems. These issues related to how the CRM conceptualized as traditional closed internal systems designed to support complex business processes, managed and controlled. This makes them expensive to maintain and how watching Ciborra and Failla (2010), lacks the self-feeding mechanism, which allows them to grow without push control. Certainly, the CRM and Facebook were made for an entirely different purpose, and only compare attributes that relate to the problems described above. If compare these attributes
CRM and Facebook, they note that the differences are significant. CRM systems are custom applications designed to support key marketing functions of the organization. EY strictly reserved to strict access regimes for data protection. Although a key goal of CRM is to exchange information between business functions are allowed to access and use only selected employees. Clients do not have access to this information and usually do not know what information the company stores. Hanseth and Lyytine (2010) determine, by contrast that Facebook is an information infrastructure that is open and evolving. Anyone with Internet access can become a user and there is a strong culture of sharing.

RESEARCH METHODOLOGY

To analyze the impact of social media marketing on customer relationship management, data were collected by the respondents through the survey. To understand user behavior the survey is conducted by users and non-users of social networks. The focus of this application rests with the view of respondents about their purchasing information, loyalty to brands, brand awareness, relationships with brands, on the influence of others on the buying decision and opinion on marketing brands on social networking website such as Instagram and Facebook. To conduct a survey is to attempt to formulate questions to which meaningful answers can be given. By formulating the survey questions, the researcher assumes that the respondent has both the capability to understand the questions and the knowledge required to answer them. In this thesis, the method of survey analysis was chosen to give a wider perspective to the analysis of the data collected in the content analysis. A proposed model (figure 1) presents for outlining the Hypothesized relationships among SMM and CRM.

Figure 1. Proposed model for customer relationship management.

Data Collection

The total number of target audience that has been surveyed 97 people who is active and inactive on social networks. For analyze is best suitable the quantitative research method the questionary consists of 3 part. First is about demographic characteristics. The respondents were found by posting the online survey on freeonlinesurveys.com website with the aim of having an equal distribution between male and female respondents. In the report statistics (figure 2) show that the usage of social media amongst is 7% between the ages of less than 15, and 61% between the ages of 16-25, and 13% between the ages of 26-35, and 9% between the age of 36-45, and 7% between the age 46-55, and 0% between the ages more than 56. However, about 46% respondents were male and 54% were female (figure 3).
The following question was about their education. And the statistics showed that 14% of respondents included from high schools, and 9% have collage degree, 56% have bachelors degree, 13% have master’s degree, 2% have PhD degree and last 3% have doctorate degree (figure 4).

To understand the respondents occupation more clearly the analyze showed that 64% are students, 23% are employees, 5% are unemployed, 6% are self-employed, 2% are homemaker and 0% are retired (figure 5).
To make the frame work more clear the following question were asked about to which social media the respondents are more likely to visit and the statistics showed 66% of people are registered on Instagram and 59% are on Facebook only 12% of them are on the other websites and 9% do not use (table 1).

These numbers can be seen as serving to fulfill the criteria of the respondents’ having the knowledge required to give meaningful answers. The survey was opened with general questions concerning the respondents’ age and gender. To begin with general questions is good to introduce the respondents to the research format, and also creates possibilities for further analysis. The general questions of the respondents’ social media usage were followed by questions about if, and for what purpose they like company pages on Instagram and Facebook, in order to gain a deeper understanding of the respondents’ underlying behavior and opinions.
Table 1. The usage of social networks.

<table>
<thead>
<tr>
<th></th>
<th>Instagram</th>
<th>Facebook</th>
<th>I do not use any social networks</th>
<th>Other (Please Specify)</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Data</td>
<td>63 (66%)</td>
<td>67 (55%)</td>
<td>9 (5%)</td>
<td>12 (13%)</td>
<td>96</td>
</tr>
</tbody>
</table>

The concluding questions concern interaction between the respondent and the companies and how social media marketing in general affects them. To ascertain that the respondents were comfortable in sharing information about themselves, the survey was opened with a short text explaining the purpose of the study and that all responses would be treated anonymously. Closed questions were used to facilitate the analysis.

**Measures**

For this analysis best suitable is the SPSS program which is coding the material gathered in the content analysis. The results will be shown in cross tables, tables of frequency and correlation and in simple variance analysis. All the statements were measured by five-point Likert-type Scale (1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly agree). From program used 3 factor analysis such as reliability, validity and regression to confirm the theory. It is used to confirm whether measures of construct or factor are consistent with the researchers’ understanding of the nature of that construct or factor. SPSS objective is to test whether data fit a hypothesized measurement model. The hypothesized model is usually based on theory. SPSS is most commonly used in social research.

**Reliability analysis**

An internal consistency analyze was conducted in regard to the whole data of respondents for each variable in the thesis’s. Cronbach’s alpha ranged from 0 to 1 and alpha value closed to 1 indicate that the scale has a strong reliability.

Table 2. Reliability statistics on SMM.

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>Cronbach’s Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.471</td>
<td>483</td>
<td>8</td>
</tr>
</tbody>
</table>
Table 3. Reliability statistics on CRM.

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>Cronbach’s Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.626</td>
<td>626</td>
<td>4</td>
</tr>
</tbody>
</table>

The results indicated a Cronbach’s Alpha coefficient was 0.471 for social media marketing, for the customer relationship management the result is 0.626. For the SMM results is not acceptable because the scores have to above the minimum values is 0.6. But for the CRM is acceptable cause its degree is increase [77].

**Validity analysis (Multicollinearity)**

If the VIF is equal to 1 there is no multicollinearity among factors, but if VIF is greater than 1, the predictors may be moderately correlated. The output above shows that the VIF for the Social Media Marketing is about 1.358, Facebook is about 1.362 and Instagram are about 1.450 which indicates enough correlations. A VIF between 5 to 10 indicates high correlation that may be problematic. And if the VIF goes above 10, you can assume that the regression coefficients are poorly estimated due to multicollinearity.

Table 4. Validity analysis on factors.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>Correlations</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td>t</td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>.591</td>
<td>.284</td>
<td></td>
<td>2.077</td>
</tr>
<tr>
<td>SMM</td>
<td>.017</td>
<td>.057</td>
<td>.024</td>
<td>.293</td>
</tr>
<tr>
<td>Facebook</td>
<td>.632</td>
<td>.079</td>
<td>.649</td>
<td>8.002</td>
</tr>
<tr>
<td>Instagram</td>
<td>.138</td>
<td>.078</td>
<td>.149</td>
<td>1.777</td>
</tr>
</tbody>
</table>

a. Dependent Variable: CRM

**Regression analysis**

The table 5 displays ‘R’ as +0.742 and adjusted R Square as 0.536 which is normal. 37.9% of the variance in SMM by the variance in CRM.
Table 5. Regression analysis.

Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Squared</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Change Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>R Square Change</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>F Change</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>df1</td>
</tr>
<tr>
<td>1</td>
<td>.742a</td>
<td>.550</td>
<td>.536</td>
<td>.5530</td>
<td>.550</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Instagram, SMM, Facebook
b. Dependent Variable: CRM

The next table defines that the regression equation is significant effect with an F - 37,963 of Instagram, Facebook and SMM on CRM. And, in terms of variance explained and significance the regression equation is excellent. If there will be no F significant then the work regression as a whole can be failed and no more interpretation is necessary.

Table 6. Anova test

ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>3</td>
<td>11,706</td>
<td>37,963</td>
<td>.000b</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>93</td>
<td>.308</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>63,795</td>
<td>96</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: CRM
b. Predictors: (Constant), Instagram, SMM, Facebook

The table of coefficient is also decisive and shows the value for constant and beta from which the regression equation can be derived. The constant b is 0 in my regression formula is concerned to as the constant in SPSS an has a value 0,59. Raw score regression or Unstandardized regression coefficient b 1 is showed in SPSS under B as second line and is 0,17 for SMM, 0,63 for Facebook and 0,138 for Instagram (table 4).

RESULTS AND DISCUSSION

The present study has examined the impact of social media marketing on customer relationship management. To meet the purpose of the study research objectives and hypothesis were developed. A model is developed for customer relationship management. Proposed model is used to find out the nature of relationship and their corresponding effect of the variables. Findings of this research reveal that, most significant factor which influences customer relationship management. Results show that, SMM positively influence customer relationships include the Facebook and Instagram web sites. The result shows that CRM activity using social networking platforms to entertain clients, offering lots of free content, as well as activities in social networks and allows individual search information. Activities on social networking platforms, the brand
creates interaction between users, which can lead to “word of mouth” and include attributes. Unlike the existing marketing activities that apply directly to the value of real products or services, the activities of the SMM more oriented towards hedonistic and empirical values that can be achieved using indirect brand. Since Facebook data owned by the client, they are also supported by everyone. Solve a crucial problem with traditional CRM systems, because Facebook user typically will support basic contact information correctly, for practical reasons. However, model supporting Facebook raises another problem when it comes to more “transactional” data. The client can change its text, and the company may change its response. Thus, the integrity of the entered information is weaker than in traditional internal systems.

Quick use of SMM, the organization should change its way to meet the needs and the needs of consumers and change the way you respond to their competitors. SMM provides the best opportunities for marketers to reach vast audiences and allows marketers to use the valuable information that is useful for creating and maintaining relationships with consumers. The growth of the SMM and the electronic word-of-mouth allowed users to interact with each other in the virtual world and share their perceptions and feelings with the brand of clothing available on social networking sites. Instagram, as a platform for social networks, provides opportunities for two-way communication, which means that clients have equal power to companies. However, compared to Twitter, Instagram relatively limited in terms of providing customers with power, because the messages may not be as easily available on Instagram. To enable users to use the power over the company, they need to unite and, by and large, forcing the company to change. To achieve this goal, it is needed to monitor the amount of people that cannot be achieved on Instagram.

Investigating what factors affect the management of the implementation of clients in social networks was really an interesting journey. Since the bachelor's degree is rather small in scale, I naturally could not study all possible aspects of marketing in social networks. We believe that using content analysis and polling was a good way to gain access to various aspects of social networks.

The company could obtain information from their customers if they're “happy or unhappy” and use these ideas to improve processes and products so they can make them better for their future customers. SMM is a concept that gives people a common platform for sharing their news, opinions and views on the unfolding events around them. SMM is fundamentally changing the state of online communication in the direction of dialogue between web users and organizations and their target groups. Consumers are using new SMM to participate in social networks, allowing them to create and share content, communicate with each other and build relationships with other users.

Social media at the highest level, describe how the emergence of technologies allow people easily share information with each other, share information and build community online. But the main question today is not whether what is social marketing, but what it means and how it is beneficial for business and for consumers. Customers are at the heart of any business, and SMM allows enterprises to build mutually beneficial and sincere relationships with these customers. But so that organizations can realize tangible benefits for business, they need to better plan, manage and measure and update its marketing efforts on social networks. This is that CRM intersects with SMM. People spend most of their time on social networks in gossip, games, and conversations with friends. In a lively urban life they have no time for meetings. CRM is a way to approach and interact with the customers. SMM can bring financial benefit to companies, regardless of what sector they work in, and the benefits are concentrated on the enhancing the understanding and
participation of clients in improving business efficiency. Customer relationship oriented company focused on customer relationships, can use Social Media Marketing to improve Customer Relationship Management only if they develop possibilities for Social Customer Relationship Management that were displayed as a result of quantitative research results. Especially concentrated use of Instagram and Facebook can help in the development of the advanced capabilities of Social Customer Relationship Management, and companies that don't realize, would not be able to achieve higher levels of Customer Relationship Management.

This study had some difficulty finding the impact of SMM to manage risk using clients. However, the study should be considered meaningful in that it defined the attributes of the newly entered marketing communication method and evaluated its impact on the introductory stage.

REFERENCES

28. Nick Huber. (2011, October). Social media and mobile apps to account for 50% of online sales by 2015, says Gartner. New Media Age (Online).