

The impact of the image of the organization in terms of the online communication paradigm

Diana Andreia HRISTACHE

Bucharest University of Economic Studies, Romania
dianahristache@yahoo.com;

Claudia Elena PAICU

Bucharest University of Economic Studies, Romania
claudiapaicu@yahoo.com;

Nilgün ISMAIL

Bucharest University of Economic Studies, Romania
nil_ism@yahoo.com

Abstract. *The impact of the image of the organization on the consumer of social media is growing strongly. Although, the release of a modern business pattern in the post-crisis economy leads to finding new interpretative ways of the relationship between the organization and the various categories of audience. The vision of building a successful organizational pattern, regardless of the domain of the organization revolves around the so-called "investments on communicative resource." The approach of the place, and the role of social media to develop global communication paradigm is the main part of our study. First, the existence of a firm on everyday life of the individual makes him/her to assume willingly or unwillingly a particular behavior as a consumer. To sell products and/or services requires the organization to provide to the customer an increasingly dynamic role, that he/she needs to do the purchase and consumption choices. Secondly, the latter is and will be influenced not only by classic marketing, but also by the digital one. In conclusion, to get a transparent communication with various audience organizations it requires the involvement of the social-media. Market monitoring through social media is extremely important. On the one hand, we investigate the on-line results regarding market trends covered by the organization and on the other hand, we "scan" the virtual trends of the customers of the targeted market.*

Keywords: social-media, organizational image, organizational communication, marketing on-line.

JEL Classification: A1, L2, M3, O3.

REL Classification: 14G, 14K.

Introduction

The build up of the modern image of the organization improves every day with new ways of approach. For this reason, at present, it requires to talk about online communication paradigm.

The launch of a modern business, in the post-crisis economy, involves a multitude of strategies in order to attract customers. Bringing immediate major benefits to the business revolves around the relationship between customer-firm, and in the same time, it is more than necessary, in the context of global communication its impact on economic policies developed at a time. (Dobrescu, 2006)

The vision of building a successful organizational pattern, regardless of its domain revolves around the so-called "investments on communicative resource". The existence of a firm on everyday life of the individual makes him/her to assume, willingly or unwillingly a particular behavior as consumer.

The latter is and will be influenced by not only the classic marketing, but also the digital one. To sell products and/or services requires the organization to provide to the customer an increasingly dynamic role, that he/she needs to do the purchase and consumption choices. "That means always to talk to the one that we want to keep or to make him/her, our client, to give him/her new, interesting and useful things. (www.dakai.ro , 2010)

In the same time, the feed-back relationship between the organization and the various audience will have not the expected result, only if we know how to maintain a constant relationship with them.

The build up of the image of the organization in terms of online communication

However, the communicative core of the organization should aim the psychosociological implications of the target audience.

First, on further analysis, we notice that, it is necessary a meaningful assessment of the communication channels used and their influence on individuals in public space. We have to take into consideration three essential requirements: power, the attractiveness and credibility of the source of communication. (Hristache et al., 2009)

Secondly, planning the organization's communication strategy should be reflected not only in its off-line activity but, also in on-line activity. The impact of the organization's image on the web will be stronger, as the more effective is the communication. Adaptation involves effective communication, flexibility and dynamism of the organization. In addition, it implies the need to use one or more

types of communication, and to get into account the means used to get positive signals in the market (Crețu, 2004)

Making a transparent communication of the organization, with various audiences it requires the involvement of social-media. Market monitoring through social media is extremely important.

On the one hand, we investigate the on-line environment regarding market trends endorsed by the organization, and on the other hand, practically we "scan" the market trends of the buyers.

Knowing the hot side of consumers, to investigate trends and consumer purchase for a period, are essential in order to anticipate the preferences and demand for one or another product / service. Communication by social networks does not mean that companies only limited to individuals, but it also means the formation of opinions on products / services offer interaction. We consider that consumers are genuine social-media leaders who exhibit their preferences and needs to companies who want to listen to them.

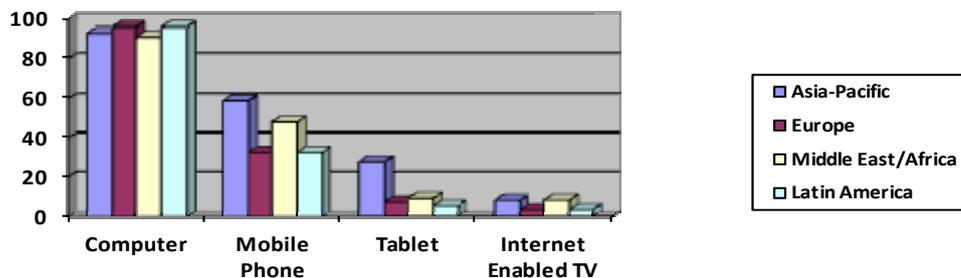
As Nielsen Company - the global market leader in research shows the social media is an extremely dynamic domain. The global communication moved in the private space of the individual, and it echoes in public space by satisfaction or dissatisfaction felt towards a purchased product.

The reactivity of these social channels is almost on real time. For example, the 2012 statistics from Nielsen Company shows that a percentage of 33% of social media users feel annoyed by aggressive advertising that are invading their virtual space.

On the opposite side is the "Ad Eaters", in proportion of 26%. The latter are the result of consumption online advertising, obtained and viewed by rerouting ads by a number of people in their group's network of friends. (Nielsen Company, 2012).

Therefore, purchasing decisions are based on the experience of the leaders working in cyberspace, but due on advance information of products / services or brands whose "story sites" browsing in online space. By analyzing a representative sample of 28,000 social media users of Nielsen study, it aims to study the "appetite" of the potential consumers.

So, one has to research the process of training and development of the subsequent acquisition of stereotypes, under the direct influence of social interactivity, and even under the pressure of specific virtual environment. (Chart 1)



Source: Adapted by Nielsen Company, State of the Media: The Social Media Report 2012.

Chart 1. Share technologies used globally on social media for 2012

From the point of view of online communication, paradigm the references can be made starting with what we call "conversational branding".

Here we consider that the target is the participative, democratic audience in order to achieve "affinities" with the brand of the organization. "The imaginative monologue" that was proposed by the traditional advertising must be turned on "dialogue". This explains the large number of accounts of the companies on social media sites, as - Facebook, Twitter, Pinterest, Instagram.

The dialogue created between the hard brands of the organization and the hard and simple product / service promoted for a while on social media and its fervent users must end. The consistency of the sent message, the power of creative action, all these must lead to the accomplishment of persuading the audience, in the target niche of the market at a given moment of the organization.

Communication on social media is unique. Cyberspace users need interactivity and curiosity, and on the end, they need practically to be seduced by "media storytelling" - visual interactivity and dynamic messages/video effects.

It can not be considered "snobbery" from the companies to act as do the general public on the virtual segment, but it represents a real opportunity to build up their image and strengthen its subsequent. Statistics are clear. 29% of North American consumers directly access on the Facebook, the companies pages, and bring into debate a number of issues related to the products and services promoted. (NM Incite, 2012). Therefore, we consider that the stream of opinion created around a theme of discussion, launched on forum by the potential customers subsequently it will lead to the consolidation of a favorable or unfavorable public opinion about one product or other.

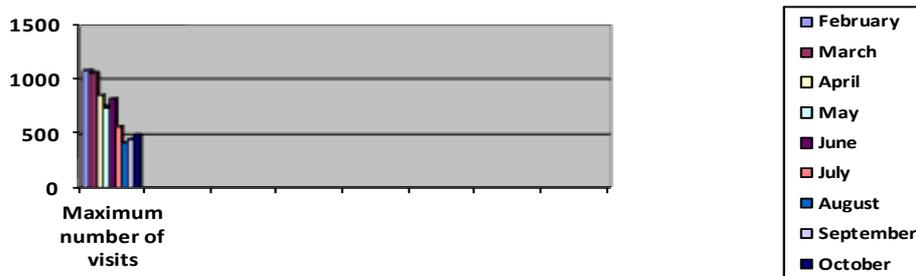
If we relate to brands, we assist to the building up of a genuine management of the message conveyed by it to the public. Many times the decisions and/or consumers

preference will be influenced by currents of opinion created by social media. Mass communication strengthens its social and it develops often on real time. The analysis of the online communication pattern and its social component activity is noted to be present at the level of small firms. The Romanian modern business site feels a growing need to interact with cyberspace. To find out in due time the consumers preference, but also the predisposition of individuals belonging to a social group or to the other, to get a "pattern" for the purchase, becomes indispensable.

The external communication is extremely dynamic. The adaptability to a preference or another segment of the targeted audience has as finality, especially on short and medium term, the success or failure in sales. In addition, we are the witness of the development of the online business that relates to a particular category especially, the targeted audience. Moreover, here we talk about those individuals interested in the handmade products. In the last years, this phenomenon has grown on Romanian cyberspace. The companies in the field monitor the appetites of buyers interested in suppliers for the handmade projects just because they can tailor their offer accordingly on request. A good example of this domain is the site "Breslo", in Romania. Beginning with 2008, the website Breslo hosts the creative community of Romania (www.breslo.ro, 2012).

This community brings together a series of small online businesses in the handmade domain from the selling of components to products. Its mission is as it declares, "to connect buyers with independent creators and shop owners, in order to find the best on what means handmade, vintage and supplies". We consider, that the purpose to develop original projects and to put value on Romanian creative spirit is worthy. Therefore, Breslo's reputation consolidated among traders and customers. If you browse cyberspace we notice that its Facebook's page has gathered 14 508 likes and 1778 people talking about the community and the projects in which it is involved: Projects by People; Decorette (www.facebook.com/breslo). The impact study of on-line communication about the image of the company, in this domain, was based on a series of data processing. All these data were obtained by searching a medium on-line shop, whose main activity is the selling of suppliers for handmade jewelry. After monitoring six months, the online store we reached the following conclusions. A number of variables influence the interested buyer's behavior of store supplies products, namely: hour, day, month specific to purchase product supplies. To the latter, we add an essential variable that plays an important role on the consumer's persuasion. It is about the upload time of a new product, and it attracts instantly a greater number of visitors to store supplies. Thus, we found out that a significant presence on the first five pages loaded on the same day on Breslo's site bring dozens of unique visitors in addition, on each work's session. This process is

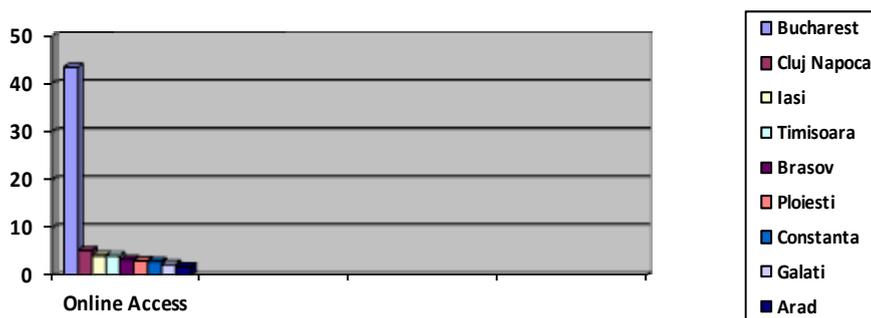
carried out at a certain time that has a maximum number of potential visitors highlighted by Google Analytics traffic. The purpose is embodied, most often by an order of supplies. (Chart 2)



Source: Adapted by Google Analytics 2013, www.google.com/analytics/web

Chart 2. Statistics references regarding the maximum number of visits accessing an online store supplies of handmade products February – October 2013

When we take into account the above mentioned, we notice that the shop managers chose to upload new products, to be always on the first page and to get maximum visibility. Thus, we conclude, there is a "top period" of purchasing, which is reached in accordance with a series of standard times of the day and, mostly, it is done to carry out orders to purchase products. In addition, here we talk about lunch, departure from work, and in the evenings - before 23.00 o'clock. We also noticed that the managers chose to upload the online store with new products, to be always on the first page and have maximum visibility on the Breslo's site. The importance attached by the would-be- customer to the online store will be the more the better the managers will optimize the upload of the products (Chart 3)



Source: Adapted by Google Analytics 2013, www.google.com/analytics/web

Chart 3. Statistics on municipalities with access references to online store supplies of handmade products February-October 2013

The would-be-customer's behavior is potentially influenced by other variables such as his/her psychological and financial availability to purchase products; preceding periods of secular and religious holidays.

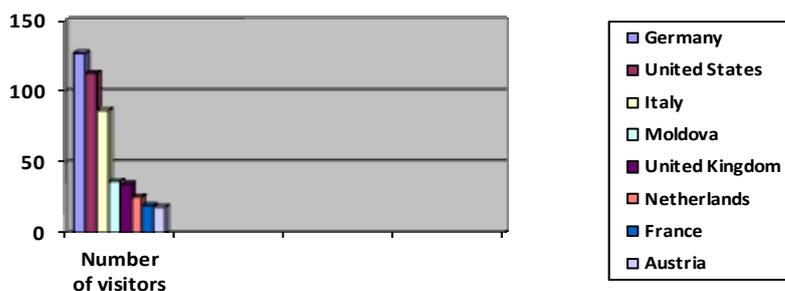
The analysis of consumer's behavior, when accessing the online store, is carried out by automatically monitoring the products, site's page, visit time / return time, the average duration of the visit, etc.

It is to be noticed that, according to the maximum number of the online home accesses, Bucharest leads in the way detached, with a percentage of 43.44% followed at an extremely high distance, by the second in line – Cluj Napoca (5.31%). When we refer to the whole country, with a regional coverage, and then come, the downward trend of home online accesses. Here, we must not neglect the fact, that on this market niche there are a great number of bigger competitors.

Because of multiple interactions generated by the social media, Breslo store supplies site is the online subject views for the abroad, and it managed to sell even to some clients from the European Community space.

Taking into account these parameters, optimize the flow of material supply was optimized as to avoid stock accumulation over long periods of time, financial merchantable assets of specific commodities in a certain time of the year.

Therefore, the evolution of visitors' number from intra and extra-EU space is highlighted on absolute values as follows (Chart 4)



Source: Adapted by Google Analytics 2013, www.google.com/analytics/web

Chart 4. *The evolution of visitors' number from intra and extra EU space in the shop supplies of handmade products February-October 2013*

Therefore, the fluency and efficiency of all these processes led to a doubled income and increased the financial performance of the store, and it strengthened its market position even on the expense of other larger stores. Therefore, we might

say that there is no need only of persuasion but we also need empathy. Only on this way, we get to the public's "soul". PR and the online media should represent the "basic ingredients" of the construction of the new pattern of business communication.

Conclusions

According to the results obtained in the online communication research, we can conclude the followings.

To interact and get the necessary and required feedback from the potential customer, it involves making investments in communicative resource coming from the companies. The communication channel created between organizations, with products/services and different categories of audiences should have the expected result.

The image and behavior of the modern organization are linked inextricably to the communication paradigm. Furthermore, the vision of a successful organizational pattern is built up today under the powerful impact of social media.

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