



UNDERSTANDING SOCIAL MEDIA EFFECTS ACROSS DIFFERENT PARTIES' INTERACTIONS

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Abstract. This study examined the contagion effects of social media on different parties, such as producers, retailers, and consumer. Further, we empirically investigate the contagion effects of the social media and their ultimate impact on multiple performance measures. The findings give new insights into the contagion effects of social media usage across the distribution channel and important social influence mechanisms that enhance these effects. In line with the hypothesis, efficient use of social media contributes to retailer and brand performance, and consumer–retailer loyalty. In light with the advancement of technologies and growth in social media applications, this study provides a framework to promote usage by supply channel, which ultimately influences performance-related outcomes.

Keywords: social media, retailer, contagion, purchaser - provider association, association trading

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JEL Codes: O31, O35

1. Introduction

In recent years, social media evolves the trading framework and reexamine the traders' interaction with each other through the medium of supplying and coordination with their clients (Jermsittiparsert, Sutduean, & Sriyakul, 2018, 2019; Yunus, Susilo, Riyadi, Indrasari, Putranto, 2019; Ajina, 2019; Rasul, Hoque, Arefin, 2020). Global survey shows that among 7.676 billion populations 4.388 billion peoples are internet users and 3.484 billion peoples using social media and they are active social media users. In Thailand, among total population of 69.24 million, approximately 57.00 million are internet users and 51.00 million are active social media users (statista digital report 2019). With this incredibly growth of social media users, companies and enterprises consolidate social media implications for marketing strategies. Clients spent time on web-based communities or networks to connect peoples, share data, and search new services. Recently, Lazada Thailand was found one of the favorite websites for the online shoppers with around 32.84 million people visit the website, where as Jib has been visited by 2.52 million people (satista survey report). In 2018, E-commerce growth rate of Thailand has increased by 14% and that rate is expected to touch 20% in the current year (EDTA, Electronic Transactions Development Agency report). Nowadays, online clients connect reseller on web-based networks and resellers and brands are fully utilizing the advantageous factor by promoting their services and products and to make strong coordination with their clients. Web based networks modified the way for the interaction of sales person and clients, incremented engagement through web based network release productive outcomes for marketing and sales firms if sale person use this facility in appropriate way (Agnihotri et al., 2016). In conformity by Thailand Marketing Research Society, 71% of smartphone Thai users purchase online, which is an average of two times in a month, and 90% are expected to purchase through internet in the future. Web based networks utilization has growing across busi-

ness to customer (B2C) mechanism and performing much visible to business to business (B2B) forums. Around 93% B2B sales person facilitate by utilization of social media to communicate with their clients (Holden-Bache., 2011), each firm using on average twenty web based accounts for their connection with their clients, their business partners, users and shareholders. Web based networks resources are growing as an attractive part of B2B marketing for personal communication and coordination in business (Karjaluoto et al., 2015). As company hope to shape powerful relations to their clients in aggressive business area, facilitation of web based media network resources effectively impact company execution by client commitment (Trainor, 2012). Beyond the global and immensely increased concerns in web-based media, empirical study took place only in its inception, specifically B2B context. The purpose of this study is to examine the utilization of web-based medium by seller, resellers and clients. A person exhibit contagion effect on each other by web-based ties and interactions (VanderWeele, 2011). First, we construct a powerful logical base related to social media by creating and authenticating social media measurement at three extents. Second, we evaluate social media effectiveness for improving business execution. Further, we investigate factors that may improve conveyance of social media among the medium levels. Thus, this study gives insight to officials and scholars about social media absorption. So, we provide our logical structure and hypothesis, and after that we provide the outcomes of two investigations. Our primary investigation presents to organize social media utilization measurements, then in further investigation, data has been collected at different levels from market employees of a brand, reseller medium partner of the brand and clients who relate to those resellers. so we evaluate results, and conclude significant recommendations for scholars and officials.

2. Literature Review

Contagion theory

The word 'contagion' itself describe as the infection which spread rapidly through contamination. The contagion theory of mutual attitudes can be explained upon the idea that state of minds and thoughts become contagious under specific group of people (Thaker et al., 2020). The contagion theory is strongly related to a writer named Gustave Lebon. The concept that sentimental state can rapidly spread among peoples without their knowledge is referred as emotional contagion. Social contagion may refer as the rapid spread and dispersion of opinion across a group of people and the consequence of these opinions together on single person attitude (Anglin et al., 2018). Social contagion take place when individual exchange their reviews after communicating other individual or group of people (Khoiruddin & Wijayanto, 2017). Web based social communication through social media, attains high importance and has been investigated widely (Berger, 2014). The consumer plays significant role because they influence other user opinions. This cause a rapid spread of facts across different networks as stated by social contagion theory in marketing investigation studies (Yuen et al., 2018). McFarland et al. (2008) highlighted that supply chain of transmission is comprised by three types of imitation adapted from (Grewal & Dharwadkar 2002) which are reflexive imitation, normative imitation and compliant imitation. In reflexive imitation, a firm practice are similar to the past practices of opponents (Major et al., 2016). It can also be happened when companies see similarities because mutual identities establish mutual impression of competitive situations. Compliant imitation can be defined as the imitation generated when a company react to inter-department reliance and is productively influence by the coherency proposed from interdependence in B2B communication. The imitation arises by effective socialization and communication between similar competitors in an organizational environment is referred as normative imitation. Reflexive imitation happened when a firm try to follow their competitor past strategies for success. Normally reseller seek seller to find out the best possibilities to publicize seller brand. Those brands have an important role to their own identity. Seller concentrates on creating identification mechanism to encourage the presentation of the brand across the medium. Mostly of these mechanisms may contain web-based efforts. Reseller tries to follow this mechanism in the supply chain for their growth increment. Finally, we recommend that in seller-reseller communication contagion is basically conducted by reflexive imitation. As we studied before, normative imitation is directed by dedicated communication and mutual understanding. For clients, who related to any group particularly are origin of dignity, honor, satisfaction and commitment. In addition, clients look for active resellers and brands that they own as enlargement of their own identities, especially for frequent buyers. So, we concluded that normative imitation increases contagion influence of web-based media utilization from reseller to client (see figure 1).

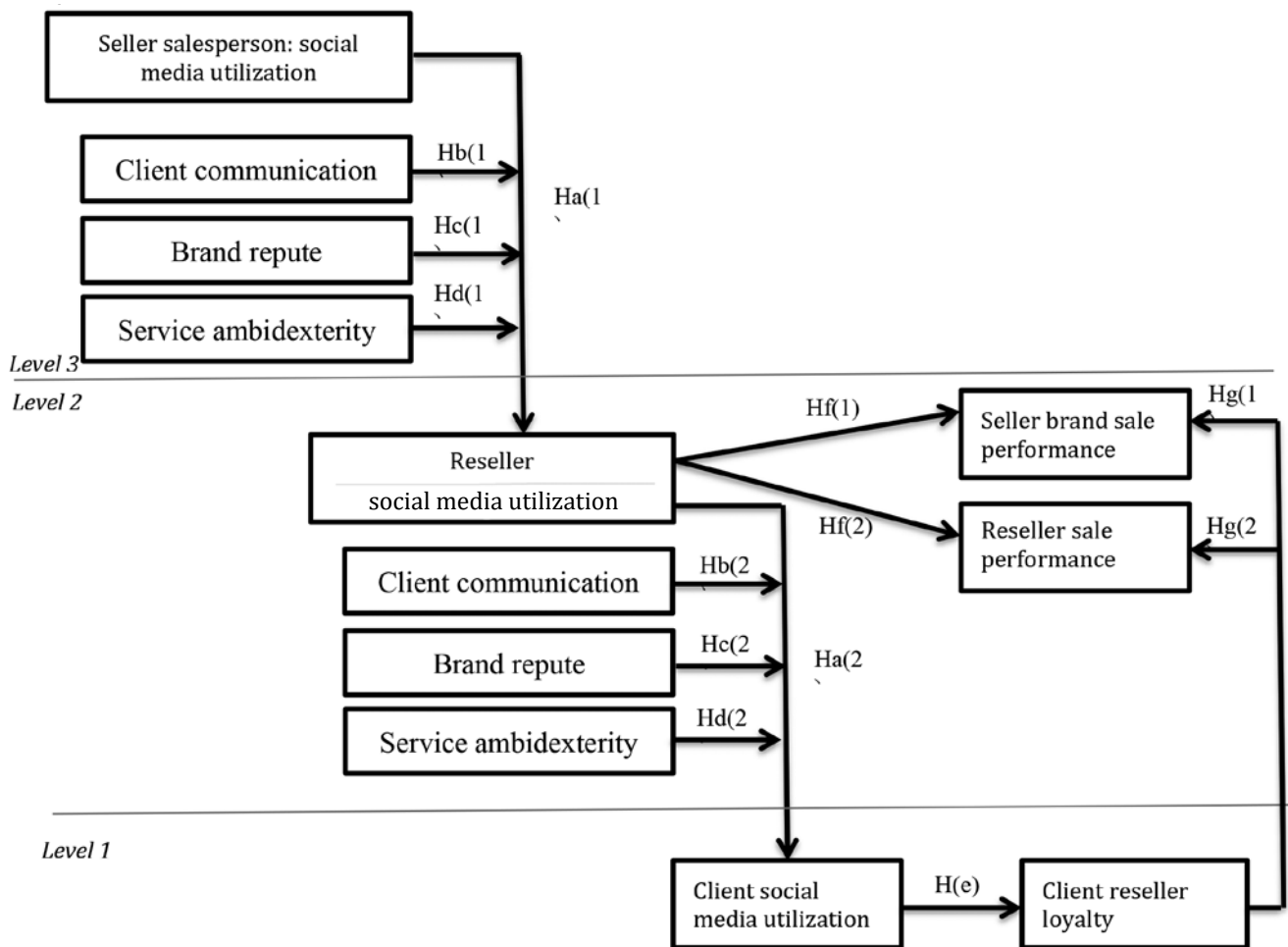


Figure 1. Hypothesis Impact

This study finds that social media promote two-way communications (i.e. upstream and downstream). This communication normally started by one belongs to upstream medium, web-based media is beneficial for two-way communication. The contagion effect of web-based media by this communication is, participants belongs to upstream medium may change the manner of communication with participants belong to downstream medium, so the outcome carry reflexive imitation and normative imitation.

Ha (1): the rate of social media utilization of reseller increases when seller salesperson social media utilization increased.

Ha (2): the rate of social media utilization of client increases when reseller social media utilization increased.

Moderating effects

Behavioral contagion may refer as to support group communication that may assist activity alterations, high vigilance and state matching (Massen et al., 2016). It has been strongly recognized that if firms can conduct their marketing executions to enhance client behavior and goals, it will influence buyer’s attitude (Evanschitzky et al., 2017). So, we evaluate three factors of social affection, these are client contact intensity, brand repete and work ambidexterity. It may help social media enhancement across mediums. The client contact intensity can be defined as the amount of time, channel participant spent with their client. It possesses strong communication and socialization, so provide interaction and awareness among participant of respective medium. Companies with high degree of client contact provide a higher degree of creative corporation energy and, as a result, possibilities for achievement increases (Kipfelsberger et al., 2018). Brand repete may define as the amount to which

participants belongs to upstream medium are recognized as persistent, honest and reliable. Reseller and seller reputes supposed to be enhanced and reduce the relational value and impact across medium members. Work ambidexterity comprises of company's capability to both examine and exploit service-related facilities. With more utilization of service dominant marketing, the ability of company to impact with medium participants increases. So, we evaluated that all the three disciplines moderate the contagion effect of web-based media utilization among mediums, in the way that the relation strengthens when each discipline is greater instead of lesser.

Client contact Intensity

Client contact can be explained as the extent to which employees have the chances to face, coordinate and interact with clients (Kipfelsberger et al., 2018). Client contact intensity can be examined by upstream medium participants (for example, seller or reseller) about the intensity of contact with downstream medium participants. Thus, we suggest that the resultant relationship by greater degree of contacts is considered to be strong tie relationship. Tie strength refers to the capacity or affection of relationship among users in web-based media (Gong et al., 2018). In case of interpersonal communication, strong tie refers to close friends attaining higher level of communication (Wang et al., 2016). Structure with strong ties thus undergoes more frequent information flow, as reliability becomes a basis for information and intelligence interchange, in addition to taking risk. Therefore, we conclude

Hb (1): The rate of client communication moderates the relationship among seller and reseller web-based media utilization, in the way that, when rate of client communication is high the relationship becomes strong.

Hb (2): The rate of client communication moderates the relationship among reseller and client web-based media utilization, in the way that, when rate of client communication is high the relationship becomes strong.

Brand Repute

Companies struggle for brand reputation because they know that with strong repute among their items or products can believe increase sale's rate, in this way being more influential than others (Loureiro & Kaufmann, 2016). According to (Hemsley et al., 2016), the role of brand repute is very significant in order to identify client satisfaction for various failures. The fact that brand repute may protect the unfavorable results of service failure recommends that client may like to provide one more opportunity to the brand with good repute. Resellers and clients supposed to have those items which support brand repute beneficially. These demanded resources encourage the possibility of reseller achievement and support client a way to manage their own concepts. There are so many possibilities, a reseller's brand is an operation of the seller brands it offers to its clients. Thus, brand repute is highly significant not only for client in managing their concepts as well as for the reseller in shaping its individuality as an appropriate source of supported products. Thus, we propagate that the reflexive and normative impacts that supports extend of web base media among different mediums will be powerful when seller and resellers exhibit supportable repute.

Hc (1): repute of seller's brand (in a view of reseller) alters the relationship among seller and reseller social media utilization, in the way that when brand repute is favorable the relationship strength will high.

Hc (2): repute of reseller's brand (in a view of client) alters the relationship among seller and reseller social media utilization, in the way that when brand repute is favorable the relationship strength will high.

Service ambidexterity

The idea behind ambidexterity can be defined as an organization capability to varying and sometime competitive, strategic goals simultaneously (Hahn et al., 2016). Organizational ambidexterity defines as the capability of an organization to explore and exploit at a same time to compete in grown technologies and businesses where performance, command and gradual progress are awarded and to compete in grown technologies and

businesses where elasticity, independence, and testing are required (O'Reilly & Tushman, 2013). We enhance the idea of ambidexterity attitude to relationship growth in the seller-reseller-client trine, particularly as it is associated to supply and betterment of service. Seller investigates opportunities to empower their relationship with reseller while at the same time exploiting their current relationship with reseller and constantly seeking for latest opportunities. Reseller on the other hand exploits strength in their current policies and relationships with old clients, and also seeking for latest opportunities. These qualities of seller and reseller strengthen ties and support web-based learning, in addition they help in the dispersion of concepts and relatable attitudes among participants of channel. Especially, seller and reseller that trying to evaluate requirements and satisfy clients through exploration and exploitation effectively increase the relationship dimensions that impact echoic absorption of web-based media for improving seller-reseller and reseller-client interaction.

Hd (1): seller service ambidexterity directs the relationship among seller and reseller social media utilization, in the way that when ambidexterity is constructive the relationship strength increases.

Hd (2): Reseller service ambidexterity directs the relationship among client and reseller social media utilization, in the way that when ambidexterity is constructive the relationship strength increases.

3. Association Trading

Social media utilization, loyalty, and performance

Social media utilization across firms has increased immensely. Firms, these days are constructing and managing web based public pages to enhance their social network importance, increase organizational concerns, and develop communication with web based users (Parveen et al., 2015). By increased utilization of social media, it must be investigated; either this addition is influencing efficiency related results such as dedication and sale at brand or shop level.

Loyalty is a significant idea connected with redundant buying behavior and more client spend (Srivastava & Kaul, 2016). Client and reseller loyalty propagate when a reseller continuously provides excellent value that is appeared in the client attitude for buying products. Now a day, reseller utilized web base mediums to collect client details and reviews which enable reseller to rapidly adapt to modify client interests or to react to their service failures. Clients now looking for absolute undergo and in result loyalty increased, with resellers who utilize social media. While client utilize web-based media to involve with resellers, it supposed to empower the communication and build a must customized mutual relationship.

Further, a web base medium allows firms to interact on increased personal level. Reseller may involve client through direct communication, respond quickly to dissatisfaction, and provide client with latest offerings.

H(e): Increment in client's social media utilization will increase client and reseller loyalty.

Retailer social media usage and performance

Organizations with stronger interactions can enhance performance by efficient center development, inter-organization practices, information interchange, product alteration, team efficiencies, facts evaluation, and seller relations (Palmatier et al., 2006). On the basis of incremented rate of social media utilization, it is obvious that resellers are rapidly integrating the use of web-based communication networks into their marketing interaction approach. Many of them realize that social communication is about connecting user having similar interests (Kunz & Hackworth, 2011). Reseller utilize web-based networks to involve and communicate with their client, sellers can facilitate social media for more mutual links with resellers. Seller may also utilize social networks to tell occurrences, stimulations, customization, advancements, and organizational happenings. As we investigate before, an anticipated contagion effect through entire supply chain, Ha (1): the rate of social media utilization of reseller increases when seller salesperson social media utilization increased. The increment in contagion ef-

fect influences the reseller web network utilization in a way that, it can engage most of the seller's views into its interaction with clients through social media. In response, sale person publicizes seller brand and reseller publicize the seller brand. With more utilization of web base media by reseller not only brand performance increases but also promote reseller performance. So, we evaluate

Hf (1): with the rate of utilization of social media increases by reseller, brand performance under reseller also increases

Hf (2): with the rate of utilization of social media increases by reseller, sale performance of reseller also increases

Client–reseller loyalty and performance

Study reveals that over cross are of industries, the more a firm keeps a loyal client, the more benefit that client generates (Griffin et al., 2002). Client loyalty is one of the greatest invisible strength than a firm can have (Cossío et al., 2016). According to our past research, client loyalty can be calculated by their attitudes to buy products. Higher loyalty refers to the client's high tendency for buying continuity, which effectively increase the company efficiency or performance. Loyal clients of reseller purchase more products and more interested to know about new customizations and products, also suggest a reseller to other peoples. In case, where client is loyal to a particular reseller, they often go to reseller and choose reseller among its competitors (Evanschitzky et al., 2012).

Hg: client – reseller loyalty improves (1) seller brand sale performance and (2) reseller sales performance

Study 1: Social media scale development

4. Methodology

Construct definition and domain

To construct a miser scale, substitute of the complete range of web based media utilization manner, we pursue standard scale development process recommended by Nunnally (1978). First, we construct a detail of items that catches extent of social media utilization. Using client-facing technology measurement as a model, we construct details of behaviors appropriate for identifying different web-based media utilization behaviors. To know these behaviors, we request 12 managers of retail outlets in Thailand and 12 business to business sales people in Thailand to write the web based media behaviors or practices they involve in, to enhance their business, containing particular, and activities related to job instead of individual socializing activities. Almost all participants specify that they are using more than one account, one account related to business objectives and other account for personal activities.

Further, we request members to create a detail list of social media utilization behaviors they are involve in. After that we matched the details generated by managers and sales persons with the details of behaviors investigated before, for example client relation management technologies, WOM activities etc. we later add a list of items to show behaviors that we identified in the past studies and had not been mentioned by our participants. In the end, we added some activities considered by famous press. Finally, our list comprises of 31 activities.

Item generation and refinement

We proposed detail list of modules to a board of 15 educational members, professional in the area and common clients, who recommended some more modules, suggest deletion of some modules, and correct the structure of many modules. It also has discussed, that either particular web-based media applications should include, or just keep the measurements wide. According to the members of panel and sponsoring firm related to study 2

suggested to eliminate all particular application names, by only keeping Facebook and Twitter. The addition of those two applications enhances the measurements broadly, so that they can be configured for future study. The utilization of different levels of supply chain also examined. The further conversations indicate us to use unique wording and modules for the measurements, depends on the supply chain varying levels. This variation facilitates to adapt the nature of Business to Business relationship at the seller extent and business to client relationship at reseller extent. The reseller measures also portray client measures (because resellers are client of the seller) but alter it by deleting particular business promotions products to reach our 10-item client measures.

Scale construction and reliability

Further we design a 13 item seller measures to a sample of 106 business to business salespersons, to construct credibility information and examine the primary measurements. Members focused on particular business relationships and the supported function of web base media, to make sure that persons interviewed did not write their personal web media utilizations in their responses. After that we managed the 13-item measures to a sample of 107 retailer store managers and 10 measures to 97 clients for similar task. A person responds on a seven point range with evaluation criteria "never/very often" to show their involvement in particular web based media relevant activity. The modules than further examined utilizing principal components analysis with Varimax rotation. Every primary solution evaluated in an individual factor with an inherent value greater than 1, and more than 70% of the difference was described by an individual factor for each sample. Thus, the primary module set shows a great representation of a social media utilization measures. The credibility values are $\alpha=0.97$ for the seller measures, $\alpha=0.98$ for the reseller measures, and $\alpha=0.96$ for the client measures.

Validity

We continue with our measurements validation by examining for discriminant and norm logical validity. We utilize multiple modules measures for two constructs from research to develop an informal structure and outcome shows that both calculations support acceptable credibility in the seller, reseller and client subsamples (friendship (Grayson, 2007): $\alpha=.78$, $.73$, and $.79$; communication (Anderson et al., 1987): $\alpha=.95$, $.96$, and $.96$, respectively). We utilize structural equation modeling to examine entire fit of social media utilization measures for every single sample in the existence of other structures. According to evaluated fit, all models are acceptable. For example, from the seller confirmatory factor analyses (CFA), we discover $\chi^2=412.9$ (166) ($p<0.01$; $\chi^2/df=2.52$) confirmatory fit index (CFI)=.91, incremental fit index (IFI)=.91, and square root mean residual (SRMR)=.08. The fit from the CFAs for the Reseller ($\chi^2=512.9$ (163); $p<0.01$; $\chi^2/df=3.12$; CFI=.91, IFI=.91, SRMR=.07) and client ($\chi^2=232.5$ (115); $p<0.01$; $\chi^2/df=2.05$; CFI=.92, IFI=.92, SRMR=.07) were likewise good. To investigate, either the social media measures linked analytically to those factors, we evaluate the connection among variables. For every sample, social media is connected considerably important to friendship and communication. Particularly, friendship indicate social media utilization (Seller $\beta=0.402$, $t=4.289$, $p<0.01$; reseller $\beta=0.475$, $t=4.710$, $p<0.01$; client $\beta=0.435$, $t=4.516$, $p<0.01$). In the same way, social media indicate communication (Seller $\beta=0.231$, $t=2.312$, $p<0.05$; reseller $\beta=.245$, $t=2.415$, $p<0.05$; client $\beta=0.263$, $t=2.489$, $p<0.01$). With the outcome recommend norm logical validity, we move further to multi-level framework.

Study 2: Multilevel framework

5. Sample

For further study, we consider 3-level data collection, gather from seller sales person, managers of retail store, and clients as shown in Figure 2. The central supplier firm in Thailand is well recognized firm. We calculate a usual Thailand retail framework, in which the brand manufacturers utilize business to business salesperson to visit retail outlets and publicize its products. The reseller efficiency is an operation of the brand's sales, along with the entire stock of products available in the store. We circulated survey questions to 25 salespersons in one division of the firm and all 25 salespersons responded. To examine the cross-level hypothesis of social media utilization and suggested contacts, we accommodate with the expert association of the particular retail class and

communicated 300 Thai retailers. We found 143 beneficial responses. We further contact leading magazine related to this retail class to invite 10,500 subscribers and ask them to fill the survey for our investigation. After deleting incomplete responses, we received 443 client responses, which facilitate several responses per store. Client response demographic sections on age, gender, qualification and income were matched to archival details. Client sample statics matching (sample versus population) were age 44-65, (27.6%/25.9%), female (55.1%/56.9%), college education (58.0%/61.1%), and annual household income \$200,000 or over /39.2%). See figure 2.

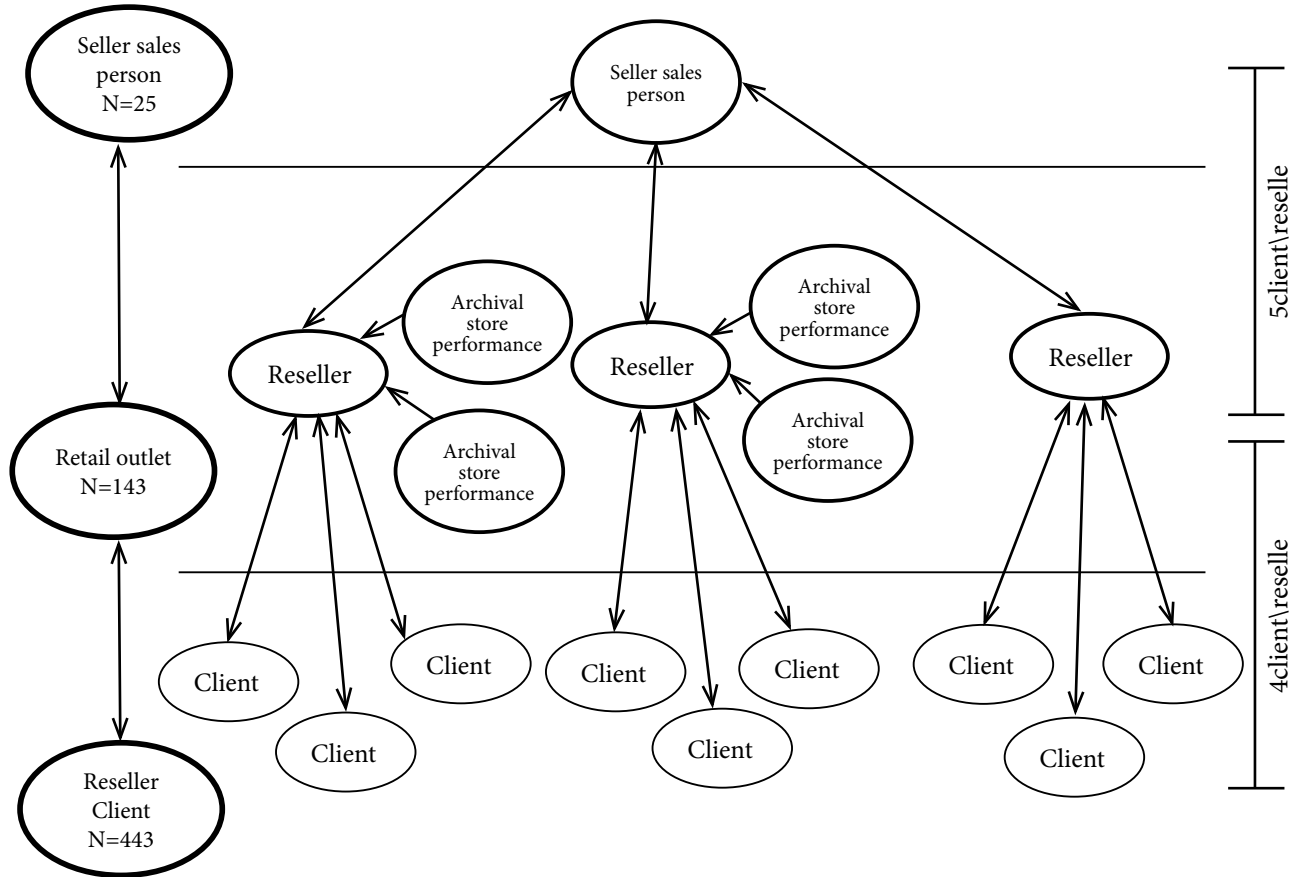


Figure 2

Measures

The latent calculations in this paper driven from past developed multi-item range, except for web based media utilization in the supply chain. The scale range for social media defines same loading to those in the preliminary test. Social media utilization credibility (seller ($\alpha=.90$), reseller ($\alpha=.91$), and client ($\alpha=.96$)) levels were acceptable. The means, standard deviations, and latent construct correlations across levels are presented in Table 1

Table 1. Correlation at reseller level

	one	two	three	four	five	six	seven	eight	nine	Ten
Reseller social media	1.00									
Service ambidexterity	0.299**	1.00								
Seller brand reputation	0.315**	-0.05	1.00							
Reseller reputation	0.277***	0.479**	0.023	1.00						
Client contact	-0.25	-0.028	0.186*	-0.087	1.00					
Client social media	0.076	-0.169*	0.023	-0.113	0.133	1.00				

Client-reseller loyalty	0.079	-0.004	-0.033	0.158	0.007	0.257**	1.00			
Seller brand sale priority	0.185	-0.052	0.048	0.130	-0.215	0.156	0.192*	1.00		
Reseller sale efficiency	0.260**	0.104	0.134	0.144	0.060	0.164*	0.229**	0.322**	1.00	
Retail store size	0.076	0.096	-0.012	-0.073	0.079	0.048	0.063	-0.022	0.015	1.00
Correlation is important at the 0.051 level										
**Correlation is important at the 0.02 level (2-tailed)										

To identify reputation at the seller extent, we utilize 5-module brand reputation range created by (Veloutsou & Moutinho 2009). We utilize same 5-module reputation range for reseller. We then combined the scores to evaluate the communication with social media utilization by channel partner. The service ambidexterity calculation comprises of 4 –items measure from (Lubatkin et al., 2006) as enhance by (Yu et al. 2010) and (Collier & Sherrill 2010). For client-reseller loyalty, we utilize 6-item range created by (Palmatier et al. 2007a) and (Palmatier et al. 2007b) focused towards reseller and combined according to the procedure we explained before. Client communication at the reseller extent was calculated as the average value of time the respondent spent with clients, similar to the calculations used to evaluate the amount of communication among virtual team members. We asked retail managers about the amount of time they spent with client. For the seller extent, the leading firm facilitate the actual amount of time spent with every single account contain data gathered via client relationship management tracking system. At the end, for brand performance, we examine total amount of sale of the brand in the retail outlet and reseller sales efficiency was evaluated as entire store sale.

Analytical strategy

With clients nested within reseller and reseller nested within salesperson, this model properly notices the dependence between observations. Before evaluation of hypothesized observations, it is necessary to analyze difference within and among units, to provide a base for later study. First, we examine a list of baseline models that contain dependent variable only (i.e. social media utilization as a result). Considering social media utilization at reseller extent in the baseline model, we identify high variation among groups. Particularly, 53% of variance in social media utilization present within resellers and 49% among seller salesperson. For second baseline model, we consider social media utilization at client level as dependent factor for measure and again, we see variance in result. Primary evaluations show that retails store directly impact web-based media attitudes of the client. To facilitate our first hypothesis, we found out the influence of social media utilization from seller to the retail store (Ha (1)) and connection from the retail store to the client (Ha (2)). Client utilization of web-based media is directed by reseller web-based media utilization. Many clients appear to track retail stores for product and service details. In the same way, evaluation recommends that retail stores are following social media utilization of the seller salesperson. Considering the moderating effects of three factors, our evaluation revealed that, both, reputation and ambidexterity, are constructively moderated the social media utilization in the supply chain at lower level. Although, client communication did not define the same importance as a moderator in relationship. After examining, how seller and reseller effect social media utilization by their client, we also need to evaluate if this utilization affects performance (Table 2 and Table 3). At the end part of our evaluation, we study relevant results of social media utilization. We added store size as a covariate. First of all, the client utilization of social media directly affects its loyalty to the retail store. Further social media affects both brand and store performance. Last, as we seeking for more loyal clients to purchase more from the brand and the total retail store offering Table 4

6. Discussion

Recent study reveals that, client utilization of connected devices is delivering huge amount of data about client, their actions, and their environment, which we collaboratively label as customer intelligence (Cooke & Zubcsek, 2017). Client expects communication through their personal networks but also with their business colleagues. Therefore, we can determine that, this utilization of social media is not ignorable. The turn in client prospect, challenges organization in all over supply chain to create and deploy new services that enhance client-organization communication. So, evaluated facts revealed, that efficiently managing client relationships and

services at the same time can significantly impact performance for all participants of the supply chain network. By creating social media utilization measurement range, we evaluated the impact of the social media utilization through the channel, with the basics of contagion theory and relationship marketing. For this investigation, we create and verify comprehensive measures of social media utilization for several members in the channel (seller representative, reseller, and client). The enhancement and empirical verification of these ranges offers a beginning point for future study and evaluation. Our methodology parallels past researches by focusing on the importance of adoption in the technology utilizing procedure. By upgrading three unusual scales, we got the nuance at every single level in supply chain-especially, social media participation for business against client. With our broad acceptance measurement structure, we hope that these measurements will remain appropriate for future study. In the end, we enhance a model of social media through contagion theory which we will discuss later (table 2, table 3, table 4).

Table 2. seller impact on reseller’s social media utilization

Hierarchical Results				
Fixed effect	Coefficient	SE	t- ratio	p-value
Seller impact on reseller social media utilization evaluations				
Brand repute	0.721	0.16	4.03	0.02***
Service ambidexterity	0.165	0.16	0.96	0.32
Seller social media utilization	0.245	0.11	2.34	0.04**
Client interaction	0.026	0.02	2.38	0.03**
Seller to reseller model communication impacts				
Brand repute	0.544	0.25	2.11	0.06**
Service ambidexterity	0.047	0.13	0.33	0.76
Seller social media utilization	0.1001	0.12	0.75	0.44
Client interaction	0.062	0.03	1.76	0.09
Social media utilization x client interaction	-0.002	0.02	-0.98	0.33
Social media utilization x service ambidexterity	0.261	0.08	2.75	0.02***
Social media utilization x brand repute	0.362	0.13	2.35	0.04**

Table 3. Reseller impact on client social media utilization

Hierarchical Results				
Fixed effect	Coefficient	SE	t- ratio	p-value
Reseller impact on client social media utilization evaluations				
Reseller social media utilization	0.177	0.08	1.97	0.06**
Reseller repute	-0.061	0.08	-0.66	0.52
Service ambidexterity	-0.178	0.08	-2.05	0.03**
Client interaction	0.183	0.11	1.44	0.17
Seller to reseller model communication impacts				
Reseller social media utilization	0.208	0.07	2.35	0.04**
Reseller repute	0.113	0.07	1.23	0.24
Service ambidexterity	0.-0.096	0.09	-1.12	0.28
Client interaction	0.188	0.13	1.58	0.11
Social media utilization x client interaction	-0.162	0.02	-1.52	0.14
Social media utilization x retail repute	0.196	0.08	2.15	0.05***
Social media utilization x service ambidexterity	0.258	0.12	2.42	0.03**

Table 4. Hypothesized Relation

			β		t-ratio	p-value
H(e)	Client social media utilization	---->	Client reseller loyalty	0.121**	2.52	0.01
	service ambidexterity	---->	Client reseller loyalty	-0.070	Ns	
	Client interaction	---->	Client reseller loyalty	-0.019	Ns	
	Reseller repute	---->	Client reseller loyalty	0.224*	2.42	
	Retail store size	---->	Client reseller loyalty	0.074	Ns	
Hf(1)	Reseller social media utilization	---->	Seller brand sale priority	0.181*	1.96	0.04
Hg(1)	Client reseller loyalty	---->	Seller brand sale priority	0.163*	1.97	0.04
	service ambidexterity	---->	Seller brand sale priority	-0.165	ns	
	Client interaction	---->	Seller brand sale priority	-0.211*	-2.60	0.03
	Seller brand repute	---->	Seller brand sale priority	0.023	ns	
	Reseller repute	---->	Seller brand sale priority	0.115	ns	
	Retail store size	---->	Seller brand sale priority	-0.006	ns	
Hg(2)	Client reseller loyalty	---->	Reseller sales efficiency	0.159*	1.96	0.04
Hf(2)	Reseller social media utilization	---->	Reseller sales efficiency	0.173*	2.1	0.03
	service ambidexterity	---->	Reseller sales efficiency	0.066	ns	
	Client interaction	---->	Reseller sales efficiency	0.127	ns	
	Reseller repute	---->	Reseller sales efficiency	0.016	ns	
	Retail store size	---->	Reseller sales efficiency	-0.012	ns	
	Seller brand performance	---->	Reseller sales efficiency	0.285**	3.56	0.01
Standardized parameter estimation						
*important at p<0.05 level, **important at p<0.01 level						

Contagion theory

Our investigation offers primary support for the contagion influence of social media utilization among retailers and clients. Therefore, we examine statistical verification of a relationship and hit the hidden importance of the social media utilization impacts through the supply chain. Thus, we hope that these evaluations enhance contagion across supply chain levels, and it will be beneficial for further investigations and study. Social media may support as a medium for several marketing activities consisting client relationship management, client service, purchaser research, sales enhancement, paid marketing channels, and branding. Despite the objective, details about the brand must be relevant to the client if you want the client to involve with a brand in his or her own relevant possibilities (Ashley & Tuten, 2015). WOM is a latest wave which has altered the marketing perspective for many organizations after the appearance and expansion of internet technologies (Pandey et al., 2017). Businesses today, create and encourage sustained relationship with client, for WOM marketing. To attain desirable outcomes, organization must view, that how the utilization of social media in upstream impact downstream in the supply chain. By our investigations, we found out that, reseller and client are appropriate to mimic upstream social media utilization behaviors only when they sure about the brand good reputation. For reseller, the impact is more prominent to the amount that a weak seller reputation produces a lower tendency for the reseller to imitate seller social media utilization. Therefore, we recommend, reseller must protect their own identity, and try to keep their self away from those sellers who are exhibiting bad reputation. So, organizations with brands of good repute consider being able to exploit their social media utilization to enhance their downstream relationship. Our evaluation propagates that seller service ambidexterity increase the possibilities of social media utilization among several level of supply channel. We explain ambidextrous activities in a way of seller's capability to involve in behaviors at a same time that both exploit current service and find out the possibilities through which strong amount of client contentment can be achieved. After study, we have found that, low service ambidexterity develop state that it suppresses contagion effect between seller and reseller, and also inverse them in a way that reseller rate of imitation become very low to seller behavior. Our multilevel evaluation of contagion theory and social impact influence exhibit interesting outcomes. Although, we assemble the seller data details from

an organization whose items establish high-level buyers for few clients. This high amount of engagement may enhance their propensity to involve with reseller and seller through social media. Thus, we suggest, future study should evaluate social media utilization in firms constitutes low involvement buying. It is significant to examine that there may be a reverse casual sequence exist within our study, since social media comprises a two-way connection. Thus, we motivate explorers to consider this issue further in the future.

Relationship marketing

This study evaluated the positive impacts of client social media utilization on retailer's loyalty. Internet technologies make organizations capable to provide immediate updates and details on services and products, which support organization marketing. In addition, by utilization of social media, an individual can communicate to other people as well as people connect through the supply chain. From this view, social media can be represented as an immediate extension of the producer and retailer. Therefore, we suggest that the loyalty level increases when the social media interaction increases.

The impact of social media utilization at client level reaches beyond reseller loyalty. We found out that brand and store performance highly affected. The contagion impact of social media utilization emphasizes the significance of utilization between different levels as well as at the same level in supply chain. Almost every organization today emphasizes social media utilization, so, it is essential to consider its performance consequences, which support large-scale opportunities for future research of these relationships.

Managerial implications

The advertising and marketing strategies has changed significantly that conventional approaches are not enough. As clients undergo growing varied communication channels, communication has become divided and unreliable. Social media provides seller-reseller coordinators, a facility to communicate fast and efficiently. It further facilitates communication with brand and business. The social media utilization is not only for client; it is highly valuable in the business to business environment. It is suggested to understand the effect of social media on developing communication with client from reseller perspective, and also promoting the seller brand across the supply chain. Seller who utilize social media for brand marketing and promotion and interact with resellers, support social media utilization at reseller level, which shows a positive effect on reseller and brand performance. For the reseller, social media supply interaction for seller and client at a same time. So, the reseller can facilitate client with latest information, whenever seller delivered it. The increase amount of communication of client with the reseller and brand, the client loyalty with reseller increases and results in effective performance for reseller and brand simultaneously. Moderating influences also exhibit interesting evaluation for seller and reseller. We examine the value of brand reputé at brand and reseller extent, because it highly influences social media utilization across the supply chain. Managers need to be aware of brand equity while setting ROI projections for a social media. Our study and evaluation support the real-life implication of our structure. Our research also underlined the significance of service ambidexterity in several relationships of supply chain. Organizations needs to continuously survey the environment for latest possibilities. The more efficiently reseller and seller developing ambidexterity, the more effective social media becomes as an interaction and marketing tool. We believe that this investigation served as a powerful beginning for future study and research.

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