

# QUANTITATIVE SURVEY OF TWITTER INFLUENCE IN ONLINE BUSINESS

BY DARIO SIPOS

# TABLE OF CONTENTS

<u><i>Abstract</i></u>	4
<u><i>Introduction</i></u>	5
<u><i>Significance of Content-type on Twitter</i></u>	6
<u><i>Importance of User Generated Content</i></u>	6
<u><i>Impact of Marketing Strategies of Businesses on Twitter</i></u>	7
<u><i>Stakeholder Analysis and Influencer Marketing through Twitter</i></u>	8
<u><i>Application of Twitter by Businesses</i></u>	9
<u><i>Objective</i></u>	10
<u><i>Methodology</i></u>	10
<u><i>Results</i></u>	11
<u><i>Multiple Regression Analysis</i></u>	24
<u><i>Discussion</i></u>	26
<u><i>References</i></u>	28

# LIST OF FIGURES & TABLES

<u><i>Figure 1 Twitter Usage</i></u>	12
<u><i>Figure 2 Popular Industry on Twitter</i></u>	13
<u><i>Figure 3 Popular Features of Twitter</i></u>	14
<u><i>Figure 4 Benefits of Twitter</i></u>	15
<u><i>Figure 5 Credibility of User Generated Content</i></u>	16
<u><i>Figure 6 Type Content that influences Users</i></u>	17
<u><i>Figure 7 Frequency of content shared by Brands</i></u>	18
<u><i>Figure 8 Factors affecting buying decisions</i></u>	19
<u><i>Figure 9 Way of sharing content</i></u>	20
<u><i>Figure 10 Impact of Negative content on Brand</i></u>	21
<u><i>Figure 11 Benefit of brand's promotional campaigns on Twitter</i></u>	22
<u><i>Table 1 Likert Scale</i></u>	23
<u><i>Table 2 Results of Multiple Regression</i></u>	25

# Abstract

*The advancement of technology and interactions of people virtually over social media has created a number of opportunities for online businesses to expand their scope and maintain their cost efficiencies as well by targeting the customers on social media platforms. Twitter is one of the actively used social media platforms by businesses to reach out to customers. Businesses seem to shift their scope more towards the online side because this is where they can reach out to their customers. The social media platforms not only facilitate the businesses in reaching out to customers, but it's also a useful platform to develop the brand image through the marketing strategies. The thing that attracts the users more towards the use of Twitter is the word of mouth communication generated on it and the freedom of sharing and expressing over this platform about one's viewpoint. This paper investigates how Twitter has played its role in shifting the scope of businesses online and developing its brand image using it as a platform. It also aims to find out how the customers have been impacted through the activities of the online business on Twitter. To find out the relation between the influence of Twitter on the online business questionnaire method has been used and data has been collected from about 80 respondents. The results have been further analyzed using the Likert scale analysis and to determine the relationship between the variable and to test the hypotheses multiple regression has been used. The results of the study showed that there is a significant relationship between the business's engagement online on Twitter and the customer's loyalty with the brand.*

## INTRODUCTION

Traditionally businesses used to communicate through person-to-person interactions or orally but with the advent of the Internet, there has been a huge shift in the marketing strategies, which has totally changed the way of interaction between the consumer and businesses. There are a number of social media platforms available that can be used by businesses to improve their reach to the customers on a large scale and even globally, which can be done much faster now due to the advancement of technology (Bulearca, 2010).

The Internet proves to be a powerful source for the consumers, which has created an opportunity for marketers representing different brands because it has enabled them to take advantage of the electronic word of mouth technique. Brands can now manage their marketing strategies to develop the trust of their customers through the message generated from word of mouth, which has been found to have a direct impact on the sales of products. Businesses have shifted their focus to co-value creation by engaging their customers and making them a part of their strategies, which has been successful in generating electronic word of mouth and engaging another customer due to the creation of brand loyalty.

Twitter is considered one of the popular social media platforms which provide the necessary tools to businesses to connect with their customers and market their products and services. It offers a simple registration process and the business can run their social media campaign using the Twitter profile. The popularity of this social media is more due to the considerable media spotlight which becomes beneficial for the businesses in having a prominent brand name (Zhang Mimi, 2011).

## **SIGNIFICANCE OF CONTENT- TYPE ON TWITTER**

The areas where the use of Twitter can be applied by the businesses include: conveying different updates about the brand, implementing various promotional techniques, engaging and satisfying the customers to have quality customer service. About 37% of the 2009 Fortune 50 firms have been found using Twitter as a microblogging platform to gain value. However, there is a little fear among the companies about this platform since it is flexible and offers very quick communication and interaction which can spread negative or inaccurate news at a faster rate that poses a threat to the businesses. On the other hand, the flexibility of this mode of communication, as well as speed, enables the businesses to solve their customer queries and resolve their issues more quickly (Case, 2011).

## **IMPORTANCE OF USER GENERATED CONTENT**

The advent of the world wide web in 1989 created a global network through the Internet. With time a number of social media platforms have been developed that have given the ability to the users to generate and share the content of their choice. This user-generated content and the spread of information through word of mouth on social media platforms have shifted power towards the customers. Businesses can take advantage of the online social media platforms only if they manage to access a customer base towards their brand. Also, staying updated with the new features and updates of the media platforms is a challenge for businesses because they have to modify their marketing strategies accordingly. Social media platforms are an effective medium to have customer information that can be used by the marketers that can facilitate them to target the right customer segment. Social media facilitates businesses to develop a web presence and build their relationship with customers (Hensel, 2010).

Promotion of deals and obtaining feedback from the customers can be done conveniently using Twitter as a marketing platform. Consumers trust the online brand contents, which are in the form of

reviews by other users, so they consider it to be a valuable source. Electronic word of mouth is totally based on the consumer's judgment about the product or service offered by the brand and the consumer behavior towards the purchasing decisions. The research conducted under different studies has shown that positive brand image results from positive word of mouth (Chung, 2012).

The type of content being shared by the businesses on their social media platforms plays a significant role in defining a particular brand. Information sharing with the users is made possible with the help of content generated on the social media platforms which can be categorized as an emotional appeal or customer engagement content. Marketers determine which kind of content can be useful for effectively communicating the brand's message to the users. In response to the content shared on Twitter, users express gratitude, inquiry, information, comment, or support. In this way, the goal of two-way communication can be achieved using Twitter as the marketing tool by brands (Taecharungroj, 2015).

## **IMPACT OF MARKETING STRATEGIES OF BUSINESSES ON TWITTER**

The interpretation of the customer about specific brand results in creating content related to the brand or retweeting the content lets others know about the experience as well. The purchase intentions of the customers are shaped by how effectively a brand delivers its message. Interactions of different customers can be viewed by a Twitter user through the brand profile which has created a lot of convenience for the buyers and challenge of maintaining the profiles by the brands. The perceptions about a particular brand lead to the following of brand which in turn impacts the purchasing decisions of the customer as well as the creation of user-generated content about the brand (Chu, 2016).

Although Twitter is one of the free advertising tools that businesses can benefit from, the challenge lies in increasing the number of followers and developing the brand through marketing strategies. The communicative power of this platform plays a significant role as it has a large number of users.

Twitter can be useful for businesses in many different ways, either it can be used as a marketing tool to get the customer following, or it can be used for market research to get to know about the various elements of the market like competitors, customer preferences, etc. Various social media platforms have led to new marketing paradigms that focus on customer satisfaction as the main goal instead of only focusing on the improvement of products or services. This is somehow due to the shift in power to the customers due to the availability of various platforms that allow the customers to give their feedback about a brand and express their perspective about their brand image through online reviews (Geho, 2010).

## **STAKEHOLDER ANALYSIS AND INFLUENCER MARKETING THROUGH TWITTER**

From grasping the attention of consumers to the involvement of various stakeholders in the business, Twitter plays an important role in facilitating the business to devise strategies and make plans for future actions. Updates about the changing social circumstances are communicated much faster on Twitter which is important for businesses to know. So businesses can have a better stakeholder analysis using the platform of Twitter (Jansen, 2009).

Celebrity endorsement serves as an important means of creating electronic word of mouth and brands adopt such strategies that involve celebrities so that they can attract a large customer base through the followers of that celebrity. This, on one hand, gives a chance to the celebrities to earn, and for businesses, it acts as an opportunity to attract a customer base. The followers of celebrities are mostly blind followers and are ready to experience the brands that are being followed by popular celebrities. The number of followers of celebrities is much greater than that of the brands therefore brands use the techniques of celebrity endorsement to develop a brand image (Burkhalter, 2014).

Influencer marketing is increasingly used for brand management by businesses using Twitter as a platform that offers collaborations and engagement with others on the platform to improve the brand image.



There has been an increase in the number of brands over the year which has created a lot of market saturation and competition among the brands to gain the maximum market share. To cope up with this situation, brands find influencer marketing as an effective tool to position themselves in the market (Arora, 2019).

Deals and sales offered by the brand serve as an effective promotional means to engage the customers. The online platforms keep reminding the customers about the coming deals and sales so that they don't miss out on their favorite products. New product launches can also be followed using online social media platforms (Rohm, 2013).

## **APPLICATION OF TWITTER BY BUSINESSES**

Businesses have now shifted their focus towards the participation and engagement of the customers by modifying their social media strategies according to the shift in new focus. Businesses in today's world not only bombard their customers with their message instead they have increased the participative role of the social media platforms where they give their customers a chance to witness their product or services which are trusted more by other customers than the businesses praising themselves only. Involving the customers in social media strategies also increases the traffic on these platforms that also makes it easy to create brand awareness (Thoring, 2011).

In order to disseminate information related to the brand, marketers use social media as a promotional tool for information diffusion to build their social network. The cruise industry has made use of Twitter in order to attract people who are interested in traveling and fun. Their way of communication with the customers was analyzed that showed that they use content generated on 4 different levels to reach out to their customers. These 4 levels include content generated by the company, travel agencies, celebrities, and bloggers. The sharing of information and the latest updates makes it possible for this industry to reach out to its customers more effectively (Park, 2016).

The term digital native is used to refer to the group of people who have been brought up in the age of the Internet. This segment of individuals is found to be more influenced by the social media marketing tactics of the businesses. They prefer to interact with the businesses through online means of communication to stay updated with the updates related to different brands. The development of this kind of brand-consumer relation in this digital age has turned out to be an opportunity for businesses (Rohm, 2013).

## **OBJECTIVE**

To have an in-depth analysis of the relation of the online businesses that use Twitter as a platform of communication to develop brand-consumer relations and to see how this impacts business performance and success. The results of the study would be justified using statistical tools and techniques. The hypotheses that are going to be tested include:

Relation of business engagement on twitter's word of mouth communication, customer involvement, user-generated content, customer loyalty, and customer perception.

## **METHODOLOGY**

To identify the relation between Twitter and online businesses, an online survey was used on the Twitter profile survey. Data were collected from 80 respondents and were then analyzed in order to come up with the results. The statistical analysis technique has also been used to further validate the data and describe the relationship between the variables in order to test the hypotheses. The participants of the study mainly include the digital natives who used Twitter often. The focus of the research has been towards finding the relation between online businesses and their relation with the customers not on any specific brand or industry.

## RESULTS

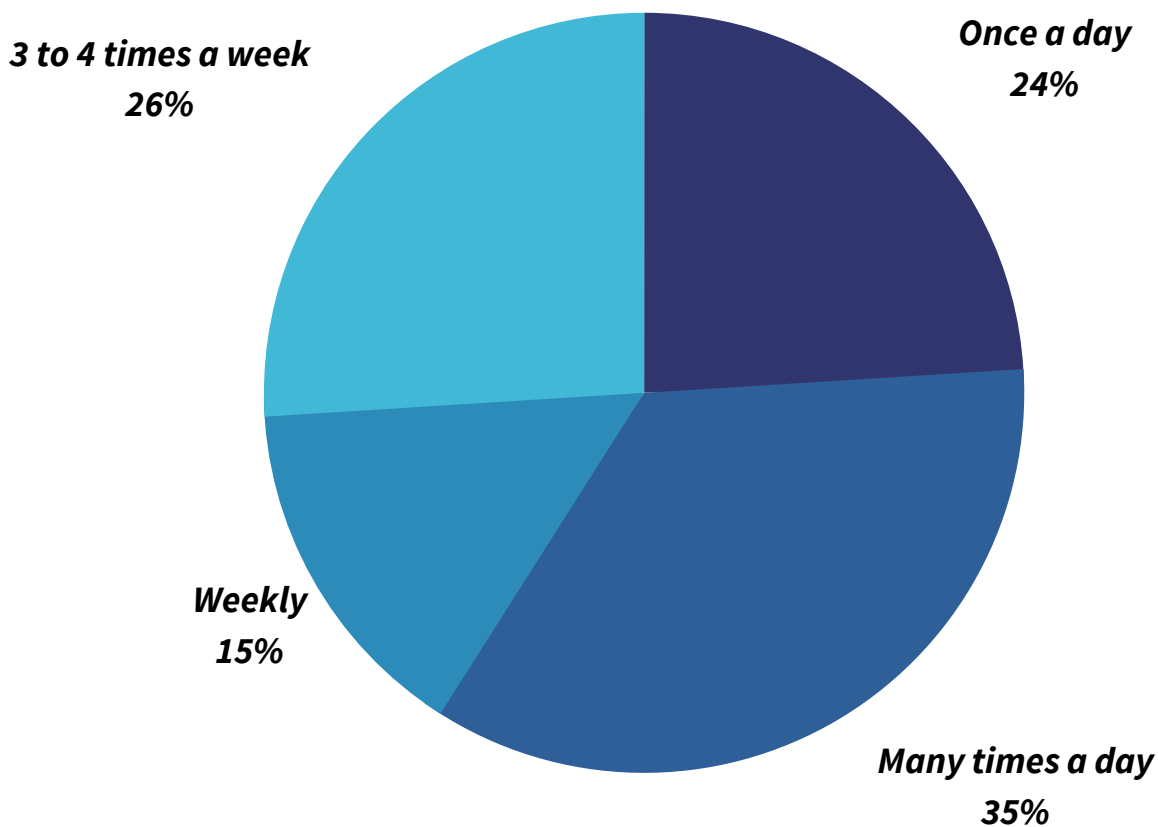
The purpose of the study was to determine the relationship between the customers and their interaction with the online businesses on Twitter.

The main variables that were studied to determine the relation between online businesses on Twitter and consumer interaction include customer engagement, customer loyalty, customer perception, and word of mouth through user-generated content.

The online survey consisted of 16 questions that the respondents were supposed to answer. To present the results of the survey, they are explained in the form of graphs and charts for the convenience of analysis. The responses from the questionnaire contributed to determining the results through concrete responses. The results from the responses are discussed as follows:

- The respondents of the study included 52% females and 48% males and their age group was between 18 to 26 years old.
- The response of the participants about the usage of Twitter is illustrated in the following charts and graphs to make the relation between customers and online businesses clear in terms of the respondent's perspective about it.

***How much do you consider is the frequency of  
your Twitter usage?***

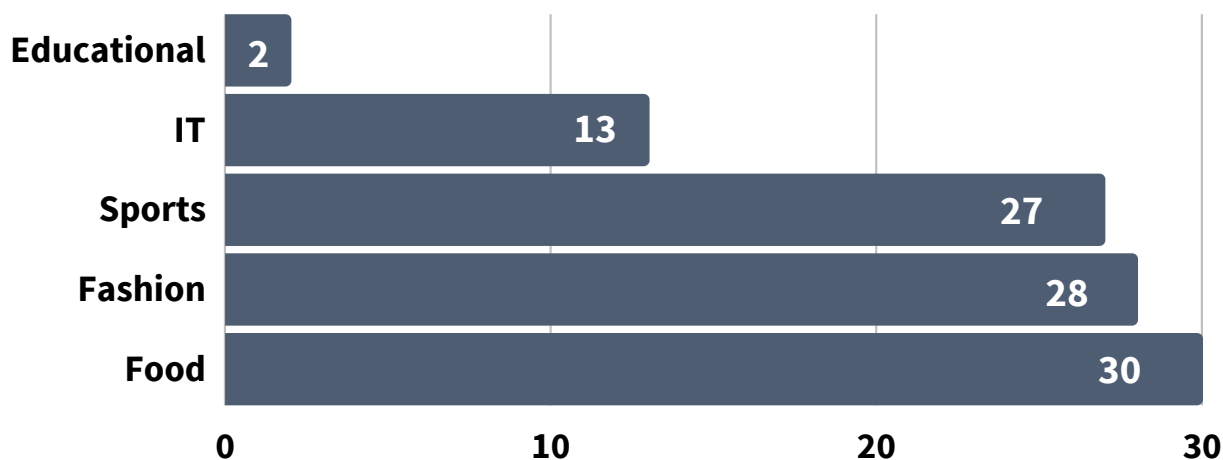


***Figure 1 Twitter Usage***

Considering the response of the participants, it can be concluded that they are digital natives and spend most of their time on Twitter, and like to stay in touch with updates. About 35% of the respondents have claimed in their response that they use Twitter many times a day. Through the response, it's quite evident that the frequency of usage of Twitter among this segment of the population is quite high which makes it an opportunity for the businesses as this social media platform offers them the segment on this platform so that they can target them conveniently.

To find out which business industry is popular among the respondents, the following question was included in the questionnaire which indirectly shows the industry that followed more by the study participants.

***Which industry brands do you think are more often followed by you on Twitter?***

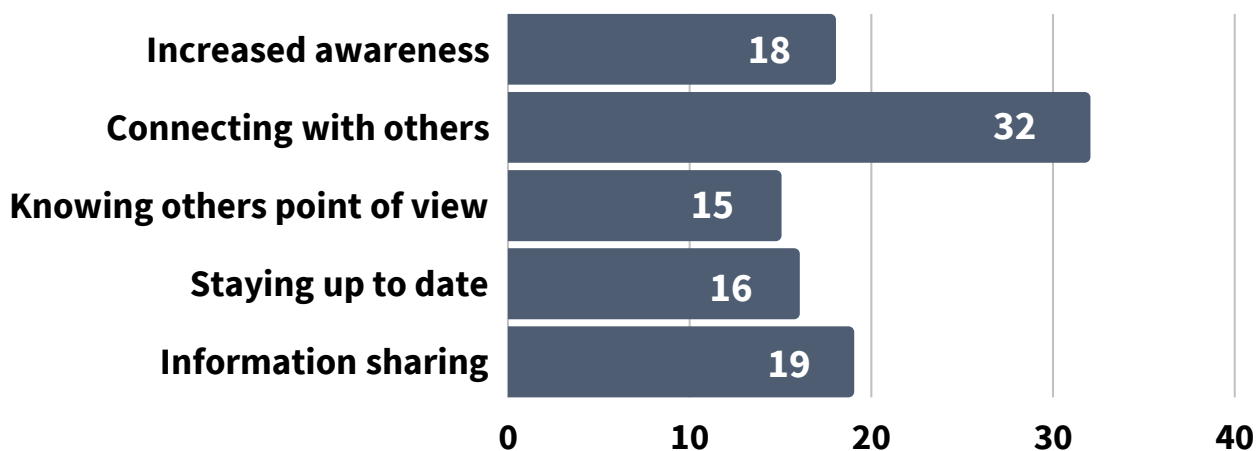


***Figure 2 Popular Industry on Twitter***

According to the response from the participants, it seems that the most popular industries that they follow on Twitter include the food, fashion, and sports industry. The food industry was almost popular among both genders while in the case of the fashion industry, the following by females were greater. On the other hand, males responded more to the option of sports industry which very few females selected. So, this shows the interests of the users in terms of the industry that they follow on Twitter.

The questions that were further developed were used to determine the expectations of the customers from different brands on Twitter.

*What features do you consider useful on Twitter?*

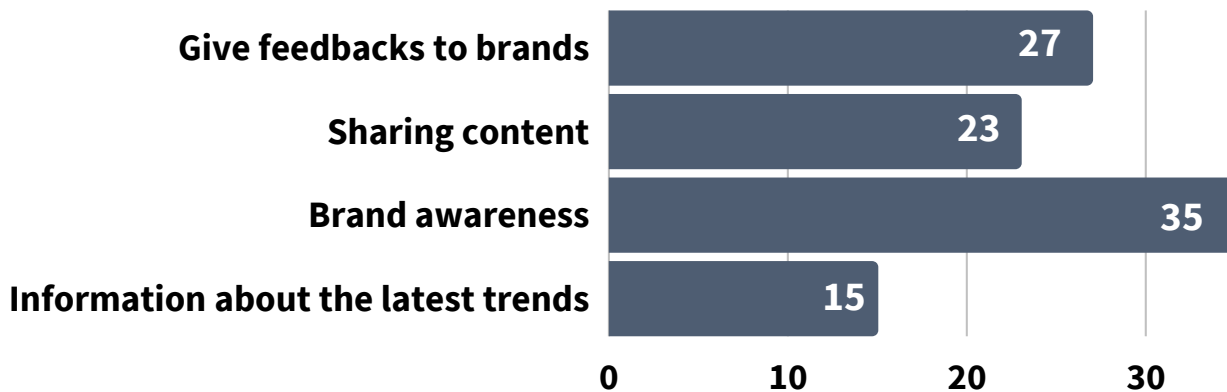


*Figure 3 Popular Features of Twitter*

The feature of Twitter that attracts the users most is networking through Twitter as it enables them to form social relationships through which they can connect, know about each other, and share their views about different stuff. 32% of the respondents used Twitter to connect with others. After this feature, the popular ones include increasing awareness and sharing information which were about 18 and 19% respectively. Knowing about the point of view of others was found to be the least important among the available options. Online businesses find this as an important opportunity to benefit from social networking developed on Twitter.

This is why they consider celebrity endorsement as an effective way to promote their brand and create awareness about it. By taking a single celebrity on board they deliver their brand message to their entire social network. The followers of that particular celebrity then share it among their networks that enable the brands to reach out to maximum people.

***What are the benefits of Twitter that make you use it?***



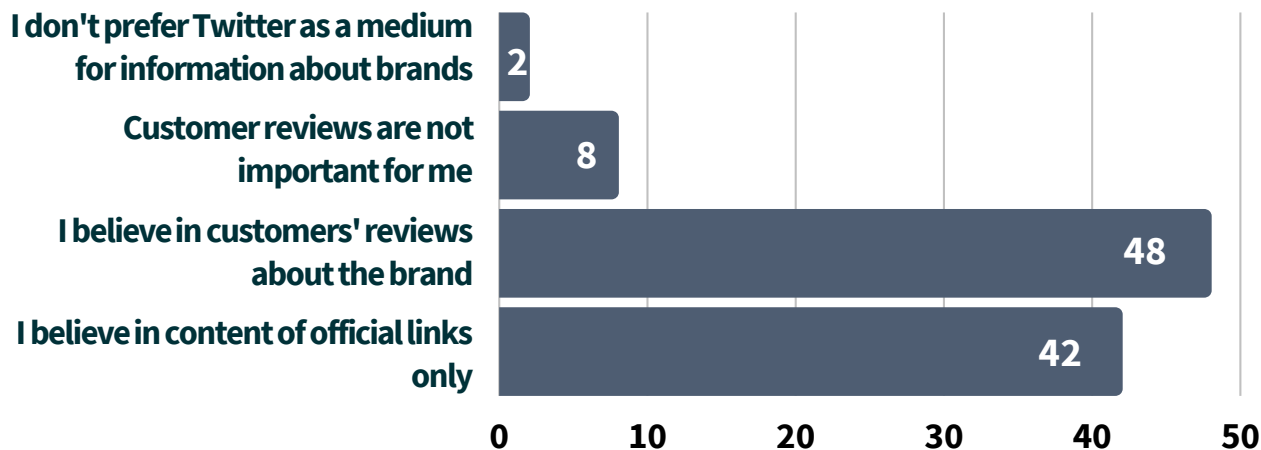
***Figure 4 Benefits of Twitter***

The main benefit that the users of Twitter believe to be is the awareness of different brands. This platform has enabled them to know about the brands more as compared to before. 35% of the respondents believed it to be beneficial.

The response also shows that they find it a useful platform to interact with different brands by giving them feedbacks, 27% of the respondents found it to be a benefit of Twitter. 23% of participants find it useful for sharing the content which is also a critical factor for online businesses to consider to ensure maximum customer satisfaction.

The information about the trends was found to be the least important among the options which are 15%.

***Does the source of information matter to you on Twitter or you believe in user-generated content?***

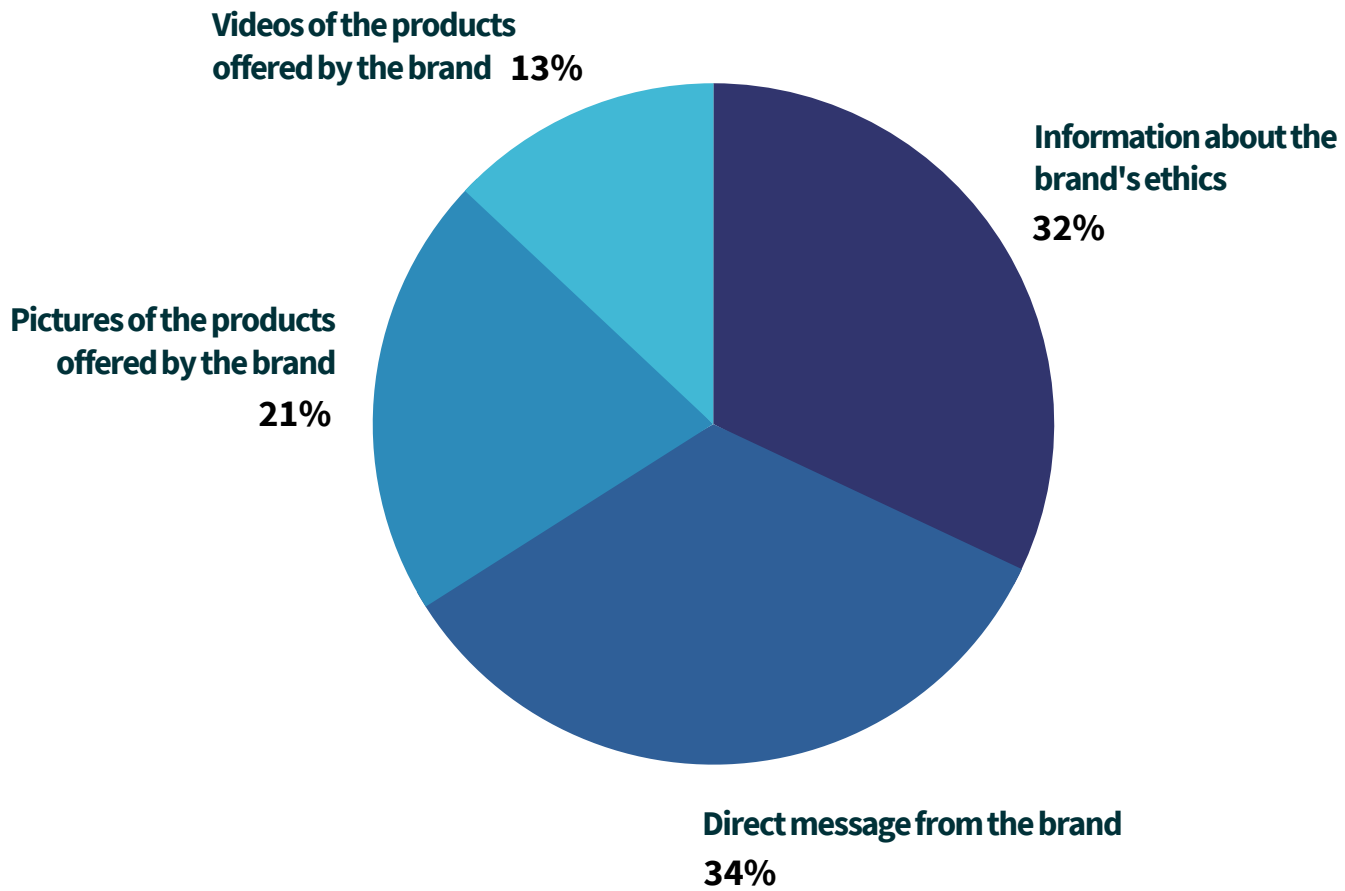


***Figure 5 Credibility of User Generated Content***

The results of the response show that Twitter users find customer reviews as an important source of information related to a brand while it seems that most of them use it as a medium to have information related to the brands. Official sources of information are considered an important factor after the customer reviews which the users find to be credible. Very few participants responded that customer reviews are not important to them. These results show why the shift of the businesses has been more towards the customers rather than just improving their product or service.



**What kind of content on Twitter influences you the most while choosing a brand?**



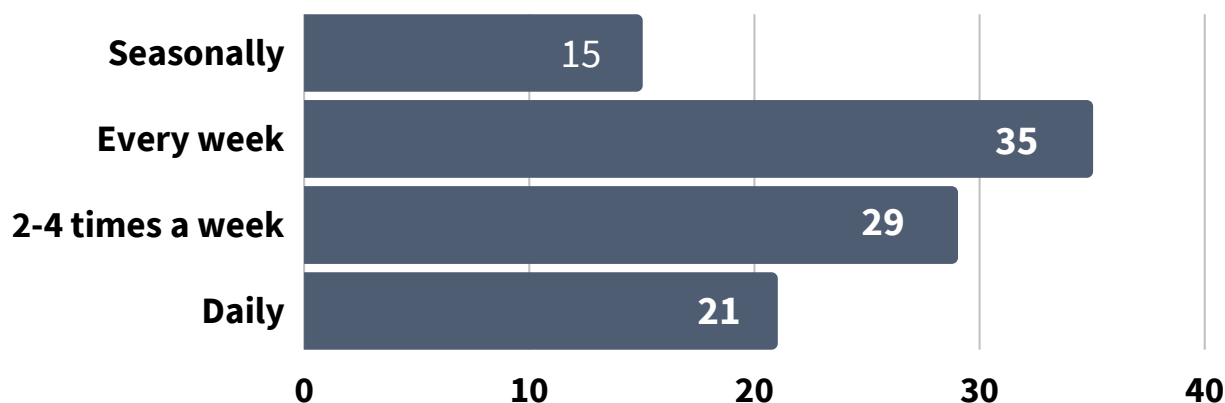
**Figure 6 Type Content that influences Users**

The answer to this question shows the preference of the customers in terms of the content that is shared by different brands.

This can be an important insight for businesses so that they can design their content accordingly. About 34% of the respondents find the direct message about the product or service influential 32% of them are interested in the ethics followed by the business while developing their product or service.

The response also depicts that the pictures or videos posted by a brand don't matter much to the customers are the response in favor of them is 21% and 13% respectively. The businesses should be conscious enough while designing their direct message and maintaining their ethics as well as overall organization culture ensuring the satisfaction of the different stakeholders.

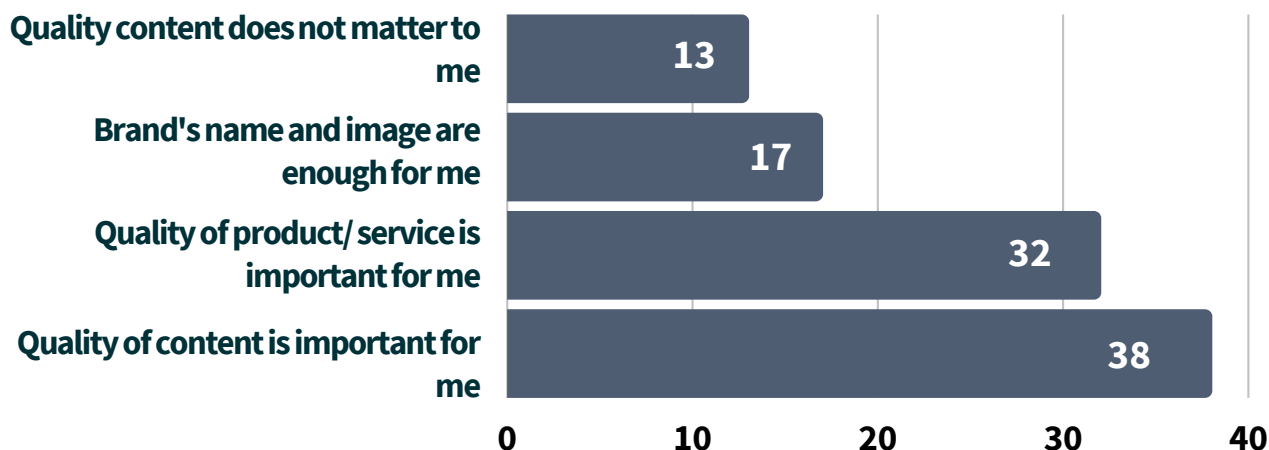
***How much do you think a quality brand should  
post content on Twitter?***



***Figure 7 Frequency of content shared by Brands***

Online businesses need to know the frequency of the content that they share on Twitter because sharing too much or too little content can affect the level of customer satisfaction. From the response, it is evident that the majority of them prefer to have weekly updates about the brand. 29% of them prefer to have updated 2 to 4 times in a week and 21% of them want daily updates. 15% of participants of the study prefer to have seasonal updates. Here what businesses can do is to design their content frequency according to the customer's preferences that maximum satisfaction level can be provided to them.

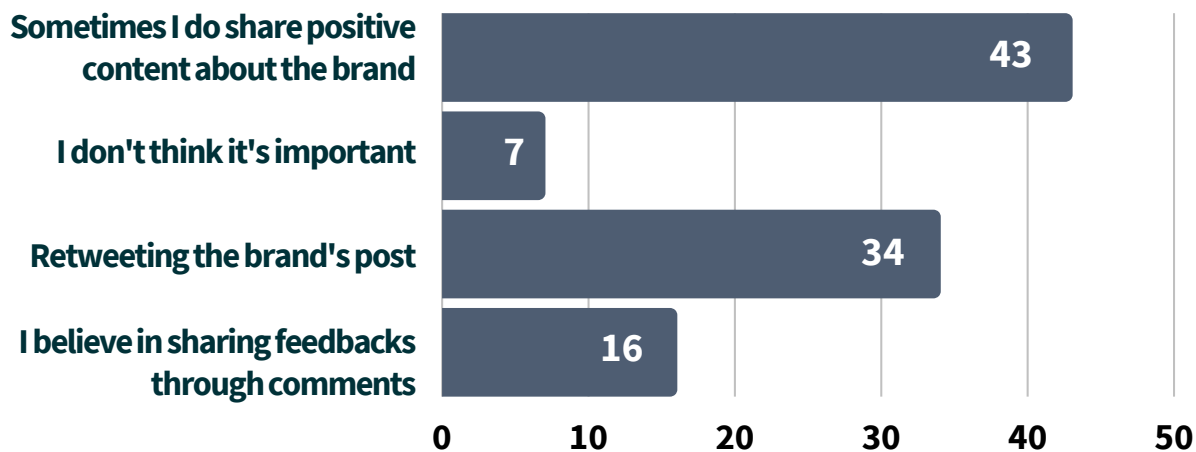
*What are the factors that affect your buying decisions?*



*Figure 8 Factors affecting buying decisions*

This question was particularly designed to know what factors are important for the customers while making their buying decisions. The quality of the content shared by the brand is an important factor for the customers as 38% of them positively responded to this option. 32% of them find the quality of product or service as an important factor, 17% find the brand image more important while 13% of them are not bothered by the content shared by a brand. This provides a useful insight into the customer touchpoints for businesses to influence the buying decisions of the customers.

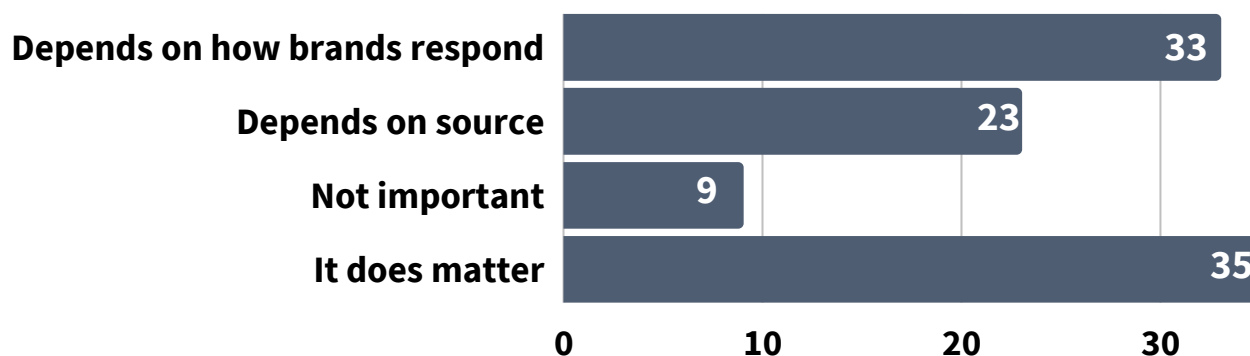
***How do you share positive content for a brand if it meets your expectations?***



***Figure 9 Ways of sharing content***

To see how much the customers, believe in sharing content about a particular brand and the ways they prefer for doing so, this question was included. The result shows that 43% prefer to share the positive content about the brand while only 7% believe that sharing content is not important. 34% of them prefer to retweet the brand post instead of generating content themselves. Sharing of feedback through comments is done through comments by 16% of the participants. The responses show that majority of them believe in generating positive content about the brand themselves.

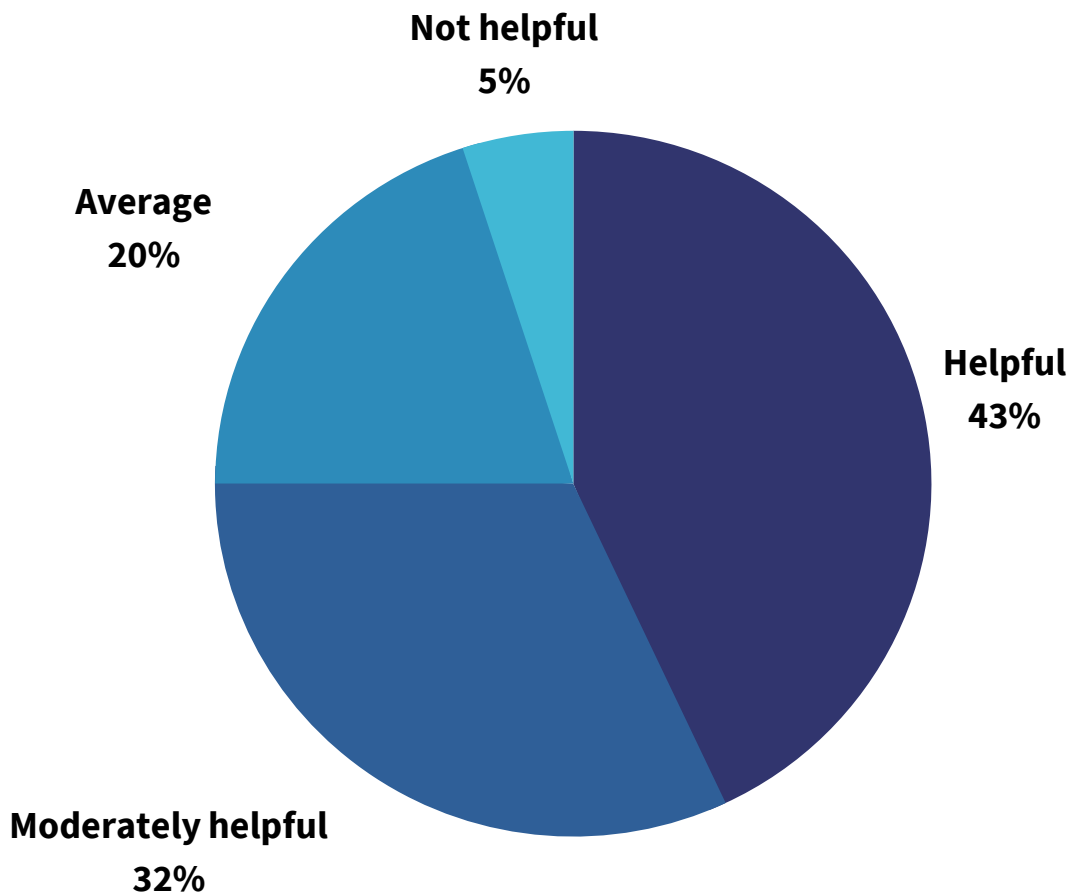
*Do you believe sharing a negative comment by customers of a brand can help in creating awareness among other customers?*



**Figure 10** *Impact of Negative content on Brands*

To determine how the platform of twitter can be a challenge for businesses that use it. Although the ease of sharing information with customers and delivery of information in a short time is useful at the same time the speedy delivery of information can be a challenge if its negative. 35% of the participants responded the negative comments do create awareness among other customers about the brand and 33% believe the impact of awareness depends on how the brand responds to it. 9% find that negative comments are unimportant while 23% consider the source of information as an important factor in creating awareness among other customers.

***Do you think the brand promotional campaigns on Twitter an effective way to know about a brand?***



***Figure 11 Benefit of brand's promotional campaigns on Twitter***

To create awareness about the brand and to ensure the loyalty of customers towards a brand it is important to engage them through promotional campaigns. From the customer's perspective, it seems that they find it helpful to know about the brand since they provide them the brand experience through such campaigns. 43% of them find them very helpful and 32% of them think it's moderately helpful. The fraction of participants that do not believe in the promotional campaigns is only 5% which means that the promotional campaigns do have a significant impact.

To further investigate the individual’s perceptions towards the brands on Twitter, a Likert scale analysis was carried out to know the impact of online businesses of Twitter on the customer’s perception and how successful Twitter proves to be a marketing tool. The Likert scale ranges from 1 to 5 and the respondents of the study were allowed to choose one of the five numbers in which number 1 denotes “yes, definitely” while 5 on this scale represents “Never”.

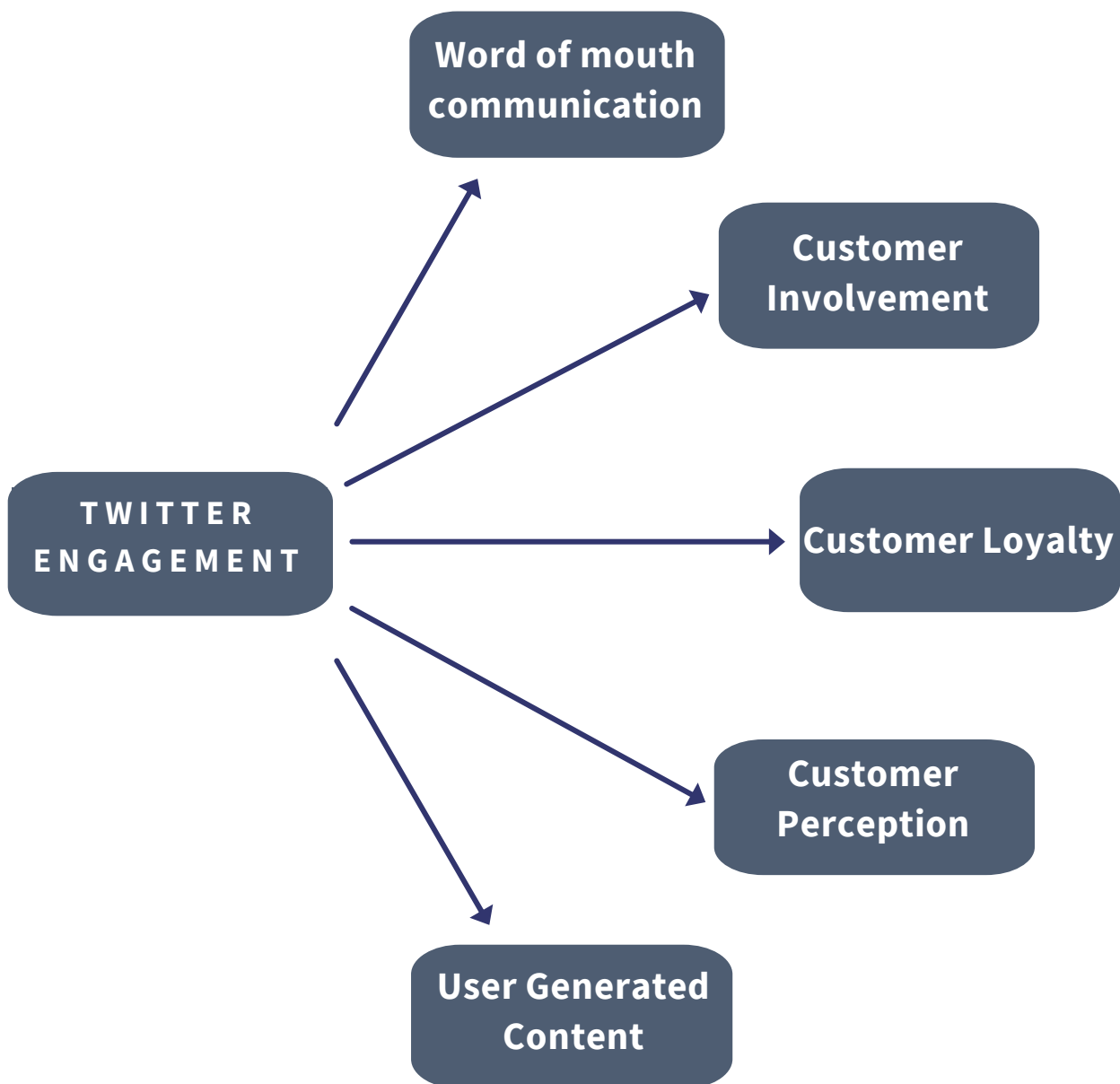
Questions	Q1	Q2	Q3	Q4	Q5
Do you believe in word of mouth communication by a brand on twitter?	45.2	27	12.8	10	5
Are you attracted by the promotional deals of brands on Twitter?	23.7	46.3	17.4	8.6	4
Do you like to be a part promotional campaigns by brands on Twitter?	15.3	11.1	43	28.7	1.9
Have you ever placed an online order by being motivated from twitter posts?	12	16	35.5	13.5	23
Do you think that the content shared by the brand defines its image?	38.1	21.3	15.7	23	1.9

**Table 1 Likert Scale**

The results of this scale reveal that Twitter users believe in the electronic word of mouth generated on Twitter and the promotions by brands in the form of deals also keep them engaged with the brands. However, a neutral response has been received in case of taking part in the campaigns by the brands on Twitter and using Twitter to place orders for a product, service, or deals offered by brands. In the case of the quality of the content posted by the brand, it seems that the consumers are quite interested and develop their perception about the brand according to the quality of content. About 38.1% of choose number 1, 21.3% of then selected number 2, 15.7 selected 3 as an option while for numbers 4 and 5, the percentages are 23% and 1.9% respectively. The results of this analysis support the relations mentioned in the hypothesis also.

## MULTIPLE REGRESSION ANALYSIS

In order to determine the relation of different variables that have an impact on the Twitter engagement of online businesses, multiple regression analysis has been conducted in order to know which variables have a significant impact on Twitter engagement of online businesses.





The table below represents the result of multiple regression analysis. Through the interpretation of the coefficients, we can determine the variables that are either positively or negatively related with twitter engagement and also through the value of the coefficients would determine the extent to which they are related with each other.

<i>Regression Statistics</i>								
Multiple R	0.994842278							
R Square	0.989711157							
Adjusted R Square	0.976850104							
Standard Error	9.21319438							

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	-43.7746708	20.96053458	-2.08843	0.105016564	-101.9704445	14.4211	-101.97	14.4211
Customer Loyalty	1.134357127	0.301590872	3.761245	0.019753575	0.297006627	1.971708	0.297007	1.971708
Customer Involvement	0.602667164	0.362759111	1.661343	0.171980639	-0.404513594	1.609848	-0.40451	1.609848
e-WOM	0.160393444	0.417165603	0.384484	0.720186454	-0.997843952	1.318631	-0.99784	1.318631
Customer Perception	0.059059333	0.217424261	0.271632	0.799348276	-0.544607193	0.662726	-0.54461	0.662726
User Generated Content	-0.03033291	0.184504212	-0.1644	0.877387685	-0.542598731	0.481933	-0.5426	0.481933

**Table 2 Results of Multiple Regression**

Considering the values of the coefficients of each of the variables, it is evident that all variables except user-generated content are positively related to Twitter engagement of online businesses. It can be observed from the value of customer loyalty that it significantly increases if the business engagement increases. Customer involvement also seems to be significantly impacted if the business's engagement on Twitter increases. Similarly, electronic word of mouth on Twitter also seems to have a significant impact on business engagement. However, among the other variables, customer perceptions are not impacted much due to the engagement of businesses on Twitter.

If we take the p values into account it seems that they are quite high that denotes that the relationship is not significant enough. The only significant variable, in this case, is customer loyalty and the rest of them are not good enough to determine the relationship. So the results from the analysis suggest that customer loyalty is positively

related to customer engagement while the rest of the variables don't have much impact. However, one of the limitations of the results could be the limited data available for the analysis of the relationship among the variables.

## **DISCUSSION**

The focus of this study has been to analyze the influence of Twitter on online businesses and how they impact customers or Twitter users. In order to advance in this advanced technology times, it has become a need of the businesses to have their online presence along with the physical ones. It has also imposed a challenge for the businesses to modify their strategies according to the needs of a particular platform they use and satisfy the needs of the customers using the online platforms because this system has shifted the power to the customers as well by providing them the freedom to voice their views about anything.

In order to support the relationship of twitter's influence on the businesses, data has been analyzed after being collected in order to present in its statistical form to analyze the results. Through the analysis, it can be concluded that social media platform like Twitter is quite popular among the users which prove to an opportunity for the online businesses to benefit from the social networks that have been developed over this platform by the interactions of the users. The questionnaire results that customers do consider the content and the campaigns shared by online businesses as a means to know about the brand. Not only this, but the users of Twitters also have the power to generate as well as share the content related to the information about the online brands which keeps them engaged.

Customers develop their perceptions about the brand through the word of mouth communication on Twitter and it can also lead to the change in perceptions of the customers towards the brand impacting the loyalty of the customers towards the brands. Through the results of this study, it is evident that Twitter is an effective model for online businesses to market themselves but at the same time, it is important for them to understand that how they can utilize this tool strategically in order to benefit from it.

While developing their social media strategies it is important to understand what kind of content would the customers like and feel interested in. In case if an online brand fails to meet the customer's expectation then it can lead to a negative brand image. Also, the shift in power to the customers through the online social media platforms imposes a challenge for the businesses in the handling of their social media accounts. So smart handling of social media platforms is what online businesses can benefit from. This is how they can get the most out of it. Another challenge is the skills required to technically manage the social media platforms to meet the changing expectations of the customers which can be done by the customers by having technical people on board to handle the online platforms.

# References

Zhang, M., Jansen, B.J. and Chowdhury, A., 2011. Business engagement on Twitter: a path analysis. *Electronic Markets*, 21(3), p.161.

Bulearca, M. and Bulearca, S., 2010. Twitter: a viable marketing tool for SMEs?. *Global business and management research*, 2(4), p.296.

Case, C.J. and King, D.L., 2011. Twitter usage in the Fortune 50: A marketing opportunity?. *Journal of marketing development and competitiveness*, 5(3), pp.94-103.

Chung, C.W. and Park, J.Y., 2012, June. When Daily Deal Services Meet Twitter: Understanding Twitter as a Daily Deal Marketing Platform. In *ACM WebScience 2012*. ACM WebSci 2012.

Taecharungroj, V., 2017. Starbucks' marketing communications strategy on Twitter. *Journal of Marketing Communications*, 23(6), pp.552-571.

Hensel, K. and Deis, M.H., 2010. Using social media to increase advertising and improve marketing. *The Entrepreneurial Executive*, 15, p.87.

Geho, P., Smith, S. and Lewis, S.D., 2010. Is Twitter a viable commercial use platform for small businesses? An empirical study targeting two audiences in the small business community. *The Entrepreneurial Executive*, 15(1), pp.73-85.

Chu, S.C., Chen, H.T. and Sung, Y., 2016. Following brands on Twitter: An extension of theory of planned behavior. *International Journal of Advertising*, 35(3), pp.421-437.

Jansen, B.J., Zhang, M., Sobel, K. and Chowdury, A., 2009. Twitter power: Tweets as electronic word of mouth. *Journal of the American society for information science and technology*, 60(11), pp.2169-2188.

Burkhalter, J.N., Wood, N.T. and Tryce, S.A., 2014. Clear, conspicuous, and concise: Disclosures and Twitter word-of-mouth. *Business Horizons*, 57(3), pp.319-328.

Arora, A., Bansal, S., Kandpal, C., Aswani, R. and Dwivedi, Y., 2019. Measuring social media influencer index-insights from facebook, Twitter and Instagram. *Journal of Retailing and Consumer Services*, 49, pp.86-101.

Rohm, A., Kaltcheva, V.D. and Milne, G.R., 2013. A mixed-method approach to examining brand-consumer interactions driven by social media. *Journal of Research in Interactive Marketing*.

Thoring, A., 2011. Corporate tweeting: Analysing the use of Twitter as a marketing tool by UK trade publishers. *Publishing research quarterly*, 27(2), pp.141-158.

Park, S.B., Ok, C.M. and Chae, B.K., 2016. Using Twitter data for cruise tourism marketing and research. *Journal of Travel & Tourism Marketing*, 33(6), pp.885-898.

# **QUANTITATIVE SURVEY OF TWITTER INFLUENCE IN ONLINE BUSINESS**

**WEBSITE: [WWW.DARIOSIPOS.COM](http://WWW.DARIOSIPOS.COM)**

**EMAIL: [DARIO@DARIOSIPOS.COM](mailto:DARIO@DARIOSIPOS.COM)**