

Influence of Social Media Marketing on Consumer Purchase Intention.

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ABSTRACT

Social media marketing is a ruling tool for organization and marketers to market their product or service to customers. It is easier for organization to generate lead, reach as many of the customers through digital mode. This digital platform gives a wide perspective of creativity and working to grab potential customers. In this study focus was on social media marketing and how it shows an impact on consumer purchase intention. The main three factors considered are social media advertisement, electronic word of mouth and trustworthiness. Data was collected from 182 respondents selected by convenience sampling method. Data analysis is done through IBM SPSS 24.0 software by using multiple liner regression. According to the data analysis it is found that among the three factors electronic word of mouth and trustworthiness shows the significant impact on consumer purchase intention and social media advertisement fails to any impact. It has also been found that youth are mostly active on social media and likely to purchase through social media websites and the most preferred social media is Facebook.

Key Words: *Social Media Marketing, Consumer buying behavior*

INTRODUCTION

The 21st century is the era of technology and innovation. The role of technology has been very crucial and important in the field of marketing from the very beginning. From old days to now there is a tremendous change in the ways and strategies of marketing. Today's generation is all about social media and its related trends, even the many companies are focusing on social media and taking help of it to attract customers. (Jain et al, 2017)

The social media marketing is a type of marketing where social media networks and websites have been used to promote and sale the products or services. Social media marketing not just useful to target the customer but it is also a tool helpful to build the data analytics and keep overall track record of the efforts made by the marketers as well as purchase cycle of the customer. There are many social media handles which people are using such as Facebook, Instagram, Twitter, LinkedIn, Pinterest, You tube etc., and it is found that almost every person has his/her account on social media. It has become very convenient for users to access their social media accounts through mobile phones from anywhere. It has increased the social media time as well as number of users. It has become easier for small firms also to identify target audience through the big data generated due to use of maximum social media by mobile phone users. This gives a platform to company as well as to customer to direct interact with each other and which allow organisation to serve their potential consumers more efficiently and effectively through better customer relationship management, extended product lines, cost effectiveness and customized offers. (Felix, Rauschnabel,& Hinsch 2016)

The types of social media advertisement are image ads, video ads, carousel ads, stories ads, text ads etc. This study will show whether this advertisement has impact on consumer purchase intention or not.

Electronic word of mouth (E-WOM) is form of a buzz created on online or social media platform about a product, service or company which spreads over the online platform. (Jansen, Zhang, Sobel & Chowdury, 2009). This kind of a buzz may be positive or negative as it depends how it is perceived by the customers.

So, this study will show is there any significant impact of E-WOM on consumer purchase intention or not (Ismagilova & Dwivedi, 2017).

Trust is a focal and crucial factor when we talk about any product, service or brand. The brand image holds the perspective of trustworthiness among the customers. It is very important for a customer that the product or a service which he/she is purchasing worthy for the value of money, quality, durability, strength, long lasting etc., if the customer is satisfied by the product or service then it is believed that customer is tend to repeat the purchase another time. Hence, it depicts that customer shows trust on the product, service or company. So, this study will identify the strength of the trustworthiness of the customers.

There are many social media tools used by the customers, So, this research study will find which social media tool is mostly used by the customer and majorly which age group is highly indulge in using social media.

Hence, overall study of these objectives suffices the formation of the hypothesis for the study and accordingly the hypothesis testing was done to find the significance of the purposed hypothesis.

Scope of the Study:

- This study emphasis on the influence of social media marketing and its related factor such as social media advertisement, E-WOM & trustworthiness on consumer purchase intention.

Social Media used in general are

1. Social networking sites: Facebook, Twitter & LinkedIn
2. Social review site: Yelp & TripAdvisor
3. Image sharing sites: Instagram, Imgur, Snapchat
4. Video hosting sites: You Tube
5. Community blogs: Medium & Tumblr
6. Discussion sites: Facebook, Twitter, Reddit & Quora
7. Sharing economy networks: AirBnB, Rover

Advantages of social media marketing for Company

1. To reach large audiences
2. Direct connection with audience
3. Create organic content
4. Access to paid advertising services
5. Build brand
6. Drive traffic to website
7. Evaluation of performance
8. Create viral content
9. Uncover valuable insights

Disadvantages of social media marketing for Company

1. Negative feedback
2. Open up the potential for embarrassment
3. Spend lot of time on campaigns
4. Wait to see results
5. Security and Privacy policy issues

Advantages of social media marketing for Customer

1. Sales and Offers
2. Be Heard
3. Assistance
4. In the know
5. Variety of products and services
6. Wide information
7. Easy to access

Consumer Purchase Decision

The purchase decision begins with the problem recognition stage, which occurs when the consumer identifies a need, typically defined as the difference between the consumer's current state and their desired state. The strength of the need drives the entire decision process.

Information search is the phase where consumers scan both their internal memory and external sources for information about products or brands that will potentially satisfy their need. The aim of the information exploration is to recognize a list of choices that signify accurate buying possibilities. Throughout the entire process, the customer involves in a sequence of psychological assessments of options available, searching for the best value. Towards the end of the evaluation stage, consumers form a purchase intention, which may or may not translate into an actual product purchase.

Even when consumers decide to proceed with an actual purchase, the decision-process is not complete until the consumer consumes or experiences the product and engages in a final post purchase evaluation; a stage in which the purchaser's actual experience of the product is compared with the expectations formed during the information search and evaluation stages. The stages of the decision process normally occur in a fixed sequence. However, information search and evaluation can occur throughout the entire decision process, including post-purchase. (Dewey,2010)

LITERATURE REVIEW

In today's revolutionized era technology plays a very important role and it has become an irreplaceable part. It has made everything so simple to understand, learn and apply. If we talk about application of technology in the field of networking, it has been a tremendous help. Networking had led to the evolution of social media. Social networking sites have become the avenues of the organization and marketers where they are able to extend their marketing campaigns and promotional campaigns to their customers. Social media have given a stage to perform various campaigns at a same time. Social media refers to the process of gaining and expanding website traffic or attention through social media networking sites. Social media programs to pull the attention of the readers by creating creative contents and hence encourages them to share it with their

social media networks. Thus, a corporate message is been widely spread from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Social media has become a resource or a platform that is easily accessible to anywhere and anytime with internet access. This helps organization to increase communication and foster brand awareness and improved customer service. Additionally, social media serves relatively an inexpensive and user-friendly platform for organization to implement marketing campaigns. The massive use of social media in today's date is because of the usage of the smartphones. The usage of smartphones has benefit for social media marketing. Smartphones has capabilities to perform all the activities of social media networking with the access of internet. So, all information about happenings are notified to an individual person in real-time. It is much uncomplicated for the organization and marketers to reach customers and target them accordingly. (Bajpai & Pandey, 2012)

A conclusion, research has determined that retailers can increase awareness of their brand by being creative when engaging customers on social media sites. "As more shoppers are using social media (e.g., Twitter, Facebook and LinkedIn) and rely on them for marketing shopping decisions, promotion through these media hence it has become important" (Shankar et al. 2011, 32). According to Curran et al. (2011), social media sites such as Facebook are more useful as through which marketer reach to the target audience in less cost as compared to the conventional advertising media. Another major benefit of the social media advertising is that it generates database of the target customers as their preference, taste purchase time, frequency, budget and timings of purchase. This is very useful for marketers for designing marketing strategies to deliver best to their customers. (Holly Paquette, 2013).

These developments have introduced a new stream in e-commerce, called social commerce, which empowers consumers to generate content and influence others. These interactions provide different values for both business and consumers. Both are involved in the co-creation of value. The present study borrows constructs from the technology acceptance model, and integrates them with trust and social media concepts to propose a model to examine the role of social media in e-commerce and social commerce adoption. (M. Nick Hajli, 2014).

Social media permits individuals to easily communicate both ways with target audience and proposes numerous methods for marketers to reach and engross with consumers. Considering the numerous ways social media affects individuals and businesses alike, in this article, the authors focus on where they believe the future of social media lies when considering marketing-related topics and issues. Drawing on academic research, discussions with industry leaders, and popular discourse, the authors identify nine themes, organized by predicted imminence (i.e., the immediate, near, and far futures), that they believe will meaningfully shape the future of social media through three lenses: consumer, industry, and public policy. Within each theme, the authors describe the digital landscape, present and discuss their predictions, and identify relevant future research directions for academics and practitioners. (Appel, Grewal & Hadi 2019).

Social media allows customers and prospects to communicate directly to your brand representative or about your brand with their friends. (Vinerean , Cetina & Tichindelean, 2013)

The current research was to find out the influence of social media marketing on the purchase intention of the customers. The study was conducted in Saudi Arabia. Majority of the customer purchase intentions are explained by Social Media Marketing. (Alfeel & Ansari 2019)

It is known to all that marketers required to design marketing mix strategies by focusing on the customer purchase behaviour. Customer purchase behaviour means finding out more about your target customers that means to find out what they want, where they want, how they want, at what occasion they want, at what price they want. As internet usage through mobile phones has shown significant increase in last couple of years. Speed of increasing smart phone users is notable. Now boundaries of urban and rural area are also diminishing in terms of electronic media usage for social media as well as online purchase. Hence marketers

are due weightage to e-marketing through social media, online media and various digital flat forms to appeal and encourage the customers to purchase their goods or service products. (Mazeed & Kodumagulla, 2019)

Marketers are shifting towards customers for developing marketing mix through social media. Consumer use and purchase behaviour change in response to the new tools like social media. Fundamental user base is contributed by use behaviour and firm revenue is generated by purchase behaviour. The study has attempted to examine the various effects of cognitive, affective, and evaluative dimensions on use and purchase behaviours. It has resulted that, use behaviour is affected by affective dimension and purchase behaviour is dependent on cognitive and evaluative dimensions. However, evaluative identity can be dominant over the cognitive parameter. (Pankaj & Rahil 2019)

Electronic appliances, Mobile Phones, Apparel, Footwear, Entertainment and Tourism are major categories which are searched and purchased most online. Information regarding these products as discounts and reviews are searched most online. Convenience of searching from anywhere at any time is one of the most influencing factor while collecting product information online. Social media is used to collect information regarding the performance of the product and rated as trustworthy source of information. Hence marketers are considering social media to create awareness regarding their product. (Funde & Mehta, 2014)

Believability on reviews regarding products on social media is high. People believe on the ratings and feedback posted on social media. Hence Marketers try different sales promotion techniques to get positive responses in more numbers on social media.

The evaluations posted on social media encourage or may discourage the decision of purchasing specific product. Marketers are paying attention to the concern or issue shared by customers on social media regarding their products. Marketers invite suggestions and feedback so as they can take corrective action to resist the spread of negative word. Even marketers encourage customers to fill feedback forms or make arrangement of official web platforms for registering complaints. Marketers display the report of action taken on the concerns openly on social media for positive word about their product.

Social media cannot be segmented on the basis of demographic characteristics. Generally social media users are showing the similar purchase behaviour as purchasing the product for which maximum positive reviews are posted. Hence marketers are eager to create positive Word of Mouth on social media to increase their sales.

Users are not more enthusiastic to share their reviews. Marketers required to keep an eye on such tendency of not to share review. Dissatisfied customers may easily switch on to other options due to ease of finding such products online. Hence Marketers are designing the schemes to encourage the satisfied customers to write reviews on social media. (Funde & Mehta, 2014)

Social Media is providing a platform for interaction. On social media Customer assessments and availability product information is also available. Social Media also provides platform to assess alternatives.

Customers are giving more weightage to customer endorsements than the company advertisement. Purchase intention is complex phenomenon. Promotional Incentives, interaction platform, engagement, endorsement by other customers, electronic word of mouth through customer reviews, believability and satisfaction influence purchase decision positively. Social media can be used to implement all the said measures to generate good E word of mouth for enhancing image of the product. Another benefit of social media marketing is that target audience can be reached in less time and less cost as compare to mass marketing. Through social media promotional campaigns can be modified to greater extent as compare to mass media where cost is high and reach cannot be measured accurately. But on the other side customers find exaggerated positive reviews or irrelevant posts then there is high possibility of losing the customer. (Rehmani, 2011).

Social media marketing communications had a favourable influence on cognitive, affective and behavioral attitude components among young consumers (Duffett, R. G. 2017).

On the basis of the literature review the need to study influence of factors as social media advertisement, Electronic Word of Mouth was found. Hence the objectives of the study were set as mentioned below.

Objectives

- To study the influence of social media marketing on consumer purchasing intention.
- To study the impact of factors (social media advertisement, electronic word of mouth (E-WOM) and trustworthiness) on consumer purchasing intention.
- To find which social media is most preferred by the consumers.

Hypotheses

On the basis of gap identified and objectives of this study hypotheses were formulated as

Hypothesis 1:

- H₀: There is no significant relationship of social media advertisement and consumer purchase intention.
- H₁: There is a significant relationship of social media advertisement and consumer purchase intention.

Hypothesis 2:

- H₀: There is no significant relationship of electronic word of mouth (E-WOM) and consumer purchase of intention.
- H₁: There is a significant relationship of electronic word of mouth (E-WOM) and consumer purchase intention.

Hypothesis 3:

- H₀: There is no significant relationship of trustworthiness and consumer purchase intention.
- H₁: There is a significant relationship of trustworthiness and consumer purchase intention.

RESEARCH METHODOLOGY

In this research deductive research method was adopted to carry out the research proceedings thus it will include descriptive type of research design. Therefore, this research conclusion will be in the form of numbers or in the quantitative form.

Sources of data and method of data collection

Both secondary and primary data is used. Secondary data is gathered from various research papers, articles, books and journals and primary data is collected through structured questionnaire.

First phase of study includes secondary research by using secondary data collection which includes factors affecting consumer purchase intention on social media marketing, whereas second phase of study is associated with primary research by gathering primary data through survey method.

Research tools and techniques

Research tool used for this study was survey method. The questionnaire is structured in nature and it contains close ended type of questions. The type of scale used is interval scale which include 5point Likert scale, where 1- strongly disagree, 2- agree, 3- neutral, 4- agree, 5- strongly agree

For analysis of data and hypothesis testing, IBM SPSS 24.0 was used to perform multiple linear regressions.

Sampling techniques

Population: The population includes the online customers those who are active on social media.

Sampling technique: Non- probability sampling technique is used under which convenient sampling is used.

Sample size: The sample size for this study will be determine by the Krejcie and Morgan formula for non-probability sampling technique.

Calculation of sample size

Sample size: $(zs/e)^2$

Where, z = Level of significance, s= standard deviation, e= permissible error

Z= 1.96 (5% level of significance)

S= Likert scale – 1

So, we have used 5- point Likert scale. Therefore,

$S = 5 - 1 / 6 = 4/6 = 0.67$

E= 0.10 (10% error of margin)

Sample Size= $(1.96 \times 0.67 / 0.10)^2 = 169$

Thus, for non- probability sampling the sample size should be at least 169 .

Sample size taken for this study is 182.

DATA ANALYSIS AND DATA INTERPRETATION

The analysis of the data is carried out through IBM SPSS 24.0 by using Multiple Linear Regression.

Dependent Variable: Intention to buy

Independent Variable: Social media advertisement, Electronic word of mouth (E-WOM) and Trustworthiness

Table No. 1

Descriptive Statistics			
	Mean	Std. Deviation	N
INTENTION TO BUY	4.1731	0.56141	182
SOCIAL MEDIA ADVERTISEMENT	4.0797	0.57979	182
E- WOM	4.2816	0.45974	182
TRUSTWORTHINESS	3.9286	0.73609	182

Interpretation: In the table of descriptive statistics the value of N represents the total number of responses taken for the analysis. Therefore, the total number of responses taken for the study is 182.

Table No. 2

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.744 ^a	0.553	0.546	0.37829	0.553	73.548	3	178	0.000	1.947
a. Predictors: (Constant), TRUSTWORTHINESS, E- WOM, SOCIAL MEDIA ADVERTISEMENT										
b. Dependent Variable: INTENTION TO BUY										

Interpretation: In the table of model summary the Durbin Watson value is 1.947 which lies between 0-4 thus it states that the residuals are uncorrelated. Therefore, it satisfies the assumption of Independence.

The value of adjusted R^2 is 0.553, it means that intention to buy is explained 55.3% by independent variable that is social media advertisement, electronic word of mouth (E-WOM) and trustworthiness.

Table No. 3

Correlations					
		INTENTION TO BUY	SOCIAL MEDIA ADVERTISEMENT	E- WOM	TRUSTWORTHINESS
Pearson Correlation	INTENTION TO BUY	1.000	0.495	0.514	0.721
	SOCIAL MEDIA ADVERTISEMENT	0.495	1.000	0.548	0.530
	E- WOM	0.514	0.548	1.000	0.513
	TRUSTWORTHINESS	0.721	0.530	0.513	1.000
Sig. (1-tailed)	INTENTION TO BUY		0.000	0.000	0.000
	SOCIAL MEDIA ADVERTISEMENT	0.000		0.000	0.000
	E- WOM	0.000	0.000		0.000
	TRUSTWORTHINESS	0.000	0.000	0.000	
N	INTENTION TO BUY	182	182	182	182
	SOCIAL MEDIA ADVERTISEMENT	182	182	182	182
	E- WOM	182	182	182	182
	TRUSTWORTHINESS	182	182	182	182

Interpretation: In the table of correlations, the value of Pearson correlation is less than 0.7 between intention to buy (dependent variable) and social media advertisement, electronic word of mouth (E-WOM) and trustworthiness (independent variables). Thus, it states that there is less chance of multi collinearity

Table No. 4

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.575	3	10.525	73.548	.000 ^b
	Residual	25.473	178	0.143		
	Total	57.048	181			

a. Dependent Variable: INTENTION TO BUY
b. Predictors: (Constant), TRUSTWORTHINESS, E- WOM, SOCIAL MEDIA ADVERTISEMENT

Interpretation: In the table of ANOVA the significant value is 0.00 which less than 0.05. It means that there is significant impact of independent variable (social media advertisement, electronic word of mouth and trustworthiness) on dependent variable (intention to buy).

Table No. 5

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.197	0.271		4.411	0.000		
	Social media advertisement	0.093	0.062	0.096	1.505	0.134	0.616	1.624
	E- wom	0.195	0.077	0.160	2.534	0.012	0.631	1.584
	Trustworthiness	0.448	0.047	0.588	9.452	0.000	0.648	1.543

a. Dependent Variable: INTENTION TO BUY

Interpretation: In the table of coefficients the value of Variance Inflation Factor (VIF) is 1.624, 1.584, 1.543 for social media advertisement, E-WOM and trustworthiness respectively which is less than 10.

Also, the value of Tolerance is 0.616, 0.631, 0.648 for social media advertisement, E-WOM and trustworthiness respectively which is greater than 0.2.

Thus, it states that independent variables are not highly correlated with each other. Therefore, it satisfies the assumption of multicollinearity.

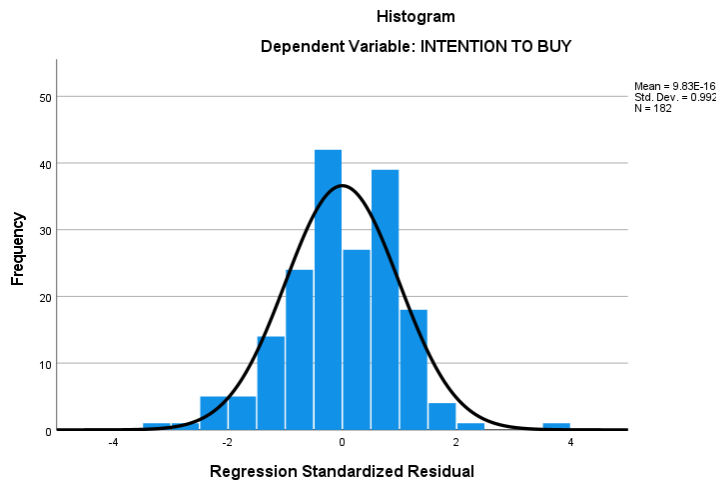
Table No. 6

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.7841	4.8793	4.1731	0.41767	182
Std. Predicted Value	-3.326	1.691	0.000	1.000	182
Standard Error of Predicted Value	0.029	0.141	0.053	0.018	182
Adjusted Predicted Value	2.5995	4.8825	4.1725	0.42064	182
Residual	-1.19378	1.46591	0.00000	0.37514	182
Std. Residual	-3.156	3.875	0.000	0.992	182
Stud. Residual	-3.188	4.112	0.001	1.008	182
Deleted Residual	-1.21819	1.65053	0.00060	0.38766	182
Stud. Deleted Residual	-3.274	4.310	0.000	1.018	182
Mahal. Distance	0.062	24.120	2.984	3.252	182
Cook's Distance	0.000	0.532	0.009	0.041	182

Centered Leverage Value	0.000	0.133	0.016	0.018	182
a. Dependent Variable: INTENTION TO BUY					

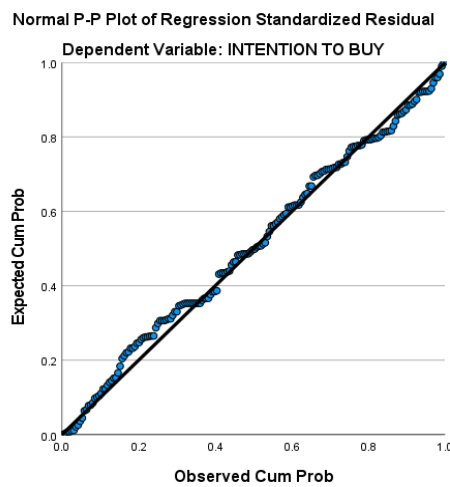
Interpretation: In the table of Residual Statistics, the value of Cook’s Distance is 0.000 to 0.532 which less than 1 it interprets that there are no influencer outliers.

Graph No. 1



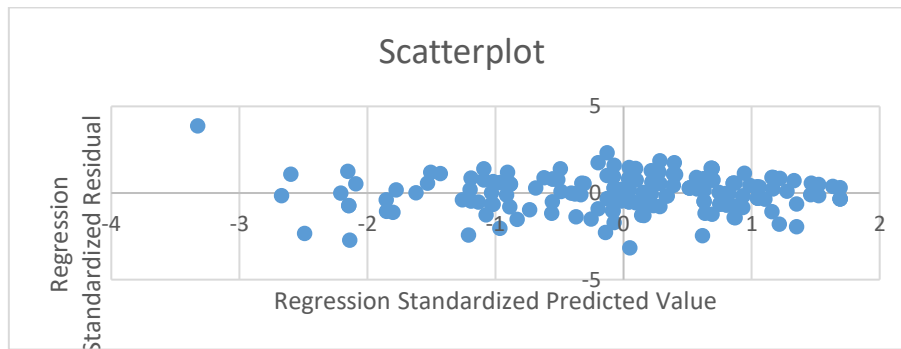
Interpretation: In the histogram the residuals are normally distributed under the bel shaped curve.

Graph No. 2



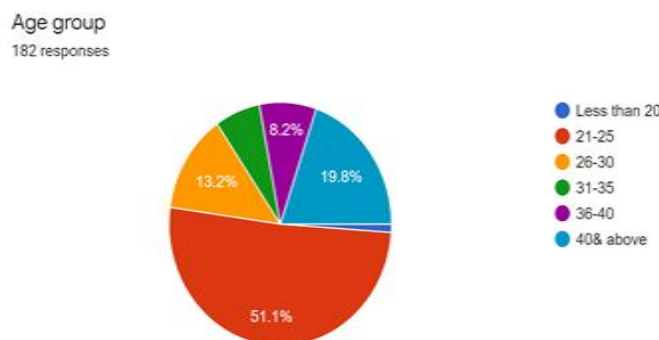
Interpretation: In this graph, the points of residual are near to the line so it depicts that the residuals are normally distributed. Thus, it holds the assumption of normality of residuals.

Graph No. 3



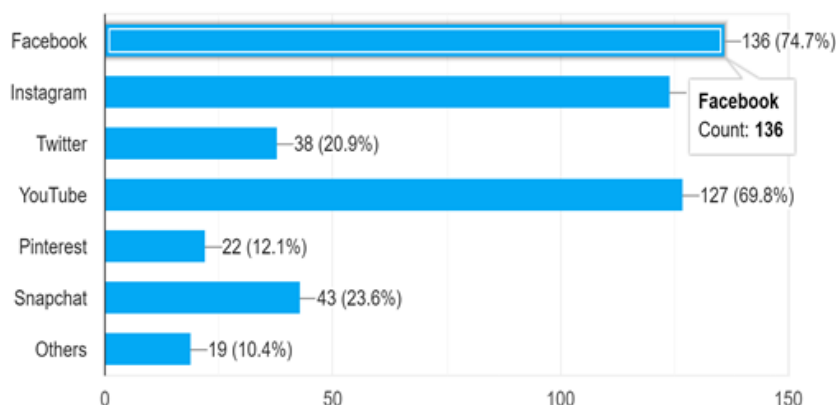
Interpretation: In the scatterplot most of the points lies between -3 to 3 which shows that points are normally distributed and scattered. Thus, it satisfies the assumption of homoscedasticity.

- **Data Interpretation of Secondary Objective**



Interpretation: According to the survey responses the age group which is mostly using social media is between 21 to 30 years old.

You are mostly preferring :
 182 responses



Interpretation: The mostly preferred social media by the people is Facebook followed by Instagram, Youtube, Snapchat, Pinterest and Twitter.

FINDINGS

According, to the responses it was found that about 65% of the social media is used by the age group between 20- 35. Among all the social media handle Facebook is used by 74.7% followed by Instagram (71%), Youtube (69.8%), Snapchat (23.6%), Twitter (20.9%) and Pinterest (12.1%).

The data collected for analysis holds all the assumptions of multiple linear analysis. According to the analysis done it shows that there is a significant relationship of social media marketing on consumer purchase intention. The significant value in ANOVA table is $0.00 < 0.05$, therefore the null hypothesis is rejected and alternative hypothesis is accepted. So, there is a significant relationship of social media marketing and consumer purchase intention. The adjusted R^2 value is 54.6.0 it means purchase intension is explained 54.6% by independent variable (E-WOM & trustworthiness.) Thus, it means that there is 54.6% impact of social media marketing on consumer purchase intention.

In coefficient table the significant value of E-WOM and trustworthiness is less than 0.05 but the significant value of social media is $0.91 > 0.05$, therefore social media advertisement has no significant relationship and consumer purchasing intention whereas electronic word of mouth and trustworthiness shows a significant relationship with consumer purchase intention. The multiple regression equation y (purchase intention) on x_i (E-WOM (x_1), trustworthiness (x_2)) is:

$$y = 1.121 + 0.213(x_1) + 4.18(x_2)$$

FUTURE SCOPE FOR RESEARCH:

- This type of study should be done in future so that changing of the trend can be recognized.
- Study with different parameters or factors for a significant period of time should be conducted. Thus, constrains will be less.

CONCLUSION

This study concluded that there is a significant relationship between social media marketing and consumer purchase intention. The factors which were considered were social media advertisement, electronic word of mouth and trustworthiness. Among these factors electronic word of mouth and trustworthiness shows a significant relationship with consumer purchase intention.

Social media advertisement does not show significant relationship with consumer purchasing intention. According to the adjusted R^2 value, it shows that social media marketing has 54.6% impact on consumer purchase intention. Also, according to the survey responses the mostly used social media handle is Facebook. Age group between 20-35 years are mostly using social media.

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