

## Factors Ascendant Consumer's Impression Towards Purchase Decision on Social Media

Dr. Anitha V<sup>1</sup>, Dr. Krishnan A.R<sup>2</sup>, Dr. Kalaivani<sup>3</sup>, Dr. Suganya V<sup>4</sup>, Dr. Marish Kumar P<sup>5</sup>

<sup>1</sup>Assistant Professor, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, West Tambaram, anitha.mba@sairam.edu.in

<sup>2</sup>Professor, SRM Institute of Science and Technology, Kattankulathur, Chennai, krishnar1@srmist.edu.in.

<sup>3</sup>Associate Professor, SRM Institute of Science and Technology, Vadapalani, Chennai, kalaivam2@srmist.edu.in.

<sup>4</sup>Assistant Professor, SRM Institute of Science and Technology, Vadapalani, Chennai, suganyav@srmist.edu.in.

<sup>5</sup>Associate Professor, Department of Management Studies, Vinayaka Mission's Kirupananda Variyar Engineering College, Salem.

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### Abstract

The Internet has expanded marketing communication channels beyond traditional print, electronic, and transportation media to include social media in cyberspace. Social media platforms like Facebook, YouTube, Google, and Twitter have recently become increasingly popular. Last three decades. Social media is a popular mode of communication for people from every stage of life, offering a variety of formats including images, videos, jokes, and peer comments. Social media platforms influence how buyers perceive a merchant's goods or services. Social networking is increasingly used to facilitate business transactions between vendors and customers. In today's digital age, people are transitioning from traditional to online purchase. Consumer attitudes are shifting. Researchers have questions about how social media influences customers' internet shopping decisions. Can buyers discern between branded and non-branded products? How long will consumers associate with the present brand? Is there any criteria set by consumers while acquiring products? The researcher used this investigation to identify answers to the questions listed above. To researcher obtained various statistical tools through SPSS to understand the consumer's impression towards purchase decision on social media.

**Keywords:** Social Media, Brand Equity, Brand Identity, Brand Loyalty and Brand Awareness.

## 1. Introduction

People of all ages view social media as the most convenient mode of communication, which may be provided in a variety of formats such as images, videos, jokes, and remarks from peers. Platforms for exchanging experiences, ideas, and information influence customer perception of a merchant's product or service. Social networking is increasingly used to facilitate business transactions between vendors and customers. According to Woodcock and Green (2010), the speed with which communications are circulated directly affects brand performance. To comprehend branding, it's important to first define it. According to the Business Dictionary, advertising campaigns with a consistent theme are used to create an enduring brand image for a product. Branding involves promoting an idea, product, service, or image to distinguish it from other organizations offering similar products, allowing buyers to identify the brand. Branding is to establish a strong and unique identity to attract and keep customers. Marketing experts focus heavily on branding. The goal is not just to increase brand recognition, but also to establish high standards that the company strives to exceed. Branding is crucial in E-commerce as it allows companies to enhance their reputation, expand their business beyond their initial offerings, and generate additional revenue by transforming their product into a distinct brand.

The main purpose of the study is to understand the consumer's online purchase decision of social media with various social media marketing strategies and techniques. The new golden age of branding involved hiring creative agencies and technologists to establish a digital presence for companies. Branding terms such as virality, buzz, stickiness, memes, and form factor have gained popularity due to a focus on digital and social marketing. Digital tools have created new communities and transformed cultural working styles. While social media is a powerful tool, it's important to note that crowd culture can impact branding strategies and determine which ones are effective. Millions of individuals buy branded things online. In today's competitive market, clients can choose, compare, and recognise products from a wide range. Customers confront the issue of comparing items to competitors and remaining loyal to a specific brand. This study aims to uncover demographic factors that influence internet purchasing behaviour.

With the help of current study, the researcher could make the attempt to identify the social media marketing association with online purchase decision. To derive the answers, the researcher was framed following research questions,

In the digital age, people are transitioning from traditional to online purchases. Consumer attitudes are shifting. There has been a shift in how young, middle-aged, and senior citizens see internet product purchases. This is due to the growth of social media and other networking websites.

Researchers have questions about how social media influences customers' internet shopping decisions. Can buyers discern between branded and non-branded products? How long do consumers associate with the existing brand? Do consumers adhere to any criteria for acquiring products?

### 1.1 Emergence of Social Media

CompuServe was founded in the 1960s during the post-war era, marking the first time people worldwide could communicate with distant pals. At the same time, a crude form of email was

invented. In the 1970s, technology advancements led to the creation of UseNet, which enabled users to communicate through virtual newsletters. In the 1980s, as demand for home computers increased, so did the popularity of social media. The effectively and Genie - General Electric Network for Information Exchange, launched in 1985, worked effectively into the 1990s. In 1986, List Serve introduced the ability to contact many people using a single email. Internet Relay Chats (IRC) were introduced in 1988 and were popular throughout the 1990s. In 1994, the Palace introduced a graphical chat room service named "palaces" where users could interact with one another. In 1997, sixdegrees.com was launched as a true social media network, allowing users to submit profiles and communicate with friends and others. Moveon.org was launched in 1998. The organisation began as an email group and centred on petitions against Bill Clinton's impeachment. In 1999, the first blogging site, Whi'sLive diary, launched to promote user interaction.

Lunar Storm, the first ad-funded social networking website, established in 2000 and closed in 2010. It is a Malaysian-created dating platform. Friend Star opened in 2002 and closed its doors in 2015. LinkedIn was founded in 2003, followed by Facebook and MySpace in 2004. Several additional sites, including Care2, Multiply, Ning, Orkut, Mixi, Piczo, and Hyves, were promoted at the same time. YouTube, founded in 2006, pioneered modern communication by facilitating media distribution across vast distances.

Other major releases include Yahoo! 360, Bebo, and Reddit's "mighty." Tumblr and frienFeed were founded in 2007, while Spotify, Ping, Groupon, and Kontain followed in 2008 and Foursquare in 2009. Instagram is now the most popular social media platform globally.

In contrast to Pinterest and Google Buzz, Buzz is a photo and video sharing website based in the United States, founded in 2010. Chinese users gained access to WeChat and TikTok in 2011 and 2016, respectively, before being restricted in 2020. Parler, a free-speech social media network, was created in 2018. During the COVID-19 pandemic, social media networks were more accessible worldwide. Virtual activities such as classes, meetings, conferences, and video conversations have replaced traditional physical tasks.

1.2 The major objectives of the study are as follows,

The study aims to examine how customer demographics affect online shopping behaviour.

- Evaluate the impact of demography on social media branding.
- Investigate how social media marketing ascendant online purchasing decisions.
- Examine how demographics influence online purchasing decisions in social media marketing.

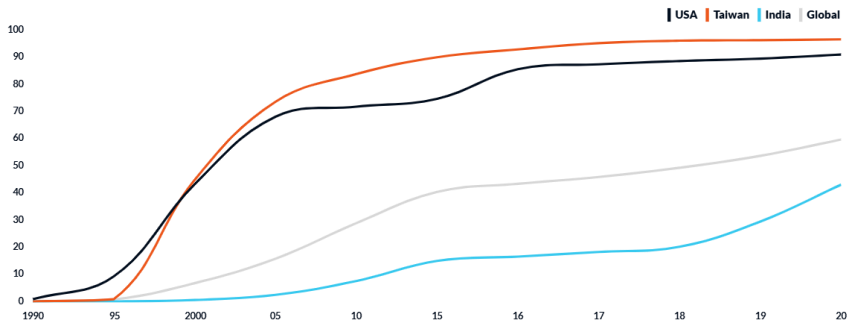
## 2. Review of Literature

The Social Media Marketing Industry Report found that 64% of marketers spend more than five hours per week on social media, while 39% spend more than ten hours (Stelzner, 2009). Facebook is the most popular social network, with 2.7 billion monthly active members, followed by YouTube (2 billion), Whats App (2 billion), FB Messenger (1.3 billion), and VChat (1.2 billion). Among the top 8 social networks by monthly active users, YouTube, LinkedIn, Twitter,

and TikTok have a higher proportion of male users. Popular female-oriented sites include Facebook, Instagram, and Pinterest, with a huge female following.

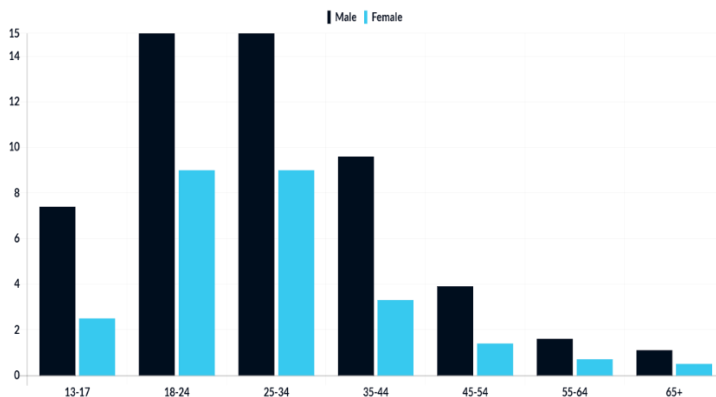
By 2020, Facebook will be the most popular social network, with 2.70 billion users out of 3.96 billion worldwide. YouTube and WhatsApp have 2 billion active users, followed by Instagram with 1 billion or more. According to Keipo's estimate, India experienced significant social media growth with 130 million new users in 2019-2020, accounting for 9.6% of its total population. China ranked second with 15 million subscribers, followed by Indonesia (12 million), Brazil (11 million), Iran (9.4 million), and the United States (6.9 million new users). Social media usage varies by generation, with 90.4% of millennials, 77.5% of Generation X, and 48.2% of baby boomers using the platform. Millennials are the most active users of social media and smartphone technology. On the other hand, tablets are more popular among Generation X. Baby Boomers are becoming more tech-savvy and exploring social media platforms.

#### Historical Internet Penetration among worldwide



Source: Statista 2023

#### Demographic profile of social media users



Source: Statista 2023

According to research from 2022, WhatsApp is the most used social networking platform in India, followed by other Meta-owned platforms such as Instagram and Facebook. However, a huge user base does not always correlate with utilisation. AXIS My India performed a recent consumer mood poll in January 2023, and 35% of people identified Facebook to be their most frequently utilised social media network, the highest in the country.

## 2.2 Online Purchase Decision with Social Media Marketing

According to Christine (2012), social media plays a crucial role in marketing and brand awareness. In the near future, social media platforms may transition away from traditional advertising methods. Researchers discovered obstacles the company encountered while using social media. While social media is beneficial, it must be used in conjunction with traditional advertising methods. Durban and Li's (2012) study aimed to analyse how online social networks affect purchasing decisions, specifically for food retailers. Gupta (2013) examined the effect of social media on product purchasing. The study confirmed the positive correlation between social media use and product purchasing intentions. Consumers' online purchasing behaviour is influenced by three key factors: product knowledge, contact with peers, and product involvement, particularly on social media. The researcher suggests that online product evaluations rely on social media reviews and peer team knowledge, rather than a product itself.

## 2.3 Branding and Social Media Marketing

Keller and Lehman (2006) examined branding research from a scholarly perspective, covering topics such as brand integration, positioning, equity measurement, development, and management. Gaps in research on branding and brand equity were found, leading to a series of inquiries. Finally, we discussed the implications of choice models, identified issues, and considered the main and interaction effects of branding. Khan and Khan (2012) investigated how social media marketing affects brand awareness and client purchasing decisions.

Brand equity encompasses elements such as performance, value, social image, trustworthiness, and commitment. The dimensions exhibited a halo effect. If a brand excels in one criterion, customers expect it to excel in all dimensions. However, if a brand fails in one dimension, customers may disregard the other dimensions and reject it, lowering brand equity. Promotion is key to increasing brand equity. Promotion boosts trustworthiness, social image, commitment, and adds value. This improves performance, hence enhancing brand equity. Jayasuriya et al. (2018) conducted a study to assess how social media marketing affects consumer-based brand equity.

## 2.4 Consumer Decision Making Process

Consumers make decisions before purchasing products, which can entail multiple phases. According to Kardes, Cronley, and Cline (2011), the consumer decision-making process contains the following steps:

Identify the real problem: The circumstance occurs when there is a gap between intended and actual conditions, resulting from the level of living and existing situation. Individuals should focus on resolving significant discrepancies and differences. The problem is defined in a meaningful way to motivate effort towards its resolution. Factors such as social, cultural,

environmental, and reference groups influence the problem recognition process. Hawkins and Mothersbaugh, 2010.

**Seeking of Information:** At this stage, consumers receive information from several sources, including personal (friends, family), commercial (salespeople, advertisements), public (mass media), and internal/external searches. According to Kardes et al. (2011), customers use internal search to recall products, whereas external search involves word-of-mouth, store visits, trials, and online social networking and social media. More searching leads to increased satisfaction with purchases and consumption.

**Assessing the Solution:** After acquiring information, the consumer compares their options. Evaluation is performed based on product attributes, customer preferences, and needs. Different consumers have different mindsets. Consumers may choose the cheapest product without considering other options, or their decision may be complex and entail multiple phases and processes. Individuals may make spontaneous decisions or rely on others' opinions. Consumers relate their impressions of a product to their expectations (Kardes et al., 2011).

**Purchase Decision:** At this point, the consumer decides to purchase the product with the most preferred brand. Purchasing decisions are primarily influenced by two factors: price and consumer attitudes towards the goods. According to Hawkins and Mothersbaugh (2010), gathering information from many sources might impact decision-making. Therefore, the Internet is a valuable tool in this stage.

**Post Purchase Decision:** This is the stage of cognitive dissonance. Consumers compare their impressions of a product to their expectations (Kardes et al, 2011) to determine whether their decision was correct or erroneous. Is he satisfied or dissatisfied?

### 3. Data Analysis and Interpretation

The study gathered data from online shoppers. Demographic data were collected. The expected outcome was estimated and compared to actual data based on the number of components divided by each variable.

#### Chi Square Analysis:

H1: There is a significant relationship in factors affecting online purchase decision with respect to Gender.

Social media factor and Gender					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Social Media	Male	266	0.448	1.007	0.072
	Female	186	-0.0637	0.98	0.0724

Levene's Test for Equality of Variances			t-test for Equality of Means						
	F	sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
Equal variances assumed	0.659	0.417	1.135	448	0.257	0.1086	0.956	-0.0794	0.2966
Equal variances not assumed			1.139	403.186	0.255	0.1086	0.953	0.0788	0.2961

The table shows that gender-related variances are significantly similar. The p-value for equal variances is 0.417. The number is more than 0.05, indicating equal variances. However, the p-value for the t-statistic is 0.257, which is also greater than 0.05. We can accept the power null hypothesis that there is no significant difference in the social media aspect of online purchase decisions based on gender.

H2: There is a significant relationship in the observed and expected frequency of respondents making online purchase decisions with respect to gender

Purchase decisions with respect to gender

	Observed N	Expected N	Residual
Male	278	225.0	53.0
Female	172	225.0	-53.0
Total	450		
Chi-Square	24.969 <sup>a</sup>		
Df	1		
Asymp. Sig.	.000		

The above table shows the observed and expected gender frequencies, which were 278 (61.78) males and 172 (38.22) females. The Residual column contains the difference between the observed and predicted frequencies. The preceding table shows that our test statistics are statistically significant ( $\chi^2(1) = 24.969$ ,  $p < 0.05$ ). This suggests that males and females make significantly different online shopping decisions. According to the data in the table above, men are more likely than women to make online purchases. There appears to be a difference in that men believe in gratifying immediate wants while women prefer to purchase long-term products that meet their long-term needs (Baker, 2012).

H03:

There is a significant relationship in the observed and expected frequency of respondents making online purchasing decision with respect to frequency of online purchase

	Observed N	Expected N	Residual
Regularly	33	112.3	-80.3
Frequently	128	112.3	15.8
Occasionally	191	112.3	78.8

Rarely	98	112.3	-14.3
Total	450		
Chi-Square		116.639 <sup>f</sup>	
Df		3	
*Asymp. Sig.		.000	

The table above shows the observed and expected frequency of internet shopping. The majority of respondents (N=191) engage in internet shopping on occasion, followed by those who do so frequently (N=128). The frequency of regular online shoppers appears to be lower because all those who often or occasionally engage in online purchasing order their products in quantity. The result of chi square with degree of freedom 3 is 116.639 ( $p < 5\%$ ), indicating rejection of the null hypothesis. This implies a statistically significant difference in the frequency of online shopping while making online purchases.

### ANOVA

H04: There is a significant difference in Brand Equity as a factor of social media and branding with respect to Age

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
15-25	160	-0.005	1.042	0.082	-0.167	0.158	-2.150	2.828
25-35	124	-0.075	0.955	0.086	-0.245	0.095	-2.031	2.828
35-45	86	0.259	0.991	0.107	0.046	0.471	-1.442	2.830
45 and above	76	-0.161	0.954	0.109	-0.379	0.057	-1.704	2.828
Total	446	0.000	1.000	0.047	-0.093	0.093	-2.150	2.830

The above table depicts the difference in mean Brand Equity ratings as a function of social media and branding. For Brand Equity, those aged 35 to 45 have the highest mean score of 0.258 with SD =.99, while the lowest mean is -0.16 with SD =.95.

The Levenes test indicates that variance homogeneity is not significant ( $p > 0.05$ ). Thus, the population variances of each group are roughly identical. As a result, we proceed to the ANOVA results, which demonstrate that the F test values, along with the degree of freedom (3, 442), are significant at 0.038, which is less than the conventional significance criterion of 5%.

H05: There is no significant difference in product awareness as a factor for online purchasing decisions with respect to monthly income of the respondents



Descriptives								
Product Awareness								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
upto 25000	121	0.114	1.247	0.116	-0.117	0.344	-2.119	5.050
25000 to 50000	158	-0.031	0.915	0.074	-0.177	0.116	-2.119	2.537
Above 50000	170	-0.048	0.890	0.070	-0.186	0.089	-2.119	2.021
Total	449	-0.002	1.000	0.047	-0.095	0.091	-2.119	5.050

The table above shows data on product awareness as a factor in online shopping decisions based on monthly income. We can see that the majority of respondents fall into the "above 50,000" category. The category contains 170 responders, but the mean and standard deviation are the lowest for the same category.

Contains the lowest standard error as well. The mean is -0.048, the standard deviation is 0.90, and the standard error is 0.069.

ANOVA					
Product Awareness					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.120	3	.707	.705	.549
Within Groups	446.067	445	1.002		
Total	448.186	448			

We tested the power hypothesis "There is no significant difference in product awareness as a factor for online purchasing decisions with respect to monthly income of the respondents" using the given table. We can see that the P-value is 0.549. This number is more than the threshold limit of 0.05, hence the hypothesis is accepted. We may conclude that product awareness has an equal impact on respondents' online shopping decisions regardless of financial level.

### Factor Analysis on Promotion in Social Media

The effectiveness of branding was assessed using a 15-item scale. The primary goal of factor analysis is to minimise the number of factors to a manageable amount while explaining variance. It enables the researcher to condense many distinct characteristics into a few more generic ones (Michael C. Ashton). The KMO value (.690) is greater than the minimal value of 0.5, indicating sample adequacy (see table). A high number between 0.5 and 1.0 implies that the component is significant (Coakes and Ong, 2011). The loadings of the different components, inherent The

values shown in the next table are acceptable. The extraction method used was Principal Component Analysis.

Table No. 4.38- KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.690
Bartlett's Test of Sphericity	Approx. Chi-Square	1033.867
	Df	105
	Sig.	.000

### Communalities

	Initial	Extraction
S1Q1	1.000	.656
S1Q2	1.000	.699
S1Q5	1.000	.690
S1Q6	1.000	.678
S1Q7	1.000	.591
S1Q9	1.000	.740
S1Q10	1.000	.665
S1Q11	1.000	.562
S1Q12	1.000	.647
S1Q13	1.000	.683
S1Q15	1.000	.695
S1Q16	1.000	.510
S1Q18	1.000	.495
S1Q20	1.000	.339
S1Q21	1.000	.643

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.189	21.257	21.257	3.189	21.257	21.257	1.710	11.400	11.400
2	1.494	9.963	31.220	1.494	9.963	31.220	1.641	10.942	22.341
3	1.387	9.249	40.469	1.387	9.249	40.469	1.532	10.212	32.553
4	1.190	7.930	48.399	1.190	7.930	48.399	1.502	10.012	42.565
5	1.033	6.884	55.283	1.033	6.884	55.283	1.459	9.726	52.290
6	1.000	6.668	61.951	1.000	6.668	61.951	1.449	9.661	61.951
7	.903	6.021	67.972						
8	.840	5.598	73.571						
9	.739	4.926	78.496						
10	.689	4.596	83.093						
11	.622	4.144	87.237						
12	.564	3.757	90.994						
13	.518	3.454	94.448						
14	.472	3.144	97.592						

Social media considered six factors: brand awareness, brand equity, brand trust, brand loyalty, brand perception, and brand association. All of these factors have been given appropriate names based on the variables stored onto each component. The total Variance explained below,

### Rotated Component Matrix

	Component					
	1	2	3	4	5	6
S1Q12	.760					
S1Q16	.629					
S1Q11	.504					
S1Q20	.478					
S1Q5		.791				
S1Q6		.758				
S1Q13			.789			
S1Q7			.751			
S1Q9				.847		
S1Q10				.718		
S1Q21					.729	
S1Q15					.661	
S1Q18					.521	
S1Q1						.775
S1Q2						.748

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization

## 4. Results and Discussion

### Objective 1:

- \* The data obtained included 56% male and 44% female respondents who used online social media platforms. Male social media users outnumber female users.
- \* Professionals primarily use social media to provide information relating to their field. Married respondents outnumber unmarried respondents.
- \* The number of respondents, whether male or female, are interested in using cash on delivery.
- \* Most of them resist utilising online banking and e-wallets. Males tend to use debit/credit cards more than females.
- \* Younger generations favour e-wallets over COD, Net Banking, and debit/credit card payment methods. Young and mature respondents tend to use plastic cards instead of carrying cash.

### Objective 2:

- \* Gender, family type, age, and monthly income all have an impact on brand exposure via social media. It did not change based on the respondent's marital status or career. Awareness of branded products among respondents of all ages with high purchasing power leads to increased online purchases.

\* Brand awareness of social media marketing differs significantly based on gender. Why Marital status has no substantial impact on brand awareness through social media marketing.

\* Family type significantly impacts brand awareness through social media marketing.

\* Age has a big impact on brand recognition through social media and branding.

#### Objective 3:

Factor analysis was conducted to identify the elements influencing social media branding and online shopping decisions. The following elements influenced online purchasing decisions: 1. Social media; 2. Sales promotion; 3. Media engagement; 4. Desire to purchase online; 5. Interest in online shopping; and 6. Product awareness. The parameters were investigated for variations related to demographics and respondent preferences.

#### Objective 4:

\* Family type was the only factor that influenced awareness of social media, as it had no effect on any other demographic characteristics. While nuclear families may spend more time on social media, joint families tend to prioritise in-person relationships.

\* Most demographic variables, excluding respondents' monthly income, had an impact on sales promotion. Sales promotion strategies appeared to be effective for all respondents, regardless of income.

\* People who experience social and economic changes are more likely to share and upload images on social media, which can draw attention from advertisements. The media engagement element of online shopping decisions is responsive to half of the demographic variables, including marital status, career, and monthly income of respondents. Gender, family type, and age of respondents did not significantly alter the outcome.

\* Gender, age, career, and monthly income all influenced online purchasing decisions. However, it remains unchanged by whether the respondent is married or single, or if they live in a nuclear or joint household.

\* Most demographic characteristics, including family type, age, career, and monthly income, had little effect on online purchase interest. However, it only addressed gender and marital status.

Most demographic characteristics, including family type, age, career, and monthly income, had little effect on online purchase interest. However, it only addressed gender and marital status.

### 5. Conclusion:

The study aimed to identify the most influential aspects in Social Media Marketing that positively impact online purchases and brand building. Social media marketing significantly impacts internet sales, brand building, and loyalty.

The study found that customers prefer online shopping due to convenience, fast shipping, a satisfactory shopping experience, flexibility in delivery dates, clear return policies, online product tracking, and free or discounted shipping. Social media marketing has an impact on developing strong customer relationships. Social media is a valuable tool for marketers to monitor and get real-time input from customers, leading to increased brand engagement and relationship building. Social media gives clients with clear information on product guarantees and warranties, as well as authentic product reviews and feedback, leading to repeat purchases. Customers value the privacy of their personal information, including names, addresses, phone numbers, and credit card details. Maintaining anonymity on social media and internet platforms is crucial for retaining loyal clients and preventing spam and calls. People prefer networking sites for product information, including quality and brand availability, particularly for new products. People sought information about discounts and offers on shopping websites. This promotes great brand awareness and recognition. Customers value product ratings from peers, friends, and colleges. These reviews also influence brand perception. A study found that online advertisements promote cost-effective shopping by allowing consumers to compare prices across brands and sites. Social media offers 24/7 accessibility and user-friendliness, making it a key aspect in effective marketing. Customers prioritise three types of features when shopping online: extremely important, fairly important, and not important.

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