

Paper for the Special Theme on Social Media: One of the Big Five Trends in ICT

The Impact of Social Media Sites on the Effectiveness of Consumer Buying Behavior for Electronics Goods - A Study in India

Kirti Arekar¹, Rinku Jain¹, Surender Kumar² and Shalaka K. Ayarekar³

¹K.J. Somaiya Institute of Management Studies & Research, Mumbai, India

²Aqua Marine Maritime Academy, Navi Mumbai, India

³D.Y. Patil Management Institute, Mumbai, India

kirtiarekar@somaiya.edu

Abstract: This study explains a deeper understanding of the effectiveness of social media sites on different parameters of consumer buying behavior. It estimated the relationship between several independent variables such as composite buying behavior, usual buying behavior, and variety-seeking buying behavior, disagreement buying behavior, impetuous buying behavior and consumer buying behavior as dependent variable in the electronic appliances market. The study focused to determine the factors affecting consumer preference and behavior in the Indian electronic market. This study majorly focused on the young working women using electronics product across Maharashtra in India. The data collected from 1272 working women. The major findings of the study indicates there is the positive effect of social media on variety seeking buying behavior, disagreement buying behavior, usual buying behavior, composite buying behavior and impetuous buying behavior. This study helps producers and retailers in understanding consumers buying behavior towards electronics appliances and also helps in improving the customer satisfaction.

Keywords: Buying Behavior, Composite Buying Behavior, usual Buying behavior, social media sites and variety- seeking buying behavior.

1. Introduction

Social media creates a great relationship between industry people and buyers. Now days, this relationship has changes with the introduction of social media. Consumer's behavior can be influenced through the social media. The industry people should create their marketing planning with the intention of generating good relationship with the customers. Few of the studies states that the buying behavior of the social media consumers is highly influenced through the Face-book; than twitter. Social media is an open platform to create a variety of novel methods and sources of online evidence further it can be shared and used by buyers with the intention of an enlightening about products, facilities, characters and subjects. The implementation of innovative technologies has altered the way in which people buy a product or select a service. The Buyer's behavior of online consumers is posturing a great challenge to the promotion managers to improve the right digital policy that encounters the moving requirements and hold the competitiveness in the marketplace. Consumer's attitudes, opinions, purchase behavior changes due to various aspects through the influence of social media.

Social Media differs with Web 2.0 and User Generated Content on technological and ideological grounds. The authors had mentioned the different types of public networks tools like teamwork projects, blogs, you tubes, social networking sites, and computer simulation. The authors articulate that if anyone wants to be the part of cyberspace, he/she should take part in Face-book, YouTube, and Twitter. Any businessman can directly contact the end customers through Social site, within minimum cost and short time. The authors say that people should create their own networking plans with the intention of be a part of this new movement. (Andreas M. Kaplan et.al., 2010). The study on the profiling of the consumers who buy the goods online inspected the reasons for which people buy the product from online. The most customers who procure online are youngsters between the ages of 25-29 years. (Elisabeta Ioană, et.al., 2014).

The complete communication process has undergone a massive change with the help of networking sites. Public may believe that Networking site may be serious challenge to customary PR and mainstream media, though networking media complements customary PR and customary PR will survive as a significant factor of any thriving industry. The PR and promotion organizations are all struggling to develop their plans, substantial arrangement and industry models to be in harmony of networking media.(Yin, Sara ,2008).

The customers have their own views on the different aspects of social media sites. The Social Media holds the eccentric of true communization of information. The participating nature of Social Networking Sites scratches through background and class barricades. (Sheetal Thapar, et.al. , 2013) . The networking media tools gives better market approachability and CRM have an important effect on the progress of SMEs. This research mentions that the policy makers should decide the satisfactory internet surfing rates and e-business rules to inspire the technical acceptance that would nurture the SME industry. (Ambrose Jagongo and Catherine Kinyua, 2013).

The gap identified from the existing literature the earlier researchers had developed the model to understand the effectiveness of social media sites by using one or two parameters or factors. Whereas, our study explains the five factors which influence the buying behavior of the customers by using social media sites.

The aim of this study is to understand the effect of marketing by social sites on consumer buying behavior. This study is mainly focused on the discussion that social sites have a significant role in determining consumer perception and eventually consumers buying behavior is influenced with it. Many of the studies were taken under consideration to obtain the whole knowledge of the theory and practice. Firstly, the study will commence with the analysis of research work on networking sites, Networking sites and Advertising, Networking sites and consumer behavior and networking media advertising of consumer electronics.

Further, we developed the model to understand the effectiveness of social media sites on the different parameters of consumer buying behavior i.e. composite buying behavior, usual buying behavior, variety-seeking buying behavior, disagreement buying behavior, and impetuous buying behavior. To these ends the study presents the following research problems :

1. Do the social media affect the composite buying behavior with reference to young working women's for electronics goods?
2. Do the social media affect the usual buying behavior with reference to young working women's for electronics goods.
3. Do the social media affects variety-seeking buying behavior with reference to young working women's for electronics goods?
4. Do the social media affects disagreement buying behavior with reference to young working women's for electronics goods.
5. Do the social media affect the impulsive buying behavior with reference to young working women's for electronics goods.

The major findings of the study indicate that there is the positive effect of social media on seeking buying behavior, disagreement buying behavior and impetuous buying behavior and there is a negative effect on usual buying behavior and composite buying behavior. This study helps producers and retailers in understanding consumers buying behavior towards electronics appliances and also helps in improving the customer satisfaction.

The paper is organized as follows; first, a literature review is identified to understand the gaps in the existing study. Section two proposes the conceptual model and hypothesis. The next section will concentrate on research methodology and in the section thereafter gives the findings and conclusion. Finally, the managerial implication of the study is presented along with the limitations and future scope of the study.

2. Literature Review

Helal Alsubagh analysed the impact of online social linking sites like Facebook on the customer's behaviour. He recommended the significant relationship between the degree of self-estimated communication of buyers and

UGC and consumers' self-evaluated attitudinal purchasing behaviour. Researcher says that there is a strong, positive correlation occurs between the variables of UGC and buyers' attitudinal purchasing behaviour.

Pookulangara and Koesler (2011) did their study on the consumers who actually buy online. They identified that these consumers are very vigorous users on internet and using different social media to buy and sell. Generally the consumers are inclined by online brands and they can influence each other. Ramsunder (2011) also studied the consumer's behaviour for online shopping and he found that consumers are progressively turning to Social Media in order to get more information about the product to make decision. Hyokjin Kwak, et. Al. (2006) studied the concept of subjective standards to usual buying behavior in South Korea. They found that there is a positive relationship between usual buying behavior and usual buying decisions. Irene, false Pollach (2008) studied about the websites which present chances to consumers to share their views about a product or service, read others views and also relate with other buyers. Their main interest was to discover methods by which the quality of the contents of these websites is improved so that it turns out to be an important source of information for the buyers as well as the industries. They concluded that the consumer view that websites are more powerful and offer extra priceless information when they divide the compound job of information search and distribution from the uncomplicated job of social communication, and sustain each job with suitable stages of richness.

Anil Bhat (2012) examined the effect of some networking sites attractiveness on ROI. Social networking is relatively better platform for brands to utilize as a successful channel for advertising of manufactured goods and services. ROI is somewhat that many sellers explore when one has to regulate the efficiency of any advertising network. Researchers studied ROI for blogs and examined the effect of the marketing of their product through Facebook and Twitter and in turn growths their revenue through advertisements. The findings of the study discovered a positive correlation transversely all blog categories Shahir Bhatt, et.al,(2012) studied about the reasons which impact the views of buyers about online shopping. They found three important factors i.e., attractiveness of networking site, service excellence of networking sites and network security. This research says that these aspects are connected to particular kind of users categorized as infrequent, frequent and regular buyers. The study explains that the consistent purchasers are most prejudiced by the attractiveness of networking site, whereas the irregular purchasers are prejudiced with website security to a greater extent. Venkatesh, R (2012), studied the potentials of diverse segments of humanity following different drifts of communication. This research tells about the benefits of product campaign on social networking sites, by the FMCG sector.

Dorado (2011) studied the effectiveness of the target audience with respect to fashion retail companies by using social media sites and he created the relationship with the particular fashion brand by social media. Khan (2006) also conducted the similar study on the fashion industry. The reviews on social media sites are easily available for product and services which will create great values for both consumers and the companies (Namvisan, 2008). According to Bronner and Dehwog (2010) consumers are actively encourage by company to rate and review product and service online. The social media help consumers to make better purchase decisions (Pan and Chiov, 2011). Sita Mishra and Archana Tyagi (2015) investigated the mindset of consumers on the social networking sites in India. They identified the impact of various variables that influence the level of acceptance of SNS by consumers. Their study reveals that there is a positive and significant effect of perceived usefulness whereas perceived risk has negative effect.

Many studies concentrated on the few factors of consumer buying behavior to identify the effectiveness of social media sites in the different segments i.e. fashion, manufacturing, medicines and FMCG products etc. (Venkatesh, 2012, Adan Veysel Ertemel and Ahmed Ammoura, 2016) In this study we had studies the impact of social media sites on the five consumer buying behavior factors with respect to electronic goods.

3. Research Model and Hypothesis

The research model of the study are presented in figure1, to identify the impact of the impact of social media sites on the effectiveness of consumer buying behavior for electronics goods in India.

The various parameters of consumer buying behavior are as follow:

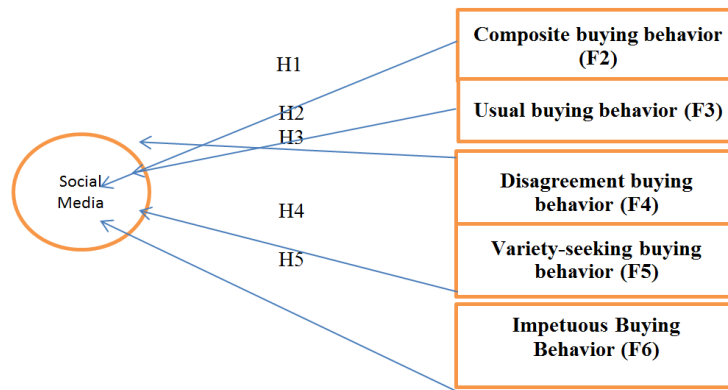


Table 1: Factors affecting Consumer behavior

Major Factors	Descriptions
Composite buying behavior (F2)	The Customer shows the Composite buying behavior when he purchases the costly products with very high risk and doesn't buy very often. E.g. buying a washing machine, house etc. <i>H1a : there is the significant impact of social media on composite buying behavior with reference to young working women's for electronics goods</i>
Usual buying behavior (F3)	The Customer shows the Usual buying behavior when he buys the regular product that he has been using earlier for an extensive time without switching to other brand. E.g. milk, sugar, oil etc. <i>H1b : there is the significant impact of social media on usual buying behavior with reference to young working women's for electronics goods</i>
Disagreement buying behavior (F4)	The Customer shows the Disagreement reducing buying behavior when he buys the costly products which are available in the market with many brands. The consumers feel uneasiness after buying the product and fears if the product flops to execute when big amount of money is paid in purchasing that product. E.g. buying a car, mobile etc. <i>H1c: there is the significant impact of social media advertisement on disagreement buying behavior with reference to young working women's for electronics goods.</i>
Variety-seeking buying behavior (F5)	The Customer shows the Variety-seeking buying behavior when he buys the product that is not costly but available with many brands. When a product with many brands, serve only one object the consumers may incline to try out a other brand. E.g. products like cooking oil, detergent, etc. <i>H1d: there is the significant impact of social media advertisement on variety-seeking buying behavior with reference to young working women's for electronics goods.</i>
Impetuous Buying Behavior (F6)	The Customer shows the Impetuous buying behavior when he sees the product and cannot resist from buying it. E.g. clothes, jewelry etc. <i>H1d: there is the significant impact of social media advertisement on impetuous buying behavior with reference to young working women's for electronics goods.</i>

4. Research Design

4.1 Instrument and Data Collection

To understand the items of the study, initially exploratory study have been conducted. The formal interaction were conducted with the young working women who use the social media sites for buying the electronics products based on the feedback the instrument of the study was prepared. Pilot study was conducted to check the reliability of the instrument. The reliability of the instruments is found to be 86%.

The instrument used to collect the primary data is questionnaire. The questions are divided into three parts:

1. Questions on demographic information are including characteristics such as age, education, income and occupation.

2. Questions on usage on social media sites.
3. The third part of the questionnaire contains six sections and each section represented the variables i.e. independent and dependent variables. In this part the responses were measure on five point likert scale ranging from 1 as strongly agree to 5 strongly disagree.

Respondents in the study were asking to complete the questionnaire on the voluntary basis. The survey was conducted from young working women from the selected cities of Maharashtra i.e. Mumbai, Pune and Nasik. Total 1272 responses were gathered.

Firstly, the demographics variable of respondents was investigated. Regarding education 20% are non-graduates, 53% are graduates and 27% women are post graduates. Concerning, annual income 52% of the respondents are having monthly income up to 3 lakhs, 28% have monthly income between 3-5 lakhs , 17% are between 5-10 lakhs and 3% are above 10 lakhs. With respect to occupation 71% women to service class, 20% are from business class and 9% women are belonging to self-employed.

On the basis of responses received, confirmatory factor analysis (CFA) and path analysis has been conducted using AMOS software to confirming the reliability, validity and to assess the effectiveness of social media sites on different parameters of consumer buying behavior.

5. Findings and Discussions

A perception of the young women's on buying behavior of electronics goods. All working women's shown there interest towards the study.

Composite Buying Behavior through social networking sites

We analyzed the consumers regarding the composite buying behavior on three parameters. 36% of respondents sometimes pay attention towards the advertisements of electronic products on social networking sites. 43% of young women spend more time and efforts for researching the product information before actual online purchase. 52% of the women's visit on average one to three times to electronic stores before making the buying decisions.

Usual Buying Behavior through social networking sites

Two parameters explain the usual buying behavior of young women's consumers. 46% women's consumer agreed that they buy the product because they buy it regularly. Similarly, 68% of the consumers agreed that they buy the product because the product is best from them.

Disagreement Buying Behavior through social networking sites

The disagreement buying behavior of the women's was analyzed on three parameters. For the first parameter 53% of the women's feel that buying expensive electronic product is difficult and needs lots of thinking before buy. 52% of the respondents agreed that buying the expensive electronic product are time consuming and 59% of the respondents have a feeling of anxiety whether there purchase decision is correct.

Variety Seeking Buying Behavior through social networking sites

This factor was defined by three parameters. 58% of the young women's consumer wanted to try out different variety of products belonging to different brands. 57% consumers are buying new variety of product belong to new brand and while making the purchase decision they viewed advertisement of social networking sites. Whereas 59% of respondents feel that the different brands of the same product serve, one and the same purpose.

Impetuous Seeking Buying Behavior through social networking sites

Impetuous behavior consists of three parameters. 63% of the consumers had no plan of buying any consumer electronics product when they logged in social networking sites. 72% of the respondents feel that the advertisements of the product on the social networking sites provoke there purchase their intention and 78% buy a product because they buy a product because that product having discount scheme which were displayed on the social networking sites which is not available in the retail stores.

Table 1, shows the factors underlying the consumer's attitude about the buying behavior of the electronics product through social networking sites with factor loading and Cronbach alpha of each construct. The

reliability of all the constructs lies between 0.65 to 0.72, it shows the high internal consistency of the construct (Nullally and Bernstein, 1994)

Table 2: Construct and Factor Loading

Construct	Indicator	Factor Loading	Reliability (α)
Composite Buying Behavior (F2)	CBB1(q8a)	0.778	0.660
	CBB2(q8b)	0.758	
	CBB3(q8c)	0.761	
Usual Buying Behavior (F3)	UBB1(q10a)	0.768	0.692
	UBB2(q10b)	0.799	
Disagreement Buying Behavior (F4)	DBB1(q11a)	0.764	0.658
	DBB2(q11b)	0.762	
	DBB3(q11c)	0.764	
Variety Seeking Buying Behavior (F5)	VSBB1(q12a)	0.772	0.671
	VSBB2(q12b)	0.763	
	VSBB3(q12c)	0.770	
Impetuous Buying Behavior (F5)	IBB1(q13a)	0.762	0.725
	IBB2(q13b)	0.787	
	IBB3(q13c)	0.767	

Validity Analysis of all Models

In validity analysis the following validities are tested, namely convergent validity and discriminate validity.

Convergent Validity and Discriminant Validity of all Models

It is the extent to which indicators of a specific construct converge or share a high proportional of a variance in common. There are three measures of convergent validity, namely factor loadings, average variance extracted (AVE) and construct reliability (CR). The following criteria must be satisfied to ensure convergent validity: $CR > 0.7$, $CR > AVE$, and $AVE > 0.5$ (Hair et al., 2010).

For the model, the AVE for the entire five construct is greater than 0.5. The CR (Alpha) statistics is also significantly greater that AVE is presented in the Table 2. So finally we can conclude that all the construct or factors satisfied all the requirement of convergent validity.

Table 2: Convergent & Discriminant Validity

	f3	f4	f5	f6	f7
CR	0.768	0.699	0.759	0.772	0.701
AVE	0.523	0.522	0.522	0.488	0.512
MSV	0.445	0.250	0.392	0.408	0.313
ASV	0.244	0.459	0.341	0.246	0.292

It is the extent to which a construct is truly distinct from another construct. Discriminant validity is established on the basis of AVE, Maximum shared variance (MSV) and ASV. Criteria for fulfilling discriminate validity are $MSV < AVE$ and $ASV < AVE$ (Hair et al., 2010). In our study for the entire five construct, the respective MSV is lower than the AVE and ASV is also less than AVE for the model (Table 2).

Model fit Estimates – Measurement Model

After the reliability and validity of construct, the study proceeds to determine the fitness of overall measurement model (Figure 1) based on fit indices generated by AMOS output.

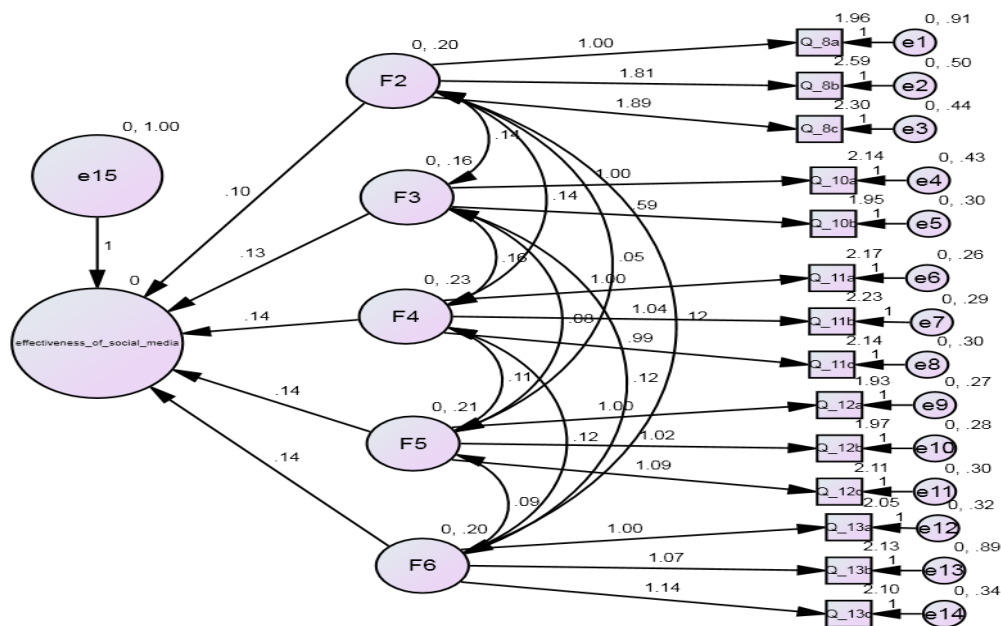


Figure 1: Measurement Model

Table 3, represented the overall fit indices of all the models.

Table 3: Fit Indices of the Model

Fit Measures	Proposed SEM Model I	Recommended values
RMR	0.031	RMR < 0.08; Model fit
RMSEA	0.070	RMSEA < 0.07; Model fit
GFI	0.955	GFI ≥ 0.95; Model fit
NFI	0.932	NFI ≥ 0.95; Model fit
CMIN/df	1.235	CMIN/df < 3, model fit
AGFI	0.915	AGFI ≥ 0.80, model fit

Hair, et. al. 1998 argued that there was not yet consensus among scholars regarding the standard of the goodness of fit test. Thus he suggested researchers can pick any one or two indices to evaluate the goodness of fit towards the model. In this research, overall the results showed significant values of the goodness of fit to accept the proposed model.

Structural Model Path Analysis

Analysis of the structural equation model revealed that all five hypothesized effects were supported. The hypothesized i.e. Variety-seeking buying behavior, disagreement buying behavior, composite buying behavior, usual buying behavior and impetuous buying behavior shows the positive effect on social media advertisements and the respective p-values are also significant at 5% level of significance. Finally, we can conclude that below parameters plays an important role on social media advertisement of electronics consumer goods among young women’s in Maharashtra.

Table 4: Structural Model Results

Parameters	Estimates	p-value
Social Media Advertisement → Composite Buying behavior	0.095	0.002**
Social Media Advertisement → Variety- seeking Buying behavior	0.130	0.000***
Social Media Advertisement → Usual Buying behavior	0.143	0.000***
Social Media Advertisement → Impetuous Buying behavior	0.144	0.030**
Social Media Advertisement → Disagreement Buying behavior	0.139	0.001***

** Significant at 0.05 level, *** significant at 0.001 level

6. Conclusions

The results indicate that composite buying behaviors have a positive and significant impact on attitude on consumer buying behaviors through social media sites. When the consumers made the electronic goods purchases that are very costly so high risk are associated with the purchase behavior so they have to pay more attention on the advertisement of the electronic products and before making the online purchase they can spend maximum time on social media sites for detailed information about the products they also spend more time on online electronic store before making the buying decision. Marketers should provide more detailed and the true information about the electronics goods on the social media sites to increase the online buying behavior of the consumers.

Usual buying behavior also has the significant and positive impact on consumer buying behavior through social media sites. The consumers already did lots of research for the electronic product on the social media sites whatever the product they want to buy it regularly. So they can easily but the same product of the same company in the minimum time and they feel the product is best for them. Disagreement buying behaviors has a significant impact on consumers buying behaviors through social networking sites. The electronic products are very expensive it requires lots of thinking before buying. Social media sites provide lots of comments and feedback about the product so the feeling of anxiety whenever the purchase decision will be correct.

Variety seeking buying also has the positive impact. Consumer wanted to try out different variety belonging to different brands. Social networking sites shows different variety of electronic goods with new brands available in the market and they also provide the information about the different brands of different products serve, one and the same purpose and the comparative analysis were also displayed on the social media sites. Impetuous buying behavior represents the positive and significant impact. Due to social media sites the if the consumers had no plans of buying any consumer electronic products, but still they do the surfing on social media sites and many advertisement of the product on social media sites provoke them to buy the product and they get the idea of different scheme available on the different products of the different brands. Finally, we can conclude that all the parameters of the study with respect to the consumer buying behavior play an important role on social media advertisement of electronics consumer goods among young women in Maharashtra.

7. Future Implication

This study helps producers and retailers in understanding consumer buying behavior towards electronics appliances and also helps in improving the customer satisfaction in Indian market. Retailers will get more inputs and it will also help to develop the marketing strategies associated with the product it will increase the online buying behavior and the sale of the electronics products. It helps the retailers to attract the consumers from the social media sites who are regularly searching the same product. It will be helpful for the retailers and producers to showcase the different variety of products available on the different brands as well as they can also display there discount schemes available so more customers will get attracted the products so there sale of the particular product will increase. Customer's satisfaction level will also increase because the detailed information is available on the social media sites. Also more consumers can use the online or social media sites for purchasing the expensive electronics products. The study analysis also helps to identify several directions for future research. The future studies should also look into the effect of social media advertisement on buying behavior for other products as well as other parts of the country. The research has a few limitations. First, the sample size is quite small and secondly, only one state from India was considered for this research.

References

- Alsubagh, H., 2015. The Impact of Social Networks on Consumers' Behaviours. *International Journal of Business and Social Science*. 6(1), pp. 209-216.
- Bhat, A., 2012. Blog Popularity and Activity on Social Media: An Exploratory Research. *Indian Journal of Marketing*, 42(5), pp.10-18.
- Bhatt, S. and Bhatt, A., 2012. Factors influencing Online Shopping: An Empirical Study in Ahmedabad. *The IUP journal of Marketing Management*, XI, (4).
- Bhukya, R., 2012. Presence of Indian Big IT Brands on Social Media: an Empirical Study. *Open Access Scientific Reports*, [e-journal] 1(10), pp.1-4. <http://dx.doi.org/10.4172/scientificreports.500>.
- Bronner, F. and De Hoog, R., 2010. Consumer-Generated Versus Marketer-Generated Websites in Consumer Decision Making. *International Journal of Market Research*. 52(2), pp.231-248.

- Chu, S. and Kim, Y., 2011. Determinants of Consumer Engagement in Electronic Word-Of-Mouth (EWOM) in Social Networking Sites. *International Journal of Advertising*, 30(1), pp.47-75.
- Chung, J. E., Park, N., Wang, H., Fulk, J. and McLaughlin, M., 2010. Age Differences in Perceptions of Online Community Participation Among Non-Users: An Extension of the Technology Acceptance Model. *Computers in Human Behaviour*, 26(6), pp. 1674 – 1684.
- Dunne, A., M. A., and Rowley, J., 2010. Young People's Use of Online Social Networking Sites a Uses and Gratifications Perspective, 4(1), pp. 46-58.
- Gupta, G., 2013. Assessing the Influence of Social Media on Consumer's Purchase Intentions. *Asia-Pacific Marketing Review*, Asia Pacific Institute of Management, 11(1), pp31-39.
- Jagongo, A. and Kinyua, C., 2013. The Social Media and Entrepreneurship Growth. *International Journal of Humanities and Social Science*. 3(10), 213-227.
- Kaplan, A. M. and Haenlein, M., 2011. Two Hearts in Three-Quarter Time: How to Waltz The Social Media/Viral Marketing Dance. *Business Horizons*, Elsevier Inc., 54(3), pp. 253-263.
- Kaplan, A. M. and Haenlein, M., 2010. Users Of The World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*, Kelley School of Business, 53(1), 59-68.
- Karve, S., and Shinde, S.C., 2013. Effectiveness of Social Networking Sites (SNS). *IBMRD's Journal of Management and Research*, 2(1), pp. 199-208.
- Kevin J.T. Andzulis, J., Rapp, A., and Agnihotri, R., 2014. Social Media Technology Usage and Customer Relationship Performance: A Capabilities-Based Examination of Social CRM. *Journal of Business Research*, 67(6), pp.1201-1208.
- Khan, M., 2006. *Consumer Behavior & Advertising Management*. New Delhi: New Age Publishers.
- Kishor, J., and Singh V. K., 2014. An Empirical Study on Shopping Tendency Through Social Networking Sites (SNSs). *International Journal of Advanced Research in Management and Social Sciences*, 3(8), pp.49-62.
- Mishra, S. and Tyagi, A. 2015. Understanding Social Media Mindset of Consumers: An Indian perspective. *Journal of information system and Technology Management*, 12(2), pp. 203-208.
- Nambisan, S., 2002. Designing Virtual Customer Environments For New Product Development: Toward A Theory. *Academy of Management Review*, 27(3), pp. 392-413.
- Nicola, S., 2009. *Consumer Electronics Vertical Focus: The heights of invention*. New Media Age. Centaur Communications Ltd., pp.17-19.
- Nunnally, J. C., and Bernstein, I. H., 1994. *Psychometric Theory* (3rd ed.). New York, NY: McGraw-Hill, Inc.
- Pan, L.-Y. and Chiou, J.-S., 2011. How Much Can You Trust Online Information? Cues For Perceived Trustworthiness Of Consumer-Generated Online Information, *Journal of Interactive Marketing*. 25(2), pp. 67-74.
- Pollach, I., 2008. Media Richness in Online Consumer Interactions: An Exploratory Study of Consumer-Opinion Web Sites. *Information Resources Management Journal*. 21(4), pp.49-65.
- Pookulangara, S. and Koesler, K., 2011. Cultural Influence on Consumers' Usage of Social Networks and Its' Impact on Online Purchase Intentions. *Journal of Retailing and Consumer Services*, 18(4), pp. 348-354.
- Probst, F., 2011. Predicting User's Future Level of Communication Activity in Online Social Networks: A First Step Towards More Advertising Effectiveness. *AMCIS 2011 Proceedings*. http://aisel.aisnet.org/amcis2011_submissions/39
- Richard, S. V., and Jothi, S., 2012. A study on Online Marketing Strategies used by E-Entrepreneurs in India. *International Journal of Marketing and Technology, International Journals of Multidisciplinary Research Academy*, 2(8), pp.111-129.
- Thapar, S. and Sharma, N., 2013. Role of Social Networking Sites in Some Key Cases. *Indian Journal of Research*, 2(9), pp. 159-161.
- Tian, G. and Borges, L., 2012. The Effectiveness of Social Marketing Mix Strategy: Towards an Anthropological Approach. *International Journal of Business Anthropology*, 3(1) pp. 102-113.
- Venkatesh, R, 2012. Are Modern Day Marketers Indulging in Cultural Genocide by Changing Consuming Pattern? *Indian Journal of Marketing*, 42(2), pp. 4-7.
- Vinerean, S., Cetina, I., Dumitrescu, L., and Tichindelean, M. 2013. The Effects of Social Media Marketing on Online Consumer Behavior. *International Journal of Business and Management*, 8(14), pp.66-79.
- Yin, S., 2008, May 15. How Social Media And Pr Connect: Asia's Newspaper For Media, Marketing And Advertising Asia's Newspaper For Media, Marketing And Advertising, Media, Hong Kong, pp. 20-21.