

EXPLORING THE INFLUENCE OF SOCIAL MEDIA PROMOTIONS ON BRAND ENGAGEMENT, TRUST, PERCEIVED VALUE AND PERCEIVED RISK OF ONLINE SHOPPING BEHAVIOR

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ABSTRACT

Social media has become an advantage for the people of India. They have great web office, get to and moderateness to present day devices (advanced cells, workstations, tablets) which makes it exceptionally helpful to join a free record on any of the accessible long range informal communication destinations and get associated with the world. Individuals could discover their beloved companions and old associates. Trade of photos, considerations and assessment, results in mental prosperity of people therefore not giving them a chance to feel confined from the general public and they can indicate case their accomplishments and characterize status. This additionally gives them mental fulfillment and diminishes the pressure and tension in every day schedule.

This paper attempted to explore the influence of social media promotional activities on brand engagement, trust, perceived value and Perceived Risk of online apparel shopping behavior in Delhi/NCR region. A structured online survey was conducted for this purpose. Sample of 400 consumers were involved in the survey. The sample unit of the study included different occupation, age, income and educational background. SPSS 22.0 were used to analyze the collected data. The findings showed that social media promotional activities have significant influence on brand engagement; trust perceived value and Perceived Risk and it affect the online apparel shopping behavior of consumers in Delhi/NCR region.

Keywords: *Social Media Promotions; Apparel shopping; Consumer Behavior; Brand Engagement; Trust; Perceived Value; Perceived Risk*

INTRODUCTION

Social networking sites have been widely used by people for their professional and personal use in the era of global communication boom. Presently Organizations have also found that social networking sites are playing an essential role in attracting the consumers for their products and brands particularly by distressing the behavior of consumers. Reports of statista.com (2018) said that till 2019, it is estimated that there will be around 258.27 million social network users in India, up from close to 168 million in 2016. The most popular social networks in India were YouTube and Facebook, followed by social app WhatsApp. Facebook is projected to reach close to 319 million users in in India by 2021.

According to e-Marketer (2013), for different marketing activities such as market research branding, customer relationship management, sales promotion and service provision organizations have gradually adopted social networking sites alongside various studies that are putting onward confirmation of the positive implications of deploying social media in marketing strategies. However, many firms have yet to incorporate social media into their strategies. (Chan & Guillet, 2011) despite the existence of diverse studies providing empirical evidence of the benefits to companies (Kumar et al., 2013), as well as detailing the means by which social media marketing strategies may be improved and leveraged .It seems very common that in the internet age, the technology has the potential to dramatically influence a firm or an industry as a whole and therefore, it is not adequate for the marketer to task a marketing employee with the job of creating a facebook page or tweeting on behalf of the firm or establishing an internet forum, rather the social media should be adopted as a critical channel to interact with the customers in order to maintain the firm's brand reputation, knowing customers' expectations and fulfilling them in both online and offline model". (Veldman, 2013)

Organizations can make connections and maintain relationship with Current or potential consumers in Marketing through social media. It involve the activities such as blogging, and sharing instructional videos and product photos on social networking platforms, content generation, outreach, communication, and referral in order to increase web traffic, popularity, and awareness of brands are the main focus of Social media marketing activities . (Kim and Ko, 2012) Hutter et al. (2013) found that facebook pages have positive impact on consumers brand awareness, word of mouth engagement and buying behavior.

Now Social media sites are part of everyone's life, but the businesses are facing the challenge of finding, rather 'strategically' penetrating and retaining the consumers in the virtual space (Kaplan and Haenlein, 2010). Viral element of the social media sites advertising/marketing can make valuable engagement among the consumers. (Stuth and Mancuso, 2014)

Social media marketing gives the surroundings of 'interactive' and 'two-way' communication, with the latent to improve the customer relationship management in a healthy and positive manner (Chung and Austria, 2010). The retailers should realize that gone are the days of 'let the buyer beware'. The customers' decisions are more effected by the combination of the communication received from the marketer as well as peers (Cristina and Lei, 2012). A fruitful long range informal communication promoting effort must be started with the comprehension of clients their associations and their own profiles (Moran and Gossieaux, 2010). The customer's power has increased and with the beginning of social networking tools as their joint power levels not only raise their voice and noise alone but are also able to add an infinite number to the same. Therefore, social media has become a crucial tool for the marketers in the new interactive environment where the prompt and rapid customer centric approach has become all the more necessary as a result of the increased power attained and gained by the customers (Smedescu, 2013).

As the number of online shopping websites is growing continuously in the last few years, it is also expected that the number of users adopting or having the intention to adopt online shopping would also increase. Therefore the purpose of this paper is to explore the influence of social media promotional activities on brand engagement, trust perceived value and Perceived Risk of online apparel shopping behavior in Delhi/NCR region.

LITERATURE REVIEW

Dahiya (2012) stated that there is no requirement of physically presence in the shop or outlet for shopping purposes as online shopping customers can buy anything from anywhere. Even consumers can easily make their shopping through online resources if they are living in the rural or remote areas. Chandra (2013) said that online shopping is the new form of retail shopping which is now adopted by all over the world. However in some countries this is not well known and well accepted method but in India it's in the growing stage and people are well aware about

it. Sharma et al (2014) had given the reasons of shifting the customers buying patterns towards online retail shops. They further revealed that ‘the biggest benefit of online shopping is the facility to compare your products with competitive products on the basis of price, color, size and quality. Jadhav and Khanna (2016) explored the factors influence the online buying behavior. The main factors were identified as comparison of products, availability, low price, products promotions, convenience, and customer service, perceived ease of use, attitude, time consciousness, trust and variety seeking. Osama El Ansary (2013) explained that trust, e service quality, attitude towards online shopping and consumer demographic are the variables which affect online shopping behavior of consumers. Anil Bilgihan (2016) revealed this fact in his study that there is the vital impact of trust in customer loyalty in online shopping.

Ateş Bayazıt Hayta (2013) studied that social media is on the most important tools communication channels. Consumers do access to information about goods and services to be purchased as per need by means of social media to a great extent. She also studied social media which affects our life in recent years that brings a new dimension to Internet and determine the effects of social media networks on purchasing behaviors of consumers.

Brand Engagement

Pozin (2014) said that Brands may seek customer acquisitions by taking part in social media activities, such as discussions, that promote the brand to be associated with relevant themes and brands whose audiences are similar as the target market. The key to new customer acquisitions is content that is interesting to the users, and participating on discussions on social media. Priyanka P. (2015) studied that social media can be used for increasing customer loyalty. With the help of continuous customer support services leads to improvement in customer retention. New applications and social platforms will flourish and allow even greater personalization and real-time, location-based engagements in media.

According to Perkins (2014) visual content may be used to boost user engagement on social media. Posts that include pictures or video are shared more often than content that does not include visual elements. Having a well-planned “visual branding strategy” benefits companies on social media. Priti S. et al (2013) studied the effectiveness of placing brand communication on social networking sites which shows that there is effect of online comments and reviews of products/brands on the buying behavior of consumers. Study revealed that people do come

across various advertisements on social networking sites also prefer to go through the online comments and reviews regarding the brand/products before buying the products for them brand communication on social networking sites plays important role to influence buying behaviour of the customers.

Perceived value

Integrating various definitions of value into a single definition, Zeithaml (1988:14) proposed “perceived value is the consumer’s overall assessment of the utility of a product based on the perceptions of what is received and what is given“. Zeithaml’s definition and conceptualization of consumer perceived value is the most used and implemented in the literature. Woodruff and Gardial (1996:54) say more simply that "Value is as consumers perceive it". This definition suggests that the products are a means to an end. However, value perception appears to be highly personal. Lovelock (1991) says that value perceived could be a low price, it could be whatever a consumer wants in the product, it could be the quality a consumer gets for the price he or she pays, or it could be what a consumer gets for what he/she gives. The traditional concept of customer perceived value revolves around the primary product or service offered by a firm, and implies that value stems from usage (Woodruff, 1997). The IS literature harmonizes this notion, positing that by using information technologies; organizations can create consumer value through improved consumer service (Feeny, 2001). E-commerce has created an easily accessible and relatively affordable, link between a firm and its consumers, and provided increasing opportunities to use IS in support of consumer service (Piccoli et al, 2004).

The importance of perceived value in general e-commerce environments also stems from the fact that it is easy to compare product features as well as prices online, and easy to switch suppliers. In traditional retail settings, studies showed that value perception may result from different elements, such as functional elements, transactional ones, etc.

Trust

Anil Bilgihan (2016) revealed this fact in his study that there is the vital impact of trust in customer loyalty in online shopping. Trust is the most important antecedent of e-loyalty for young customers. They stay loyal to the brands that they trust. Han and Windsor (2011) also revealed that improving credibility could increase consumers’ trust in sellers, hence increasing

their purchase intention in social commerce sites. Shu and Yoojung (2015) stated that social media sites facilitate users to coherent and maintain real world relationships and smoothly exchange information with one another. This will establish and enhance trust in the other contents in networks. Such trust in social media sites will also impact their willingness to engage in eWOM via these sites.

Perceived risk

Mishra and Tyagi (2015) stated that “Perceived risk has negative and significant effect on attitude towards marketing through Social networking sites. To overcome such reservations in attitude towards purchasing, marketers require inventing new ways to lower their potential patrons’ level of perceived risk. Marketers need to implement strategies to reduce the risk in order to enhance the adoption of social network sites as a communication and marketing tool.” Le et al (2011) concluded that “not all the considered risk constructs have the same influences on online apparel buying intention. Specifically, time and performance risks have the most significant influence followed by privacy and social risks.”

RESEARCH METHODOLOGY

- The Present study is based on exploratory research. The research design has been adopted so as to assess and explore the influence of social media promotions on online apparel buying behaviour, in Delhi/NCR region. Under this research study, a comprehensive questionnaire has been prepared and primary data has been collected by researcher. Random sampling has been used to conduct the survey. In this research study, the sample units were the people, with different demographic profiles, who visit and are the members of one or more social networking sites like facebook, Tweeter, You tube, Instagram, and Pinterest etc. To conduct this research study, 400 respondents have been surveyed among the Delhi/NCR region. Social media is very broad today and includes several social media sites used for different purposes. The researcher hence has selected Five top social media sites which are mostly used by retailers & consumers i.e. Facebook, Twitter, You tube, Instagram & Pinterest. All data has been analyzed through SPSS 22.0.

Table: Measuring instrument for factors influencing online apparel buying behavior

S.no.		Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
1	I usually notice Apparel brand promotion activities on Social Media sites.	1	2	3	4	5
2	I generally like & follow the apparel brands advertisements / posts/ pages/ blogs posted on social media.	1	2	3	4	5
3	Social media promotions provoke my online buying intentions.	1	2	3	4	5
4	I think information on social media is Trustworthy.	1	2	3	4	5
5	I think the social media sites I use are trustworthy	1	2	3	4	5
6	I think friends on social media are trustworthy	1	2	3	4	5
7	I think The recommendation in the social media sites increases my trust towards that apparel brand.	1	2	3	4	5
8	I think It is easy to choose and make comparison with other products while do online shopping through social media.	1	2	3	4	5
9	I think I can find different apparels brands that are more suitable for my personal quality and styles through social Media platforms.	1	2	3	4	5
10	I think I Can easily find and buy apparel brands through social media that are not available in the stores	1	2	3	4	5
11	I think I don't feel any issue in case of disputes in terms of quality or money back.	1	2	3	4	5
12	I think there is a low financial risk in buying apparels or acquiring information about apparels through social media platforms	1	2	3	4	5

13	I think the probability of wasting a lot of time on buying apparels through social media Platforms is low.	1	2	3	4	5
14	I think I would be more willing to engage with a brand if they have a social media identity	1	2	3	4	5
15	I think I give preference and purchase to those brands which I have seen on these social media platforms.	1	2	3	4	5
16	I think Brands and companies encourage me to engage in discussion and conversation on social media platforms	1	2	3	4	5
17	I think I would be more willing to like/follow a brand's online identity if I received something in return	1	2	3	4	5
18	I think the probability of leaking my privacy in Buying apparels through social media platforms is low.	1	2	3	4	5
19	I think the probability of getting poor- quality Apparels through social media platforms are low.	1	2	3	4	5

Objective

To study the influence of social media promotions on Trust, Perceived value, perceived risk and Brand Engagement.

Hypothesis

HO₁: There is no significant influence of Social media promotions on consumers trust.

HO₂: There is no significant influence of Social media promotions on perceived value.

HO₃: There is no significant influence of Social media promotions on perceived risk.

HO₄: There is no significant influence of Social media promotions on Brand Engagement.

Data Analysis:

Table: Demographic Profile

Demographic Profile of Respondents			
Parameters	Category	Frequency	Percentage
GENDER	Male	261	65.3
	Female	139	34.7
	Total	400	100
AGE	below 18	3	.9
	19-35	367	91.6
	36-45	22	5.5
	46-55	6	1.5
	56 Above	2	.5
	Total	400	100
OCCUPATION	Private Job	209	52.1
	Business	69	17.5
	Government Employee	13	3.2
	Student	67	16.7
	House wife	24	6.0
	Others	18	4.5
	Total	400	100
MARITAL STATUS	Single	200	50.0
	Married	200	50.0
	Total	400	100
INCOME OF RESPONDENTS	Below Rs5000	28	7.0
	Rs 6000-15000	62	15.5
	Rs 16000-30000	114	28.4
	Rs 31000-40000	42	10.5
	Rs 40000 above	154	38.4
	Total	400	100

RELIABILITY ANALYSIS

The reliability of the instrument was measured through the test of Cronbach Alpha coefficient to confirm the consistency of the scale and to check the degree of stability. Below Table shows the results of the instrument reliability-

Table: Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
0.830	19

Data Inference:

From the above table it can be seen that Cronbach's alpha is 0.830 which is more than 0.700 that indicates a high level of internal consistency for our scale with the present study.

HO₁: There is no significant influence of Social media promotions on consumers trust.

Table: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.747 ^a	.357	.356	.52138

a. Predictors: (Constant), social media promotions

Table: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	136.244	1	136.244	501.205	.000 ^b
	Residual	108.189	398	.272		
	Total	244.433	399			

a. Dependent Variable: TRUST

b. Predictors: (Constant), social media promotions

Table: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.025	.115		.218	.828
1 social media promotions	1.025	.046	.747	22.388	.000

a. Dependent Variable: TRUST

Data Inference:

From the above Table the value of r suggests a strong positive linear correlation between Consumer Trust and Social media promotions.

The regression analysis was done to measure the variation in Consumer Trust (dependent variable), based on variation in social media promotions (independent variable). it can be seen that the R² value is 0.357, which shows 35.7% of variance in Consumer Trust can be predicted by social media promotions. The F sig. value is 0.00 which is less than 0.05 it explains whether the overall regression model is a good fit for the data. From the above table it shows that sig. value is 0.00 which is less than 0.05. It indicated that null hypothesis is rejected.

From the above discussion it can be concluded that there is a significant influence of Social media promotions on Consumer trust.

HO₂: There is no significant influence of Social media promotions on perceived value.

Table: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781 ^a	.269	.268	.52216

a. Predictors: (Constant), social media promotions

Table: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	169.229	1	169.229	620.678	.000 ^b
	Residual	108.515	398	.273		
	Total	277.744	399			

a. Dependent Variable: perceived value

b. Predictors: (Constant), social media promotions

Table: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.420	.115		-3.641	.000
	social media promotions	1.142	.046	.781	24.913	.000

a. Dependent Variable: perceived value

Data Inference:

From the above Table the value of r suggests a strong positive linear correlation between Perceived Value and Social media promotions.

The regression analysis was done to measure the variation in Perceived Value (dependent variable), based on variation in social media promotions (independent variable). it can be seen that the R^2 value is 0.269, which shows 26.9% of variance in Perceived Value can be predicted by social media promotions. The F sig. value is 0.00 which is less than 0.05 it explains whether the overall regression model is a good fit for the data. From the above table it shows that *sig. value is 0.00* which is less than 0.05. It indicated that null hypothesis is rejected.

From the above discussion it can be concluded that there is a significant influence of Social media promotions on Perceived Value of consumers.

HO₃: There is no significant influence of Social media promotions on perceived risk.

Table: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.746 ^a	.556	.555	.58317

a. Predictors: (Constant), social media promotions

Table: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	169.832	1	169.832	499.374	.000 ^b
	Residual	135.356	398	.340		
	Total	305.187	399			

a. Dependent Variable: perceived risk

b. Predictors: (Constant), social media promotions

Table: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.166	.129		-1.290	.198
	social media promotions	1.144	.051	.746	22.347	.000

a. Dependent Variable: perceived risk

Data Inference:

From the above Table the value of r suggests a strong positive linear correlation between Perceived Risk and Social media promotions.

The regression analysis was done to measure the variation in Perceived Risk (dependent variable), based on variation in social media promotions (independent variable). it can be seen that the R² value is 0.556, which shows 55.6% of variance in Perceived Risk can be predicted by social media promotions. The F sig. value is 0.00 which is less than 0.05 it explains whether the

overall regression model is a good fit for the data. From the above table it shows that *sig. value* is 0.00 which is less than 0.05. It indicated that null hypothesis is rejected.

From the above discussion it can be concluded that there is a significant influence of Social media promotions on Perceived Risk.

HO₄: There is no significant influence of Social media promotions on Brand Engagement.

Table: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684 ^a	.468	.467	.65066

a. Predictors: (Constant), social media promotions

Table: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	148.457	1	148.457	350.663	.000 ^b
	Residual	168.498	398	.423		
	Total	316.955	399			

a. Dependent Variable: brand engagement

b. Predictors: (Constant), social media promotions

Table: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.236	.144		-1.640	.102
	social media promotions	1.070	.057	.684	18.726	.000

a. Dependent Variable: brand engagement

Data Inference:

From the above Table the value of r suggests a strong positive linear correlation between brand engagement and Social media promotions.

The regression analysis was done to measure the variation in brand engagement (dependent variable), based on variation in social media promotions (independent variable). It can be seen that the R^2 value is 0.468, which shows 46.8% of variance in brand engagement can be predicted by social media promotions. The F sig. value is 0.00 which is less than 0.05 it explains whether the overall regression model is a good fit for the data. From the above table it shows that *sig. value is 0.00* which is less than 0.05. It indicated that null hypothesis is rejected.

From the above discussion it can be concluded that there is a significant influence of Social media promotions on brand engagement.

CONCLUSION

Social media sites are most popular nowadays and several activities are being performed through this medium like business, politics and networking. The Present study particularly included the aspects of online shopping behavior of apparel consumers in Delhi /NCR region. After performing a range of analysis, several conclusions have been drawn from this study. The youngsters, undergraduates, private jobs employees and students show greater interest on these social media and tend to perceive positively towards advertisement, brands, shopping and also they are loyal on social media. Consumers now started using these social media site to get information about different brands .They not only get the brands related information from these sites but they also having trust on it and they do not have any doubt on the reliability of the information they received. Face book is dominating the market followed by YouTube. The study findings showed good evidence that the Trust, Perceived risk and value and Brand engagement have strong association in determining shopping behavior.

Finally the consumers those are regularly like and follow the brands on these social media sites are very important for victorious marketing of the organization as they are more likely to influence other existing and prospect customers by providing referrals and recommendation, which in turn will very helpful for the organization to achieve existing and new consumers.

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