



SOCIAL MEDIA MARKETING AND THE PROCESS OF CONSUMER DECISION-MAKING IN THE CONTEXT OF MILLENNIALS: REVIEW OF LITERATURE

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Abstract: People worldwide are largely engaged and attached with the web 2.0 technology and Social media platforms. By the same token, businesses start looking at such technologies as effective mechanisms to interact more with their customers. Equally, the related issues of social media marketing have been also the focus of attention for academics and researchers to expand the current understanding about such phenomena over the marketing area. Accordingly, the main aim of this study is to systematically examine and review the current studies that have conducted over the related area of social media and marketing. By reviewing approximately 144 articles, the researchers were able to provide an overview of the main themes and trends covered by the relevant literature such as the role of social media on advertising, the electronic word of mouth, customers' relationship management, and firms' brands and performance. In this review, it has also studied the most common research approaches adopted to examine the related issues of social media marketing. Further discussion is also introduced followed by an explanation of the current review limitations and recommended directions to be examined by future studies.

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Introduction:

Internet penetration in India is poor-yet in India 566 million users were online in December 2018. Of this-493 million are daily internet users. At the end of 2018 there were 326.1 million social media users in India. (Statistica). This number was expected to rise to 351.4 million by the end of 2019. Indian users spend an average of 2.4 hours on social media a day (slightly below the world average of 2.5 hours a day). (Source: The Hindu) 290 million active social media users in India use their mobile devices to access the social networks. 86% of the total number of social media users in their social networks (Source: Hootsuit e- We Are Social Report) 97 per cent of internet-connected Indians watch online videos. The manner people are buying has changed and drastically improved over the last few decades. Customers often used shop in traditional shops, such as large shopping centers, and many still use the same approach when buying. But, with the help of technology and digital communication technology, consumers can shop through the SM Platform using numerous social media and websites. This type of shopping mode can come in multiple names such as online shopping, online shopping activity and internet shopping, all of which relate to the process of buying and purchasing goods or

services through the internet using various social media sites. Social Media (SM) is a web-based service also known as "Social Networking Sites" which refers to the network of relationships and interactions between various users (groups or individuals). Social media such as Facebook, Instagram and Twitter allow users to establish strong relations between themselves and others by accomplishing more than one mission and promoting contact and knowledge sharing (comments, thoughts, videos and images). Social media plays crucial roles on various facets of our lives. What's interesting about SM is that it serves users in a variety of fields, including industry, marketing, advertisement and education. From a market viewpoint, companies and customers will communicate with each other directly through SM, and thus find whatever goods and services they are searching for. Today, consumers are increasingly using technology and especially social media as an effective tool in their online shopping process. This process can be described as an electronic platform allowing customers to communicate with business people and fulfil the needs of their purchases. Social networking has played a significant role in speeding up the dissemination of this phenomenon.

Review of Literature

In the Study by (Jayendira P Sankar, 2019)¹ last, the findings obtained from this research have significant implications for the tutorial research, derived mainly from extracting the connection between the objectives of this study. Key issue for marketers currently is to know how digital and social media are utilized in the acquisition decision process (Powers, Ad vincula, Austin, Graiko, & Snyder, 2012), their influence on buyer behavior, and their role as a marketing tool. The results overall show that the social media plays an important role in making the positive impact on buying behavior, supported the study there's significant impact of Instagram on the buying behavior of the scholars. it's observed that Facebook and Twitter aren't having a big impact on students buying behavior, but still got a serious role choose the products to be purchased. Social media included Facebook, Instagram and Twitter possesses the effectiveness on the scholars buying behavior, specifically Instagram shows the precise effectiveness on the scholars buying behavior. Social media has enabled marketers to access and monitor consumer opinions on a continuing instant basis by listening in and participating in online conversations, and observing what people are discussing in blogs, forums and online communities (Constantinides, 2014). Respondents feel that there's a crucial problem of harmful problems was intentionally spread with the assistance of bloggers. Also, the model represents the changing students buying behavior towards selecting certain product, age bracket by using the foremost suitable social media. Noémie Meslat, (Noémie Meslat, 2018)², Has also an equivalent perception towards Social Media. In his study he says that, Social media platforms became popular at the start of the 21st century. Although the number of platforms and active users is rapidly growing, social media platforms were mainly utilized in order to talk and share personal content with friends and family. At the start of 2010's digital marketing highly raised. Digital advertisement became more and more accessible and affordable to each company. However, in some industries like touristic industry for instance, competition is extremely dense and corporations always got to differentiate themselves. Therefore, companies began to communicate advertisement on social media platforms and it slowly became a replacement marketing tool. Arul Jothi (Arul Jothi C, Mohmadraj Gaffoor A, 2017)³, has given the right solution for the authors study, Social networks have a task in influencing the behaviour of consumers within the virtual environments, particularly when the degree of exposure of messages and therefore the reform the relation created between the variability of data given of data given and the customer who is close to make a

sale. There are many of us who are still preferred to shop for through physical mediums. But also, we could find that this major chunk of population belongs to the age bracket of 18-32 are the potential buyers of certain products like electronics, clothes, books, home appliances are purchased through online. While coming to the foremost important attribute that creates a consumer prefer to buy products through online are quality, security of credit/debit cards, and sort of products then on. As per the research consumers usually spend quite three hours each day on the social media and therefore the major purpose was acknowledged to be social networking and knowledge gathering. Consumers depend on quite one medium so as to reinforce their brand related knowledge. It means they use the mixture of varied sources for creating final purchase decision. alongside the normal sources, they heavily believe modern marketing tool i.e. online advertising. Consumers do require detailed information about the brand so on evaluate its strengths and weaknesses; this ample amount of data saves their time by allowing them to form the acquisition decision quickly. (Alalwan, 2017)⁴, The conclusions obtained from this research have important conclusions and results for the future academic research, derived primarily from the analysis of 4 new sorts of social media consumers, namely Engagers, Expressers and Informers, Networkers, and Watchers and Listeners. They used this new classification and other newly formed variables such as (Positive reactions to online ads, Trust in information from personal sources, Trust in information from foreign sources), continuous variables (Concern for privacy, Importance of social media), and categorical variables (Experience using social media, Clicking the ad, Log in pattern, Time spent per login session) to realize as that a segment of social media users and observe different patterns in the Social Media users which might be targeted to enhance the effectiveness, efficiency and creativity of online marketing activities. Therefore, this research presents to the readers new ways to classify online consumers or as well call it as Social Media Consumers, which served primarily as a basis for psychographic segmentation, supported respondents' activities on different online platforms or Social Media Platforms. (Fitore Jashari, Visar Rrustemi, 2017)⁵, in his study has taken a survey in his university and has found that the results indicate that the effect of observing others behavior affects the unplanned purchases. From those that declared to possess bought things unplanned as results of social media exposure, 98.4% are up to 40 years old. just in case of post purchase dissatisfactions, the consumers complain in several ways. Most of them ask their friends, while others complain on to the corporate, discuss social

media regarding that product, and post different content like photos or videos, showing their dissatisfaction. Although there are a number of them that don't complain, they only don't buy the merchandise anymore. Therefore, supported the survey findings, we will positively answer or accept the hypothesis that the social media do impact the buyer behavior, which this is often also comes at the advantage of businesses through communication channels to supply better products and services, and make them easier available to the consumers. (Kem Z.K. Zhanga, Morad Benyoucef, 2016)⁶, says in his paper of Consumer Behavior in Social Commerce that, the emergence of social commerce has brought substantial changes to both businesses and consumers. Hence, understanding consumer behavior within the context of social commerce has become critical for companies that aim to raised influence consumers and harness the facility of their social ties. as long as research on this issue is new and largely fragmented, it'll be theoretically important to gauge what has been studied and derive meaningful insights through a structured review of the literature. during this study, we conduct a scientific review of social commerce studies to explicate how consumers behave on social networking sites. We classify these studies, discuss noteworthy theories, and identify important research methods. More importantly, we draw upon the stimulus–organism–response model and therefore the five stage consumer decision-making process to propose an integrative framework for understanding consumer behavior during this context. We believe that this framework can provide a useful basis for future social commerce research. (Arun Chitharanjan, 2016)⁷, the author suggests that, Research identified that satisfaction level of consumer is seen to be high with reference to social media advertising undertaken by consumer, but still it might be seen that there are particular group of people who disagrees to the present aspect. it's also been found that consumer has been undergoing online advertisement using social media marketing and this states that business must perform appropriate advertisement using such media channels. it's also been identified that within the present era if business must influence the behavior of consumer towards their product and services then they need to hold out their advertisement using social media channels. (Ashish Kumar, Ram Bezawada, Rishika, Ramkumar Janakiraman, Kannan P K, 2015)⁸, the researchers have said that Although our study offers key insights into FGC's unique impact and contributes to both theory and practice, it's several limitations. While we leverage a knowledge set that's built on customer social media participation and transaction data, we acknowledge that we analyse just one sort of social media. Further research can explore the role of

other forms of social media, like blogs or tweets. due to the shortage of knowledge, we didn't consider the behavior of an equivalent set of consumers across differing types of social media (e.g., both Facebook and Twitter), and this might be an avenue for further research. According to (Güven Ordun, 2015)⁹, Millennials are the second biggest population within the history of the planet. this is often a chance also as a challenge. they're college or undergraduate students for now but in several years, they're going to be dominating the work life. Current managers are sceptical, uncomfortable, and even anxious about their entrance to the work life. But from another point of view they already began to dominate the market. Not only due to their buying power, but they also directly influence the buying decisions of their parents. So, either from the managerial or retailer perspective, we've to know their perceptions, attitudes, decisions patterns and behavior. counting on the character of their characteristics they desperately seeking connection, but a trustworthy one. So rather than trying to be one among them if you understand them, they're going to allow you to connect their social network. And counting on the results of study if you'll have the prospect to attach their social network as a trusted source, you'll even have the prospect to guide their behavior. (As'ad H, Abu-Rumman, Anas Y, Alhadid, 2014)¹⁰, From the researcher point of view the brand equity items are vital within the social media and also important for the corporate to realize a high return on marketing investment in their social networks. (Bamini KPD Balakrishnan, Mohd Irwan Dahnil, Wong Jiunn Yi, 2014)¹¹, says that Social media has become the routine of the 21st century. Building on the inspiration of Web 2.0, social media applications have facilitated unprecedented growth in human interaction in times. This study attempts to review the impact of social media marketing medium toward brand loyalty and buy intention in Generation Y. These finding inform marketing managers that social media marketing medium has become a crucial marketing tool to succeed in emerging younger generation consumers. It also indicates that cyber world plays a crucial role in modern marketing, enabling marketers to succeed in customers faster and more efficiently. This research provides a suggestion for global brand players in considering applying social media marketing activities to market their product, and brand. (María Rojas Cívico, 2014)¹², says that these days people have different social media platforms; however, the info reveals that individuals are active just in one or two of them. of these individuals, around 85% are following any quite fashion brand on Social Media; mainly motivated to urge more information about the brand they like and entertain themselves. Social media users are rather passives; generally, they

are doing not develop activities that suggests big effort like writing articles, share pictures, comment or participate in competitions. Individuals on social media limit their activities to read, browse the location and watch videos. Finally, the extent of engagement was measured, leading to low engagement between the social media users and therefore the fashion brands. (BOLTON R.N, 2013)¹³, simply concludes his study by saying that review will stimulate managers and public policy makers to spot and develop service innovations that are beneficial to individuals, firms and society. Gen Y's use of social media is already changing the marketplace, the workplace and society; it'll ultimately cause new business models, processes and products that go far beyond the examples discussed herein. However, there are still many questions on how Gen Y's use of social media will influence individual, firm and societal outcomes in several contexts. (Ethel Lee, 2013)¹⁴, suggests that, in theory, information exposure through mass media is taken into account as a passive process as individuals are exposed and receiving information unconsciously. However, when consumers hunt down information initiatively, it's perceived as a lively process. within the research findings, consumers play a lively role within the course of data acquisition due to the accessibility and availability of data on social media platforms. The accessibility and transparency of data that social media has offered to consumers are indicated throughout the whole research. Consumers are ready to access to relevant information not only during a great range but also during a faster speed, which mass media consumes longer in searching information. In contrary, contents aren't on top of things and monitored, thus the prospect of getting false and nonfactual information which the consumers have shown concern of. In terms of a business context, marketers need to remember of the bad mouth on social media, because it is often spread virally and led to a damage to brand's reputation. (Lukas Forbes P, Eve M, 2013)¹⁵, has some interesting and new findings that the results indicate that buyers are buying either very inexpensive, or very expensive items, and do so supported recommendations from people they might not consider "opinion influencers or leaders". This surprising result indicates that firms can influence future purchases, perhaps, by encouraging their users to post on various sorts of social media. as an example, firms could use discounts or incentives to possess consumers recommend their product via social media if that recommendation led to future purchases by their connected friends. additionally, results indicate a slow shift from more traditional sorts of social media like Facebook to quicker sorts of social media like Twitter. Numerous respondents indicated their desire for information now, not even each day or two old, and

this research indicates a shift towards that sort of social media which is according to general themes of today's social media. For businesses, this might indicate that funding allocation could be better served on this sort of social media format as against advertisements on a more stagnant media like Facebook. There exist numerous opportunities for future research in this area. First, future research could investigate more specifically the kinds of products that buyers could, or couldn't, be motivated to get from their social media. as an example, researchers could conduct an experiment during which consumers are presented with various items that are recommended via social media to ascertain what sorts of products they might, or wouldn't, consider purchasing therein environment. Second, future research might be expanded to a bigger pool of subjects representing more of a world population since an outsized percentage of social media users are found outside the us. As an example, a second study could draw upon a pool of non-US citizens then data between both pools might be compared. The Author has suggested the varied possible ways the research might be taken forward and the way the research would help for the longerterm studies. The article (Katja Hutter Julia Hautz Severin Dennhardt Johann Füller, 2013)¹⁶, analyses the influence of brands' social media activities and participants' social media involvement on the acquisition decision process of consumers. Their findings demonstrate that engagement with a Facebook fan page has positive effects on consumers' brand awareness, WOM activities and buy intention. Results further indicate that annoyance with the fan page results in negative effects in reference to the general commitment to and involvement with the fan page and WOM. The authors' research shows that social media activities indeed affect the acquisition decision-making process. (Paquette, Holly, 2013)¹⁷, last, research has determined that retailers can increase awareness of their brand by being creative when engaging customers on social media sites. "As more shoppers use social media (e.g., Twitter, Facebook, MySpace, and LinkedIn) and believe them for marketing shopping decisions, promotion through these media has become important" (Shankar et al. 2011, 32). consistent with Curran et al. (2011), social media sites like Facebook are better than other advertising avenues because it stores information on all its users thus ensuring marketing reaches a retailer's specific target market. Social media sites are an excellent stage for retailers to make an experience and retailers can use information stored on social media sites to enhance user experience with their brand. In the last few years the internet has played a major role in many fields of economy as it is commonly defined as a global media. As one of the

most exciting technological innovations of the twentieth century, the Internet has profoundly altered the way we communicate and do business. Since the discovery of the internet as a new communication medium it has become a part of the strategy of firms. The internet has been largely used in management. It works as an advertising medium for firms to include in their campaigns, as a distribution channel and as a source of information. Internet application to the development of diverse firm strategies is a practice that has come to be called e-commerce **Samaniego (2006)[2]**. World is changing at a remarkable pace and so does the world of marketing. The limited options to communicate with the target audience have been widening. Even the technology has profoundly changed the way consumer process communication. Furthermore, the definition of “media” in the Internet age seems to stretch to include the virtual environment offered by web pages rather than the physical media such as the press and magazines, as well as broadcast media such as radio and television **Harridge (2004)**. The dynamic technology provides marketers with efficient and powerful ways of designing, promoting as well as distributing products, conducting research, and gathering market information.

Today, businesses operate in a dynamic environment, in which various kinds of competitions determine the rule of the game. Managing a competitive edge in today’s business world demands an effective electronic strategy, concentrating on the convenience of electronic buying. In India the digital marketplace has been expected to rise by 33% to Rs 62,967 crore by the end of 2013 from Rs 47,349 crore in 2012, according to a report released by IAMAI (*Internet and Mobile Association of India*). In the era of electronic, most business organizations have realized that making more effective use of the Internet is a requirement for fighting competition in a dynamic business environment **Deitel et al. (2001)[3]**. The internet is witnessing tremendous enthusiasm and interest in India from last few years. The internet has become the key ingredient of quick and rapid lifestyle in India. Internet growth has led to a host of new developments, such as decreased margins for companies as consumers turn more and more to the internet to purchase products and services.

Electronic marketing is a revolution in today's business world. Business organizations have been forced to adopt technological change over the last decade. E-marketing' utilizes electronic channels to carry through their marketing activities to attain marketing objectives of the organization **Petrovic (2011)[13]**. In a broad sense, electronic marketing is the utility of computer and internet technology, or electronic based activities, to improve marketing activities and performance. It improves the online

execution of delivering customer benefits and satisfaction. E-marketing draws heavily on Internet communications to coordinate many marketing activities, such as market research, New product development, market segmentation, positioning, product distribution, customer services, promotion, customer feedback, etc. These internet or electronic based activities should, in turn, be integrated with the overall marketing strategy to support the corporate objectives of the E-commerce **Reedly et al. (2000)[14]**.

E-marketing has become a vital component of the overall marketing efforts, and begun to get measurable results **Haines (2001)[15]**. In a competitive business environment, losing customers is very easy as the competitor is just a click away. Implementing E-marketing strategy, therefore, requires an adequate understanding of changes in the way customers think and act on the World Wide Web. In other words, in a dynamic business environment, E-marketing is capable of cutting through the clutter to provide a precious opportunity for businesses to improve accessibility to the world and thrive **Mainardi (1998)[16]**.

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Several scholars have recently researched the impact of social media on consumer behavior, but not necessarily from a decision-making viewpoint (e.g., Xie and Lee, 2015; Chu and Kim, 2011). Consumers use social media to provide instant access to information at their convenience (Mangold and Faulds, 2009), helping them decide what to purchase or learn more about new goods or brands, when and where they want to (Powers et al., 2012); Goh et al. (2013), and Xiang and Gretzel (2010) provide

examples. Online user reviews have been shown to have a causal effect on consumers' choice of product and purchasing behaviour (Yayli and Bayram, 2012). Social networking has brought in a 'participatory culture' in which users network with other like-minded people to participate in an endless cycle of exchanging information, tracking notifications, and seeking feedback and reviews on all kinds of items, services and activities (Ashman et al., 2015). The standard of online product reviews, characterized by perceived informativeness and persuasiveness, along with the perceived amount of feedback, is found to have a substantial positive effect on the buying intentions of consumers (Zhou et al., 2013; Zhang et al., 2014). Compared with corporate communications and advertising , social media is seen as a more reliable source of knowledge. There is a general sense of mistrust against mass media according to Constantinides (2014). Consumers thus move away from conventional media such as television, magazines , and newspapers as sources of information for their transactions (Mangold and Faulds, 2009). Knowledge surcharge is a major problem in decision-making online. With its sheer volume of information, social media has driven consumers to a state of paralysis of the study, making it difficult to access all information available (Powers et al., 2012). Because of restricted rationality (Simon, 1960; Thaler and Mullainathan, 2008), there is a limit to the amount of knowledge that can be processed by individuals, and it is not feasible to determine in detail all the alternatives of choice (Karimi, 2013).

This particular technical revolution during the last decade has drastically revolutionized the traditional marketing approaches and brought marketers to a new era. In the new marketing era, the social media has likely to revolutionize the relationships marketers have with retailers, channels of distribution, their ultimate consumers, etc. It is an Information Age, and consumers are inundated with overwhelming quantities of information each and every day. Based on the findings from McKinsey (2011), it has revealed that when companies go about their business and interact with individuals, they are generating a tremendous amount of digital "exhaust data," i.e., data that are created as a by-product of other activities. Social media sites, smartphones, and other consumer devices have allowed billions of individuals around the world to contribute to the amount of big data available. (McKinsey 2011.) By looking at the enormous amount of social media campaigns, e-commerce websites, sales emails, forums, etc., it appears that companies of all sizes have been translating their marketing approaches to the Internet because of its accessibility to their target audience and the money required to do so. (Chui and Manyika

2012.) By contrast, the traditional advertising approach of mass media communication, for instance newspaper, magazines, and televisions, aim.

Traditional advertising via mass media is on decline; Sergio Zyman (1999), former Chief Marketing Officer, Coca Cola, believes, “The era of marketing as we have known it is over, dead, kaput – and most marketers don’t realize it...” he further clarifies that technology has given people many more options than they had in the past and has created a consumer democracy in which people around the world constantly use social-media platforms to seek and share information from discussing consumer products to organizing political movements (see Chui and Manyika 2012). With more stimuli bombardments, individuals are more cautious and adept in allocating attention to information; thus it is essential for marketers to find the reasons that speak to particular customers’ concerns, and to seek ways to speak to customers individually, or in smaller communities (Zyman 1999). Internet offers favorable solutions to marketers these days. Marketing through social media would be an alternative perspective of interfacing with individuals, and yet the most influential applications of social technologies in the global economy are largely untapped (Chui and Manyika 2012).

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